**ZMET Interview Transcript**

Group 10

**Respondent 1: Anjali, 27, Female**

**1. Storytelling**

**Image 1: Sarah’s Beauty Lip Gloss Influencer Post**

"This post kept showing up on my feed. The way the influencer 

showed off the gloss, with close-ups and trendy packaging, definitely

caught my eye. It felt like I *had* to try it. But looking back, I didn’t

even need it. Sometimes, their excitement pulls you in more than the

product itself. It’s like you get excited for something you hadn’t even

considered before.”

**Image 2: Ricca Eye Roller Instagram Story**

“I saw this product in multiple influencer routines. The repetition

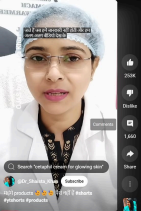
makes it feel essential, like, ‘Am I missing out if I don’t use it?’ But

honestly, I tried it, and it didn’t do much for me. I think influencer

marketing normalises some products that don’t really have strong

benefits.”

**Image 3: Doctor Reviewing Cetaphil Cream (YouTube Shorts)**

“This video felt different—it was a doctor speaking, not a beauty 

blogger. It made me pause. The professional tone and honest analysis

gave me a break from the usual 'OMG-this-is-life-changing' content. I

liked that. It reminded me to be a little more critical instead of jumping

on every trend.”

**2. Missed Images**

“I couldn’t find an image to show the feeling of being let down by overhyped products. Maybe a person looking at a mirror, holding the product and feeling like, ‘Why did I buy this?’ Also, an image of endless scrolling—just getting confused by conflicting advice.”

**3. Construct Elicitation**

**Similarity:** All three images show how influencers play with emotions and trust to push products.

**Difference:** The first two are emotionally driven, glamorised portrayals. The third one, with the doctor, feels logical and calming, like a reality check in a sea of hype.

**4. Laddering**

● **Feature:** Influencers are enthusiastic, visually engaging, and present products with personal stories.

● **Functional Benefit:** They simplify product discovery and make you aware of things you’d otherwise ignore.

● **Higher Benefit:** They create a sense of connection and give the impression that you’re getting friendly, peer-level advice instead of a brand ad.

● **Emotional Benefit:** It feels relatable and exciting at first, but also brings moments of doubt, especially when the hype doesn’t match reality. Over time, it leads to a mix of trust and caution and a desire to find voices that feel more *real* than rehearsed.

**5. Sensory Images**

● **Touch:** Scrolling through stories, adding to cart

● **Sight:** Polished images, glowing skin, sparkly packaging

● **Sound:** Trendy background audio, reassuring voices

● **Emotion:** Curiosity and FOMO at first, then disappointment or satisfaction depending on the outcome

**6. Vignette**

Picture a young woman named Shruti living in a busy city. She’s always on her phone, especially in the evenings, scrolling through endless beauty posts. Every day, she sees influencers raving about new lip glosses, miracle creams, and must-have rollers. Their excitement is contagious—she finds herself clicking “buy now” more often than she’d like to admit. Packages arrive, and for a moment, she feels the thrill. Soon, her shelves were crowded with products that she barely touched. One afternoon, as she’s tidying up, Shruti pauses and really looks at all the bottles and tubes piling up. She realises most of these things weren’t truly needed—they just looked irresistible online. With a small, knowing smile, she puts her phone down and decides to be a little more thoughtful next time. The world of influencers keeps buzzing, but Shruti feels lighter, finally trusting her own choices over the hype.

**7. Summary Image**

“A split screen: One side is vibrant, chaotic influencer stories; the other, a calm doctor speaking clearly. It represents my shift from emotional impulse to cautious decisions.”

**Respondent 2: Shubham Ayan, 23, Male**

**1. Storytelling**

“The curly hair product review I saw was actually super 

helpful. The influencer didn’t just recommend stuff—he

pointed out what *not* to use. That felt real. Same with the

Minimalist face wash review. The guy was honest, even

about the drawbacks, and that helped a lot.

The skincare reel though… I don’t know. It made self-care

look way too effortless, like you just put something on and

boom, results. Sometimes, it sets unrealistic expectations.”

**2. Missed Images**

“One missed image is the chaos of having 10 open tabs or apps, all with different influencers saying different things. Another would be the joy when something they recommended actually works—that’s rare but satisfying.”

**3. Construct Elicitation**

**Similarity:** All three show influencers acting as guides.

**Difference:** The curly hair one warned me the skincare reel simplified things too much, and the face wash review felt the most honest.

**4. Laddering**

● **Feature:** Relatable influencers who don’t oversell

● **Functional Benefit:** Helps me avoid bad buys

● **Higher Benefit:** Saves time and effort

● **Emotional Benefit:** I feel seen, more confident, and less anxious

**5. Sensory Images**

● **Sight:** Clear, relatable

● **Sound:** Real conversations, not overly enthusiastic pitches

● **Emotion:** Relief when the info is honest, irritation when it’s too salesy

**6. Vignette**

It’s late at night, and I’m scrolling through reels. One influencer is raving about a serum that “changed her life,” and another is using a face mask that looks like molten gold. Everyone’s glowing. I almost hit ‘Buy Now’ on something purely because the bottle looked aesthetic.

