**Participant 16**

Personality: Funny, friendly, kind

**Interviewer:** : Can you confirm which age generation you fall under? Generation Z (18-25), Y (26-40 years old), X (41-55 years old), or Baby Boomers (56-74 years old)?

1. Uh, Y.

**INTERVIEWER:** : What device do you mainly use to go online?

1. Um yeah phone and um a computer and a laptop a MAC.

**INTERVIEWER:** : So when you browse through skincare posts what device do you use more of?

1. Yeah, probably my phone yeah.

**INTERVIEWER:** : Are you currently a member of any skincare groups?

1. On Facebook I am, yeah lots of different facebook groups like too many to list.

**INTERVIEWER:** : Do you follow any skincare brands on social media?

1. Yeah, I follow a couple of our competitors so Bybi skincare, Goto skincare, couple like this, La Mer.

**INTERVIEWER:** : Is that on Instagram?

1. Yeah on Instagram, or on Facebook, I actually mostly follow on Instagram actually.

**INTERVIEWER:** : What do you like about being a member or follower of these skincare groups and brands?

1. Could you um what do you mean what is it uhh Im just kind of doing it to for like competitor analysis kind of thing so I’m not yeah it’s not like a place where I umm say it’s purely from like a research point of view so um yeah its nice there’s lots of friendly people there and uh lots of people who are uhh you know looking for skincare.

**INTERVIEWER:** : So is that mainly to gain information about products and..?

1. Yeah exactly yeah.

**INTERVIEWER:** : Have you previously left a skincare group before?

1. Left?

**INTERVIEWER:** : Yeah so maybe you joined a group before and you didn’t like it so you left the group because maybe it wasn’t helpful?

1. Yes I have left a group because it wasn’t helpful um if there was groups where um there were people who uh uh for example there are some groups out there that are just solely there for them to market their own MOM companies or like there are bodyshop um skincare company so um big kind of groups are not really helpful for me so I joined and left a few.

**INTERVIEWER:** : So your main reason for joining is to would you say advertise?

1. Yeah yeah advertise and network and um sometimes people set up groups um with the facade like a helpful kind of skincare group where people can meet each other like network or um or rest of it but sometimes it’s because they have their own skincare company and they’re just trying to share their own content and they kind of um they dictate what the group is going to be talking about and uh they only put their own information on so I have joined people like that and left again because I found it wasn’t really helpful um and yeah.

**INTERVIEWER:** : I see and how long have you been using skincare products then?

1. Um well, I’ve been using our own skincare products for a year, the year that we’ve been, the business has been going and then before, like before then every now and again I wouldn’t say I was like a skincare addict or anything I would just use like the odd moisturizer or um like a serum or something, but not very often.

**INTERVIEWER:** : Is there any reasons why you got into skincare?

1. My girlfriend is a skincare has a skincare company so yeah that’s why I am more interested in it nowadays.

**INTERVIEWER:** : I see, and do you have any favourite products?

1. Well our products, our brand Annivie is definitely my number one favourite \*laughs\* and it generally is like the best quality kind of quality that you can get out there for organic skincare like um like you know these kind of natural clean beauty umm but yeah other products I use um maybe I should give some examples of products my girlfriend uses so like the ordinary um what else can’t really think of any at the top of my head but yeah.

**INTERVIEWER:** : How do you usually come across skincare products, where do you usually get your information from?

1. Um just online just kind of googling then I go on to their website and find out their information.

**INTERVIEWER:** : So you look at reviews you would say?

1. Reviews, yeah yeah yeah, I check out reviews and just their general content that they post um for you know or how they describe their product and um yeah.

**INTERVIEWER:** : What do you think makes a good skincare product then?

1. Something uh that is clean, that’s not going to be harmful for the skin, that’s natural, that helps to solve an issue whether that would be like dryness or um you know acne or something like this so any kind of and obviously each skincare product will have its own qualities that are good for the problem so obviously first of all has its own problem that but then thing that like elevates it is that it obviously has to be high quality, and kind of natural and clean and um. I also kind of like my company, my skincare companies um like social conscious but that’s not necessarily to do with the product but more so the company.

**INTERVIEWER:** : I see. So are those all the things you research when it comes to purchasing a product then?

1. Yeah that’s what I would look at when I am purchasing I would see what kind of company am I buying from then first of all and then uhh, what stuff do they have available, what problems do they solve, does it meet my criteria of being natural and um you know have a look at the ingredients cause now I know more about the ingredients I start to question why something is being added but yeah.

