**Participant 13**

Personality: Did not complete

**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. It was the 3rd category but I can’t remember what you called it \*laughs\*

**Interviewer:** : Is it X where you are 41-55 years old?

1. Yeah X, yeah.

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

1. Oh um gosh.. 3 devices I use, I use my laptop, my phone, and my iPad.

**Interviewer:** : is there one you use more of?

1. Well I am on my laptop today but yes id go with laptop then yeah.

**Interviewer:** : Are you currently a member or follower of the skincare community? If so which platforms?

1. Penn smiths skincare community.

**Interviewer:** : Other than that? So you’re currently a member on Facebook?

1. Yes

**Interviewer:** : And is there any other platforms that you’re also a member of or following any other brands on social media?

1. I don’t really understand the question, following other brands? I’m following loads of brands on Instagram.

**Interviewer:** : ok so you’re currently follower of skincare community actively.

1. Oh ok yeah.

**Interviewer:** : is this only on Facebook or also on Instagram?

1. Um. Yes its mostly Instagram.

**Interviewer:** : What do you like about being a member or follower of a skincare brand?

1. Ou um.. I suppose accessing new products so seeing what people’s reviews and seeing what’s getting good reviews and probably what to avoid um introductions to new brand as a whole umm and the community aspect of it really just connecting with people.

**Interviewer:** : So this is mainly to gain information about new products and what’s around?

1. Mostly yeah.

**Interviewer:** : And is there any other skincare groups you’re part of that you’re currently in?

1. There’s so many \*laughs\* endless.

**Interviewer:** : Have you left any skincare groups before?

1. No.

**Interviewer:** : ok so how long have you been using skincare products?

1. Umm.. I guess if you include sun cream then for many many years maybe 30 years it depends no cleansers and moisturizers yeah for good 30 years?

**Interviewer:** : Oh wow what are your favourite skincare products?

1. My favourite skincare products. Um other than my own um I would say Neova copper peptide serum um I would say youre not going to disturb this one Pyunkang Yul Essence toner do you want me to spell that?

**INTERVIEWER:** : Um you don’t have to, I’ll search it up later.

1. \*laughs\* oh we will leave that one, you got it recorded anyways. Um bare with me a Medik8 retinal that would be a favourite um polyglutamic acid by the INKEY list. Im going to say Maysama green pressed serum.

**INTERVIEWER:** : And what do you like about all of them?

1. Oh different things they are all mostly medical skincare mostly.

**INTERVIEWER:** : I see, they are all mostly medical skincare

1. Other than the polygutamic acid theyre all medical grade yeah

**INTERVIEWER:** : Ok so that’s what you like about them?

1. Yeah.

**INTERVIEWER:** : And how did you come across them?

1. Um I would say through the.. mostly through Instagram little bit on Facebook.

**INTERVIEWER:** : Ok and do you often purchase those products or do you tend to switch abouts?

1. Yeah I often purchase those products.

**INTERVIEWER:** : Is it only because theyre medicated and they suit you? Is there any other reasons why you purchase the same products?

1. Um I think it’s because I trust them more than anything. They do suit me but yeah I trust what they do.

**INTERVIEWER:** : They work best for you and everyone else do you think?

1. Yeah.

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

1. It is probably about 50-50 if depending on who I’ve heard about the product from then um so if somebody like Penn Smith for example recommended a product I would take it at face value if it was an instagrammer and if it was something that catches my interests I might then go away and check the ingredients.

**INTERVIEWER:** : Ok is the ingredients the only thing you check when it comes to researching about products? Is there other things as well?

1. No there are other things as well, I would check that it was cruelty free um I was going to say I check if it was vegan but I am not vegan \*laughs\* don’t know why that’s actually important I would check if its cruelty free uh I think that is kind of.. maybe availability might be another one you know is it available in the UK because it is difficult to source some things at the moment if it’s not available in the UK.

**INTERVIEWER:** : Ok and what about reviews?

1. Well they come from for me to go and find a product it is because somebody’s reviewed it anyway so I wouldn’t go and check further reviews I have already come from a review to go and then purchase that product.

**INTERVIEWER:** : oh ok maybe if an instagrammer recommended as something positive and then you googled it and it came up as mainly it’s a 3 star product would you be put off by it or would you 100% go with it?

1. Ive never really had that situation its not my way of purchasing.

**INTERVIEWER:** : oh so it’s just always like products with good ratings you would say?

1. I can’t say ratings because I can’t refer to ratings but I’m going by reviews of people that I know and trust in the skincare community.

**INTERVIEWER:** : That’s fine and what if you purchased a product that isn’t up to your likings would then go back again and research again for other products?

1. Umm possibly but I mean I tend to find because skincare falls into different categories so if I purchased another cleanser and I didn’t like it for example then I would just go back to what I was using before.

