**Participant 15**

Personality: Charismatic, pessimistic , realistic

**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. I’m Y now, no…

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

1. I usually use my phone actually, yeah.

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

1. Yeah, I follow Aveeno cream, it is really good for like acne yeah.

**INTERVIEWER:** : What are you following them on?

1. I think it is on Instagram.

**INTERVIEWER:** : I see and what do you like about been a follower of them?

1. Umm it lets me know what new products they might have and if one of them might benefit me or not.

**INTERVIEWER:** : That’s perfect, and what do you look for when it comes to a product?

1. Obviously brand recognition that is very important um cause obviously people won’t believe in a brand if the product is not good so yeah if the product is not good then people won’t believe in the brand so I do believe that um brand recognition obviously um trying out different other brands as well and trying to decide on the right one.

**INTERVIEWER:** : Oh and what helps you when it comes to deciding on the right product? Is this reviews?

1. Umm I’d say reviews and trial and error definitely. Like see what works you know give everything like a 2 weeks trial period.

**INTERVIEWER:** : Oh ok do you consider the good and bad reviews or only certain?

1. Um. Yeah both because you need to see like ah you know certain skin types may not be good for you like you know the reviews might help you find information that you know won’t be good for your skin type like say I’ve got brown skin and someone says in reviews say it’s not good for brown skin I might look differently towards that product.

**INTERVIEWER:** : Um ok and do you leave reviews yourself?

1. No no no. Never.

**INTERVIEWER:** : Any reasons why you don’t?

1. Umm a lot of effort \*laughs\*.

**INTERVIEWER:** : So you just don’t have the time?

1. No, yeah don’t have the time.

**INTERVIEWER:** : Ok but what if you have the time, would you leave a review?

1. Yes I would yeah uh I would yeah.

**INTERVIEWER:** : Ok and how long have you been using skincare products?

1. Uhh since like I was in college I guess so since I was 16..15 properly obviously I like you know I properly brought my own skin products like it wasn’t downstairs in the bathroom ready like I brought my own skincare products when I was 15-16.

**INTERVIEWER:** : Um any reasons why you start using it?

1. Umm… I don’t know.. uh.. my dad and my mom really liked olive oil for hair and uhh it used to always stink \*laugh\* yeah I just wanted my own products really. I want to try different products obviously my parents are.. or where they are in the bathroom is the same thing every time where I want to try different things to see if it would help.

**INTERVIEWER:** : Oh okay so you would just try out new products a lot?

1. Yeah it’s more about trying different products.

**INTERVIEWER:** : ok and what are your favourite skincare products then?

1. Uhh.. skincare I would obviously say obviously Aveeno is very good umm cocoa butter I can’t remember what.. which brand again but it’s like the most popular cocoa butter umm in terms of face wash I recommend is it Neutrogena acne facewash that’s really good umm I use like a Lush facewash as well and the soap actually no it’s not face wash it’s a soap but yeah.

**INTERVIEWER:** : How did you come across them?

1. Obviously through the store. Umm Lush through the stores and the face washes through Amazon and reviews.

**INTERVIEWER:** : Is this reviews from google then or social media?

1. Umm I google you know top 10 men’s care or acne products and.. or most popular and then it comes up yeah.

**INTERVIEWER:** : Ok and then you will immediately purchase it because it’s a top product?

1. Well I will check around like a few different ones to see what it’s like but yeah.

**INTERVIEWER:** : Ok so you often repurchase those products you mentioned right?

1. Yeah.

**INTERVIEWER:** : Any reasons why is it only because it works for you?

1. Well.. I’ve definitely tried different creams and they I don’t know they don’t feel as natural I don’t know like Aveeno is basically like you are putting oat meal on your face pretty much so um in comparison to other creams which are like I don’t know too many chemicals too much I don’t know smell as well sometimes you just want like a natural smell kind of and yeah. Kind of don’t mind that or I like you know cocoa butter smell as well.. But.. so sometimes I think smell is quite integral to creams and yeah.

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

1. Research first.

**INTERVIEWER:** : What do you research about?

1. Uhh… How good the products are for my skin type and my skin condition that’s what I kinda look for.

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

1. Yes. Of course yeah.

**INTERVIEWER:** : You wouldn’t continue using it?

1. Umm if I feel like if it doesn’t do as good the job as you know ones I’ve used previously then yeah.

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

1. Uh yes I would.

**INTERVIEWER:** : Do you recommend it to them in person offline, online, or both?

1. Both.

**INTERVIEWER:** : Any reasons why you do both more?

1. Umm I think when it’s in person it’s a matter of if it like facecare coming up in conversation.

**INTERVIEWER:** : Yeah it doesn’t come up as often?

1. Yeah it doesn’t come up and then online it’s um anyone ask “oh anyone know a good cream” or something well yes it’s quite rare I guess yeah to talk about it.

**INTERVIEWER:** : So there’s not one you do more of?

1. No, not really no.

**INTERVIEWER:** : You did say you like to switch between brands is there reasons why you like to do it?

1. Sometimes IF I feel uhh a skincare product is become stagnant and it doesn’t feel like it’s effecting anything or producing the same result then I will change brands yes.