**INTERVIEWER:** : Do you often research about the product first or do you purchase first then research about it?

1. Um research first and then purchase.

**INTERVIEWER:** : Ok is this mainly on google you would look for information or skincare groups?

1. Yeah, or what they actually post about their own products you have to be quite transparent umm you know when it comes to skincare when it comes to regulations you have to post your ingredients for example and yeah most people obviously have a nice message where they describe their promises, I mean I don’t spend like hours you know pulling up spreadsheets of uhh skincare products should I buy but just a quick glance on their website and just to see if it meets my criteria.

**INTERVIEWER:** : Ok and what if the product isn’t up to your likings then would you go back and research again for other products?

1. Yeah I would skip over it.

**INTERVIEWER:** : And you wouldn’t continue using it if you didn’t like it?

1. Yeah for example if I brought a product and it wasn’t my cup of tea or um whenever I use certain moisturizers like Nivea and uh couple of others I found out that I broke out in spots um I don’t know what that was about but yeah obviously I would go off and even if it does meet your criteria it still might not be for you might not be the perfect one.

**INTERVIEWER:** : Would you recommend the products from the brand to your friends?

1. Uh yeah I definitely recommend all of Annivie’s products and um I yeah if I found like a really good one um if I take myself away from Annivie if I found like a really good moisturizer or something I would recommend it to a couple of guys.

**INTERVIEWER:** : Do you often recommend it in person offline or online or both?

1. Um I feel like I forgotten what it’s like to meet people from in person now ha so um maybe online for like in a modern day uh but yeah probably both if it wasn’t a pandemic.

**INTERVIEWER:** : I see, and do you leave reviews on skincare products yourself?

1. I don’t actually. No I’ve never left a review.

**INTERVIEWER:** : Do you stick with the same brand or find yourself switching between brands?

1. Umm… before Annivie I would switch but nowadays and price was my main concern and that was pre-last year but now I am willing to first of all I am going to spend a bit more for a better product and second of all I stick to one product by one company which is our company.

**INTERVIEWER:** : When you joined a skincare group did you intend to post when you joined or read about it?

1. Probably post more so yeah just to try and network and get a good brand awareness uh yeah.

**INTERVIEWER:** : How many hours would you say you spend a month posting online on skincare?

1. In hours it would be like 1 hour maybe like a month. I would say less than an hour every week.

**INTERVIEWER:** : What about reading, do you say you spend same amount of time reading posts ONLINE?

1. The posts, I do I do read quite a lot of uh a lot of posts but I am not like reading to see oh what they are saying about this, I read to see if it is going to be relevant for our business so um you know if someone is saying like “Hi does anyone have any natural kind of alternatives to a moisturizer” or “I have dry skin does anyone have product.. can anyone recommend a product?” then I would kind of read those ones and like try and engage with those people but it’s rare that I am.. I mean first of all I am not in the marketing department and so the when it comes to that kind of stuff reading about everything that is more so my girlfriend so me personally, not really.

**INTERVIEWER:** : So how often would you say you engage with posts? Liking, sharing or commenting?

1. Um every other day.

**INTERVIEWER:** : Oh ok and which one do you do more of?

1. Like posts

**INTERVIEWER:** : Do you comment as well a lot?

1. I do.

**INTERVIEWER:** : What are your main reasons for engaging and posting then?

1. Brand awareness um and to uh network and also to… um yeah help people as well like to I want to be helpful.

**INTERVIEWER:** : so would you say you like to share information more than you gain?

1. Probably… Kind of feel like my psychologist ask me the same kind of questions ha yeah.

**INTERVIEWER:** : Do you prefer skincare posts with pictures, videos, or what kind of posts do you prefer?

1. Yeah pictures and videos are way more engaging uh yeah.

**INTERVIEWER:** : Is this informational content or product in action or what kind of posts?

1. Well I mean it’s a good question cause like if I’m going to be engaging with a customer it’s I’m not just going to like uhh if I’m trying to be helpful its very unlikely that if I’m going to be doing on a video because they’re often just like videos about their own knowledge right so if it’s a.. like I enjoy pictures and videos or more social content like ill happily lazily watch it whereas if I’m doing it from a business perspective I’m more so going to be engaging with written posts. Does that make sense?

INTERVIEWER: Yeah and what is it that you post about then when it comes to your brand often?

1. When it comes to our brand we are trying to share about the ingredients that we use, um the um.. products that we have available and you know they are good for and um how certain ingredients can help with yeah certain issues.