**INTERVIEWER:** : Ok that’s fine and would you recommend products from the brands you mentioned to your friends?

1. Absolutely yes.

**INTERVIEWER:** : And do you recommend it to them in person offline or online or both?

1. Online.

**INTERVIEWER:** : Why is it mainly online?

1. Because the people that are into skincare are only online my friends are not into skincare.

**INTERVIEWER:** : Ok I see so its not something that would pop up in a conversation?

1. No.

**INTERVIEWER:** : Ok and so when the group did you intend to post immediately when you joined it?

1. Can you clarify what do you mean by the group? Are we talking about the Penn Smith again or what?

**INTERVIEWER:** : Yeah the skincare groups you’re in. Do you intend to post when you joined or do you just watch about?

1. Um no just watch.

**INTERVIEWER:** : Why is that so?

1. Umm I think I want to get a feel for what kind of content people were putting out in that group as to what would be relevant.

**INTERVIEWER:** : And what would you consider relevant really?

1. Umm that’s a tough one \*laughs\* it’s too broad to kind of answer that really it’s you can’t say what’s relevant without being specific about a particular group really.

**INTERVIEWER:** : Because maybe something interests you more than the other when it comes to seeing and responding to posts.

1. Well I’m not sure sorry I’ve lost the thread \*laughing\*.

**INTERVIEWER:** : Fine, we will keep going. How many hours would you say you spend posting or reading about posts online?

1. Umm. I would say between an hour to 6 hours a day.

**INTERVIEWER:** : Is that posting or just reading?

1. Oh um posting… possibly.. well an hour to two hours then.

**INTERVIEWER:** : What is it do you usually post about?

1. Well I have my own Instagram account so I would be posting about my own brand and um I along tik tok as well so there I post about skincare in general not just specific to my brand um and then you know something like Trinny Tribe South West and I might just engage um so is this posting not engaging so post about something.. something sort of like a selfie Sunday or something like that but not necessarily related to a specific product.

**INTERVIEWER:** : So would you say it’s mainly about advertising your brand in skincare groups?

1. Um no because you can’t generally advertise your brand in skincare groups so if were back to groups so its umm.. in groups you don’t post about your brand cause that would be seen as advertising so would be non-specific if it’s within a group it will be about skincare in general.

**INTERVIEWER:** : So you would only post about skincare products in the group?

1. As opposed to what? Posting to me is Instagram but you’re talking \*laughs\*. Is the whole project relative only to groups or is it social media?

**INTERVIEWER:** : No no, as in general but you already answered my question about social media so now I’m asking what about Facebook group is that the same?

1. Alright, I do far less in groups than I do on social media as a whole.

**INTERVIEWER:** : Is there any reasons why?

1. Because most of my time is spent posting about my brand and advertising my brand which I won’t be able to do in a group.

**INTERVIEWER:** : That’s fine and when it comes to engaging with skincare posts, how do you engage mostly? Is it through likes, share, comments, or maybe even just reading?

1. Ok um it’s all of those. I wouldn’t generally just put emojis on something I would normally write a comment um if its Instagram I often share it I always save it as well if it’s within a group then it would be probably just a comment.

**INTERVIEWER:** : Is there anything you do more of?

1. What do you mean \*laughs\*

**INTERVIEWER:** : Maybe you comment more, maybe you like posts more?

1. Well I always comment, I comment on everything.

**INTERVIEWER:** : So you comment a lot more than you like or would you say its equal?

1. Oh ok right, equal, I wouldn’t comment without liking, I always like and comment.

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

1. Umm just appreciation of the content I guess.

**INTERVIEWER:** : So mainly appreciating and helping others would you say?

1. Yeah sure.

**INTERVIEWER:** : When it comes to helping others and gaining information for yourself, what would you say you do more of?

1. Oh probably gain information for myself

**INTERVIEWER:** : Is there any reasons why you prefer to gain information rather than help others?

1. \*Laughs\* that sounds terrible. I am a very curious mind and I just love learning so for me it’s about learning.

**INTERVIEWER:** : Ofcourse when it comes to skincare posts do you prefer posts with pictures, or videos, what kind of posts do you prefer?

1. Umm that’s a good question, I would say it’s very difficult to say you like one more than the other but what I like is variety so I couldn’t watch video after video because it is too time consuming but if you have enjoyed a lot of picture posts and then a video comes up that is interesting then because it is then different it’s more interesting.

**INTERVIEWER:** : What would you say makes a video interesting then?

1. Um well the person needs to be engaging I have watched videos where people just they almost read what they want to talk about so I’ve watched a couple of them is YouTube included in your stuff?

**INTERVIEWER:** : Yeah I don’t mind YouTube, any kind of social media.

1. Because um I’ve watched a few YouTube videos over the last couple of days and um people talk about skincare and some of them just have notes to read to remind them about key points and um the whole presentation style is extremely boring um whereas other people who talk more off the cuff uh their personality comes through you know it’s much more engaging and interesting to watch.

**INTERVIEWER:** : Um ok and do you often leave reviews for products?

1. Umm I think so I think that’s fair to say I do yes.

**INTERVIEWER:** : Is it mainly just good reviews or bad or mixed?

1. Mostly good um I am actually cautious not to leave a bad review because when I am if I am reviewing it’s actually on my brand’s Instagram so it’s not good for me to diss another brand there because I am visible as a brand myself.