**INTERVIEWER:** : So if the product works for you you will keep using it?

1. Yeah.

**INTERVIEWER:** : Did you intend to post when you first joined the skincare community?

1. No.

**INTERVIEWER:** : Why do you not want to post?

1. Umm.. I don’t… I don’t know I just feel like it is not something guys post about.
2. So you think gender plays a part?
3. Yeah it’s a gender thing maybe and also Aveeno aren’t paying me to do it \*laughs\*. If I’m sponsored yeah I’ll do it so..

**INTERVIEWER:** : Oh so if they were to reward you would do it?

1. Yeah. Customer loyalty or customer loyalty scheme or something I don’t kow \*laughs\*.

**INTERVIEWER:** : I see. So you mainly just gain information from brands instead of posting?

1. Yeah, yeah.

**INTERVIEWER:** : Ok and how many hours would you say you spend reading about skincare posts online a month roughly?

1. Maybe like 3 a month \*laughs\* yeah I don’t take that much time into it. If I’m running out I might think about looking at alternative brands. Alternative brands cause obviously like brands are always releasing new products and those products could eventually like be their market leader you know you don’t know. Things change so if there is something you know that is a wow like that’s you know affected the market and it’s you know broke into the market as a market leader but you know you would probably go to that way.

**INTERVIEWER:** : So top brands you would pretty much be interested in?

1. Yeah.

**INTERVIEWER:** : and what about posting if you do post how often would you say you post or none at all?

1. What do you mean like about skincare or in general?

**INTERVIEWER:** : Yeah skincare reviews, comments?

1. I wouldn’t post really, no never.

**INTERVIEWER:** : How often do you engage with skincare posts?

1. Not much unfortunately I feel like I don’t know the need to engage with skincare posts.

**INTERVIEWER:** : So how often would you say then?

1. Laughs. Am I allowed to say almost never? I don’t think I’ve ever.

**INTERVIEWER:** : So you don’t like, share or comment?

1. Skincare brands, no, well I haven’t because I haven’t seen them cause their not target no. If I get a targeted there’s a new product, I will like it but in terms of.. no I don’t have yeah.

**INTERVIEWER:** : And what about liking it then how often do you do that?

1. Uhh very rare like almost never?

**INTERVIEWER:** : So once every few months?

1. Yeah once every few months.

**INTERVIEWER:** : What would be your reasons for engaging and posting?

1. Um maybe to get more range on yeah men’s skincare products I don’t think like.. I don’t think there’s like a definite market leader in men’s skincare products like only times I’ve really you know there is no one competing with them so you often wonder.

**INTERVIEWER:** : So your reasons of engaging is mainly to gain information right?

1. Yeah.

**INTERVIEWER:** : Not so much sharing and helping others?

1. Umm.. I didn’t think about it that way I guess. I guess if I think a brand kind of told me to you know kind to recommend it you know maybe I will be more likely to but I don’t know.

**INTERVIEWER:** : Do you prefer posts with pictures or videos? Or others?

1. I would say videos. Um Videos can catch you immediately especially explain.. A video can explain more about the product.

**INTERVIEWER:** : I see so would you trust reviews online would you say?

1. Yes.

**INTERVIEWER:** : What about from a sales person in store, would you also trust their review?

1. Umm.. I would try to get their.. like their best.. I’ll try harder to get their advice cause obviously they are earned by commission or what not so you don’t know if they are just being genuine or they are being told to push that.. push that product so I think I’d be more weary in a store.

**INTERVIEWER:** : If you were to post about a product, what would you post about?

1. Uhh how good it works and you know that other people should try it.

**INTERVIEWER:** : Is there any other reasons why you’re not as active in the skincare community online?

1. My skin isn’t that great \*laughs\* so what’s the point.

**INTERVIEWER:** : So that’s why youre not as active you would say?

1. Yeah. But if I had amazing skin maybe I would be more likely to.

**INTERVIEWER:** : Oh so is this because you are afraid of showing off your skin?

1. No I just feel like you know I just don’t see the point of it really. Umm.. maybe if it made my skin 20 times.. noticeably better like that much noticeably better then I would yeah.

**INTERVIEWER:** : Would you say your online behaviour is similar offline as well? So you engage with skincare equally both online and offline?

1. Yeah I guess.

**INTERVIEWER:** : Do you prefer online more than offline or the opposite?

1. Yeah online, sorry.

**INTERVIEWER:** : Any reasons why you prefer online more?

1. Umm obviously like I said earlier about the online perspective they may be pushing the product cause they’re not selling it enough, not cause it’s good necessarily.

**INTERVIEWER:** : Yeah and what would encourage you to become more active offline then?

1. Umm… maybe an independent.. someone independent in the store that is not part of their company and like you know has tried all their products and would recommend what worked for her I don’t know how that would work but yeah.

**INTERVIEWER:** : And also like offline rewards you mentioned?

1. Yeah, yeah.

**INTERVIEWER:** : Is there anything the brand can do to make you more active in general?

1. Um I don’t know yeah some sort of loyalty scheme maybe or um maybe some sort of social media engagement really I don’t know.

**INTERVIEWER:** : What do you mean by social media engagement?

1. They could do like oh like this and we will give 5 free creams or something like that I don’t know yeah something like that.