**INTERVIEWER:** : That’s perfect, so would you say you are very active in the skincare industry then?

1. Oh I mean we would love to be but right now no like um we are umm I would say we … are trying to be very kind of proactive but its uh yeah we are so new we’ve only been trading for like 2 months so um our activity level needs like I said it is probably every other day when we really need to be ramping our efforts up but you know as a person as a individual I am quite active like I am more active than I used to be don’t see anyone else scrolling through these skincare groups like I do ha but yeah its um so yeah me as a person yeah but as a company, no.

**INTERVIEWER:** : Why would you say you’re not as active with your brand then when it comes to online is it only because you’re a start-up and you’re not sure what to look at?

1. I think so, I think there is a little bit kind of like dipping the toes in the water kind of element to it you know. You don’t want to be uhh making a big splash and then kind of embarrassing yourself and there is many other things as well that we need to get in order so like for example our website is umm.. have only just been made a couple months ago and we are making more tweaks to it like to optimize the search engine capacity, and um also to add jusr more content like so we haven’t got like the same kind of pictures that bigger companies have got like you know we have. We are unable to hire like a model to take pictures so we are already relying on people who buy the product and then take pictures of themselves using it and then we can have that kind of content so our content level is quite low and therefore our marketing efforts I mean when you are posting stuff you need content right so because we have a low content its uh yeah our marketing voice is a bit quiet at the moment.

**INTERVIEWER:** : I see, Would you say your online behaviour is similar offline as well? So you engage with skincare equally both online and offline or one more than the other?

1. I definitely engage more personally online than I do offline um yeah so yeah I almost have more of a kind of professional persona online where I am really trying to help people with like skincare but um like offline I’m just kind of helping to manage the business and the finances and the.. I actually work in sales as well for both this job and for um another job as well so I yeah I am not really talking to the guys as well about skincare.
2. Is there any other reason why you prefer online more than offline?
3. Uh I think its circles. Like being in I don’t have any kind of like circles that I am in offline like the I don’t have any communities that are actively engaging in, talking about skincare or anything whereas online it’s so easy to just like get into like these kind of circles where you can interact with like-minded people or with potential customers or potential suppliers whatever.

**INTERVIEWER:** : Oh okay and what would make you more active offline then?

1. Umm maybe a community of people who are interested in skincare.

**INTERVIEWER:** : So skincare events?

1. Yeah skincare events yeah absolutely yeah if COVID didn’t exist then there was lots of events happening um which were obviously planned uh where we could go and showcase our products we would be very active but it’s kind of um we are just reacting to the situation at the moment.

**INTERVIEWER:** : Yeah, cause I know like skincare events have been cancelled because of that..

1. Yeah, just every event really so it just kind of like um you know a lot of these places like whole foods, and natural food, or vegan events or anything like that where might relate to our business or even like sustainability um yeah any kind of event is kind of cancelled so yeah and like more events would certainly be um be useful and also very scary ha.

**INTERVIEWER:** : And is there anything a skincare brand can do to make you more active online so say you were a consumer, what kind the brand do to make you more active?

1. What can a brand do to make me more active… I think they could probably uh post more questions to me uh kind of reach out on a more like understanding level rather than like a or wanting to understand rather than a kind of like telling. So maybe a bit more connection um a bit more kind of umm like quizzes and stuff like that would be stuff I would be interested in and uh something..

**INTERVIEWER:** : Maybe if the brand shared your post and that would make you more active would you say?

1. Like an interactive level, yeah.

**INTERVIEWER:** : What if the brand paid you to post more would you just do consider that or that’s not something you’re interested in?

1. Uh not something I am personally interested in but I can see the appeal.

**INTERVIEWER:** : What do you think makes a good skincare group in your opinion?

1. Um are we talking offline or online or both?

**INTERVIEWER:** : Both.

1. Uhh. So I guess anyone who are like an open dialogue is really important where people are able to not feel uncomfortable with talking about certain like skin issues that they might be having so an open mind um and a.. You know a friendliness where when you make suggestions or you’re trying to be helpful uhh you can kind of soften it a little bit to kind of really.. and I think that’s something that women have to do incredibly well like you know when they are giving feedback or when they are giving uh like helping one another uh they might be like talking about a problem with that person but they have an ability to build and soften the way they talk about it in such a manner that is really easy to kind of like take on board what they are saying and kind of hear them out does that make sense?