**INTERVIEWER:** : Ok but if it is on google would you say or any other websites where you purchase the product from would you be happy to leave a bad review there?

1. Never done it.

**INTERVIEWER:** : Is it because you don’t want to diss other brands?

1. No, just haven’t got the time for that kind of thing. Just wouldn’t leave a review in that way, haven’t got the time for reviewing products in that way. The only reason id be reviewing a product would to put information out there for other people on my Instagram.

**INTERVIEWER:** : That’s nice, and it sounds like you’re a very active person when it comes to skincare, is there any reasons why you’re really active apart from you having your own brand?

1. Umm yes there is another reason um which was part of the reason for creating my own brand and that was because I struggled with my skin um so there was a thirst for knowledge anyways to see you know to how to or find solutions for that.

**INTERVIEWER:** : And how did you find solutions for it? Is it through a lot of research or you keep trying out products and see what worked for you? How did you find it?

1. It certainly was a lot of research I think it started with a sort of general interest and curiosity and I started looking at a lot of Korean beauty following a lot of Korean beauty youtubers and then from that um I sort of got interested in skincare more deeply and started looking at ingredients um and then I would start looking at Instagram and then following more people on there so it’s sort of been a journey of going you know through various channels and then digging deeper and deeper and then eventually creating my own products and brand.

**INTERVIEWER:** : So before you created your own brand would you say you tested out lots and lots of products and some worked?

1. Yeah.

**INTERVIEWER:** : Because its hard to find a product that works for you.

1. Well I don’t think there is a miracle cures out there necessarily unless you count Retinol but um when you’re suffering with bad skin you can’t necessarily say that that stands from a product you’ve just tried because you know when I was.. a women of a certain age I went through menopause my skin you know erupted it was dreadful and it took 3 years to recover and as part of that skincare has been has helped me really but I cant say in those sort of early months um I could’ve tried a skin product and it wouldn’t have helped but I couldn’t have put my skin down to you know the irritation of my skin down to that product it would’ve been just too difficult to say oh that’s one helped or that ones not or that ones helped so really for me it wasn’t necessarily it was just learning about skincare all the way through and then sort of gradually working my way up to this more medical grade skincare and

really trusting in the ingredients and then sticking with the ingredients that you have the confidence worked because you knew how they worked as opposed to oh I like the sound of this and this sounds nice and that doesn’t have any perfume in it so that should be alright you know a lot more scientific as the journey went on.

**INTERVIEWER:** : But what if your skin wasn’t problematic lets say your skin wasn’t problematic would you still use skincare products?

1. Well the only skincare I used in those days was probably just a cleanser, a moisturiser, and a sunscreen so no real active ingredients at that stage.

**INTERVIEWER:** : So you weren’t researching as much then would you say?

1. No, no I wasn’t my research only started 3 years ago.

**INTERVIEWER:** : Ok so you would literally just get any cleanser you could find?

1. No I just brought one for years, dermatologist recommended use this ok used this for years you know and that was it. Yeah just literally stuck to the same thing.

**INTERVIEWER:** : Is it because you trusted the dermatologist and thought it would help you but it really didn’t?

1. Well it did until I hit menopause and then of course everything changes anyways your whole body changes so you know you can’t say it didn’t work it did work and it was fine but then you have to make the adjustment.

**INTERVIEWER:** : Gotcha, and would you say your online behaviour is similar offline as well?

1. In what sense?

**INTERVIEWER:** : Like you engage with the brand equally both offline and online?

1. Oh I see, umm.. there is so many brands.. I don’t know.. No I don’t think I could say really that no I think offline my habit would be to go to spacenk and they wouldn’t be the brands I would be looking at online.

**INTERVIEWER:** : So you would say your online behaviour is more engaging?

1. Yeah.

**INTERVIEWER:** : I see, is there any reasons why you prefer engaging online more than offline?

1. It’s just who I am it’s just I would go shopping for skincare particularly when I’m online yeah I just buy things online.

**INTERVIEWER:** : That answers the question and what would encourage you to become more active offline?

1. Um \*laughs\* well not having a pandemic would help \*laughs\* umm… maybe maybe umm promotions you know that I felt that were competitive to what’s available online. I don’t trust retailers much as etail you know in terms of pricing.

**INTERVIEWER:** : Is it because you can search around online?

1. Yeah so you can get the best price online you know if youre on the high street I would be thinking oh I would want to get home see if you can get it cheaper.

**INTERVIEWER:** : I see so you just really active online.

1. Really active online \*laughs\*.

**INTERVIEWER:** : Is there anything the brand can do to make you more active and committed to them?

1. What online or offline just either way?

**INTERVIEWER:** : Yeah both.

1. Umm I think there is always things that brands can do umm they can target you directly if they have your email, they can send you stuff through the post you know that informing you about promotions but um informing you about the you know the virtues of their products as well.

**INTERVIEWER:** : So it’s mainly just promotions that would kind of influence you to engage more?

1. They would do but um the brand would have to tick all the boxes to start with really. You know in terms of I would look at it and assess the ingredients and decide if that was something that was a me too product or something that was you know sort of pharmaceutical end really.