But then I stumbled across a chill video by a dermatologist. No filters, no background music, just facts. He basically says, “Don’t overdo it. Use what works for *you*.” It’s like a slap of logic.

I end up buying one product and not five, but surprisingly, it works. Not influencer-level glow, but at least my skin’s not breaking out in rebellion.

Moral of the story: hype is loud, but sense is quiet. Glad I listened to the quiet one.

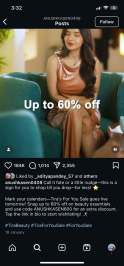
**7. Summary Image**

“A mix of influencers—some exaggerated, some grounded. I’m in the middle, choosing based on balance and not just hype.”

**Respondent: Anshika, 22, Female**

**1. Storytelling**

**Image 1: Sale Post on Instagram**

“This post just screamed at me: ‘BUY IT NOW!’ The way influencers 

present these sales. It’s just like they're your cool friend who knows all

the secret deals. She had this caption like, *‘This is your sign to shop*

*till you drop’*, and for a second, I really believed her. It’s wild how

easily I get drawn in just because someone I follow told me to.”

**Image 2: Couple Skincare Routine Reel** 

“This one had a couple doing skincare together and honestly, it was too

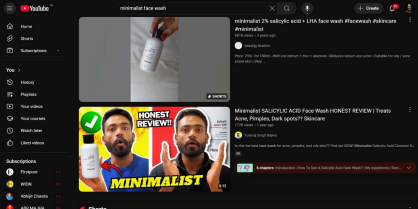
cute. It wasn’t even about the products anymore. It was more like,

*‘Skincare is bonding time, self-love, couple goals, all in one.’* The

routine felt easy, fun, and even emotional in a weirdly satisfying way.

That vibe? Super effective.”

**Image 3: YouTube Dot & Key Review**

****“Finally, something that didn’t feel like a sales pitch. The influencer talked about what worked, what didn’t, and even warned about things that might not suit everyone. I could see her actually *using* the products. That kind of content builds way more trust than perfect, glowing selfies. She made me think before buying.”

**2. Missed Images**

“There are no pictures to describe the mental chaos of too many product recommendations in one day. It’s like everyone’s yelling about the ‘next big thing.’ Also, the regret after giving in to a trend that just doesn’t work for my skin? Yeah, no influencer shows *that* part.”

**3. Construct Elicitation**

**Similarity:**

All three posts are examples of how influencers shape what I notice and consider when buying personal care products. They turn self-care into something more engaging, whether it’s through urgency, lifestyle, or credibility.

**Difference:**

The first post pressures you to buy instantly. The second makes skincare feel emotional and social. The third? It slows things down and gives you actual reasons to buy—or not.

**4. Laddering**

**Feature:** They wrap self-care in vibes—sales, stories, and soft lighting.

**Functional Benefit:** They help me discover things I wouldn’t have searched for on my own.

**Higher Benefit:** They make self-care feel less like a checklist and more like something fun, social, even aspirational.

**Emotional Benefit:** It’s exciting and easy to fall for. But it also leads to pressure—like I need to keep up, or that I’m behind if I don’t try the latest thing. Eventually, I started separating the noise from the useful voices.

**5. Sensory Images**

● **Sight:** Sleek product shots, glowing skin, pastel packaging

● **Sound:** Reels with happy music, friendly voices, “Get ready with me!” intros ● **Emotion:** Instant curiosity, occasional FOMO, but also calm confidence when I watch honest reviews

**6. Vignette**

Anshika always used to wonder—how do her friends manage to have that fresh, glowing skin all the time, while hers just looked... tired? No matter what she tried, nothing really stuck. One evening, after a long college day, she caught her reflection and just thought, *“Okay, maybe it’s time I actually figure this out.”*

She jumped online for help, and instantly fell into the usual chaos—way too many product suggestions, everyone claiming their routine was *the* routine. It was overwhelming. But then, a few influencers stood out. They weren’t just posting pretty selfies—they were breaking things down, talking ingredients, being honest about what worked for them and what didn’t.

Something about that felt real. So she gave it a shot. Picked a few of their suggestions, followed their steps without going overboard. And slowly, things started to change—not just her skin, but her whole vibe. She felt better, more in control, like she wasn’t guessing anymore.

Now, her friends ask *her* what she’s using. And for Anshika, influencer content isn’t just about products anymore. It turned skincare into something enjoyable, even personal. It’s no longer a routine—it’s a little daily ritual that makes her feel good in her own skin.

**7. Summary Image**

Together, they show how influencer marketing pulls me in with urgency, keeps me curious with lifestyle, and finally convinces me (or not) through honesty. It’s a full journey from *temptation* to *thoughtful action*, all guided by who I choose to trust.