**Participant 18**

Personality: Empathetic, strong-minded, and curious.

**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. Y

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

1. Tablet

**INTERVIEWER:** : Any particular reason why?

1. Screen size. And it’s usually the device you have at the sofa or around the house.

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

1. Urm like a subscription kind of thing?

**INTERVIEWER:** : No, like on social media or Facebook groups or Instagram groups?

1. No.

**INTERVIEWER:** : Do you follow any skincare brands?

1. Yes, many.

**INTERVIEWER:** : Is this on Instagram or?

1. Instagram.

**INTERVIEWER:** : and not others?

1. No.

**INTERVIEWER:** : Any reasons why just Instagram?

1. Urm, it’s probably a very different reason to a lot of people but that’s my channel page so I don’t actually have a personal account for Facebook or Instagram, it’s just a um a business page. So it’s the only account on that I have on that platform apart from YouTube.

**INTERVIEWER:** : How long have you been using skincare products then? Roughly?

1. Oh my gosh… since a… roughly… 17 years minimum. Like Ive used it as soon as I could do.

**INTERVIEWER:** Any reasons why you started using it?

1. Curiosity… and perfection seeking.

**INTERVIEWER:** So it’s not like you have any skincare concerns and you just started using it?

1. I definitely did but that was later on buts Its more the immature “ou skincare”, you know bits of curiosity, you see people using it, kind of you know intriguing and then obviously when puberty hits which obviously which wasn’t until I was like 10.

**INTERVIEWER:** Where do you usually see people using skincare is this offline or online?

1. Urmm.. Mostly on social media but I am very surrounded by um those into skincare so even offline my life is very centred around that, very.

**INTERVIEWER:** Oh okay, there is not more you find more out of so is this offline more or online more?

1. Online more obviously cause you can reach you know millions of people it’s kind of limitless whereas people around you is more limited.

**INTERVIEWER:** What are your favourite skincare products?

1. Cleansers

**INTERVIEWER:** Any particular brands you like?

A. Okay brands, urm… not as brand focused I really like certain brands that are quite difficult to get so one of my favourite brands is called Pure Lakes… which is very natural so I kind of go for more urm natural, sustainable companies if I can.

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

A. I… is someone who actually creates things local where I was from where I grew up so I just kind of heard from it and I kind of like know that I can support a local business and it was actually really really good ingredients so I liked it.

**INTERVIEWER:** So this is something you found out about offline?

A. Offline and then online so it kind of supported that information you know word of mouth, intrigued, try it, like it, then I see it online and it kind of gave it a bit more substance, I think.

**INTERVIEWER:** Do you prefer to get your information of search engines or particular websites for products?

A. Umm.. search engines is fine umm but I will do a multiple search for it so when I am really looking at a product it is only really at the (unrecognisable word) the ingredients list that’s it, so anything else I don’t really care for, its more for umm the ingredients list if I can’t find that on the packaging.

**INTERVIEWER:** What about reviews though? Do you look at reviews?

A. Reviews I like. Umm, that’s either blog posts written on the product umm or YouTube.

**INTERVIEWER:** What about stars on google?

A. Yeah Ive never actually look at ratings like that ever which is kind of crazy. It’s something that I never even, I know they kind of do the kind of star ratings but I never notice actually star ratings on google apart from technology like electronics so that wouldn’t (audio cut).

**INTERVIEWER:** What do you often look for in a product before purchasing it?

A. Quality.. so um, what they say on the ingredients, um, so if you see on a product it says you know avocado oil, cbd oil, I don’t want to see that at the bottom of the list you know it’s umm very important that the things that I really really want if I don’t really see what I really want in the first one or two lines I don’t get it or if I do it is because its super cheap and why not.

**INTERVIEWER:** So price over ingredients?

A. The ingredients over price.

**INTERVIEWER:** And what about convenience? Do you often buy online or offline?

A. Always online

**INTERVIEWER:** is that because it’s easier or any reasons why you like buying products online more?

A. Umm, I think everyone you ask will say it’s easier it’s just kind of your at home you think “ou, I need this” or you know it’s a safer environment to really stop and do your research instead of being rushed in store and feeling like you’re not getting the best deal I can’t really take my time, I can look at the ingredients, I can do my reviews, I can do my own homework and then purchase it from where I want it so online for me is the best.

**INTERVIEWER:** But what if you purchased it and you didn’t like it, what would you do?

A. So with skincare, that just means it’s very subjective so I’m.. it depends I mean there’s quite an open question, so it could be a lot of things it could be allergic reaction it could be that I just don’t like the formula um I don’t I’m afraid it could be very small I could be very big issue so if it’s a big issue I would kind of word your answer in two ways umm if it’s a big issue I would contact the company and give them the chance to uh either resurrect the problem or explain it instead of you know bad mouthing them if it’s a small problem like formula or I didn’t like certain things or it just didn’t work for my skin I would give it to someone else.

**INTERVIEWER:** Do you leave a bad review or no?

A. Unless I was extremely hurt from it you know If I was really sold the dream and it absolutely wasn’t I would. But other than that I am more bothered about if I’m very invested I will be so upset that it is not perfect that I would want to message the company and really give them the chance to kind of make you know make it better.

**INTERVIEWER:** What about good reviews then, do you leave those often?

A. Yes, I upload them constantly on my channel. I try to anyways.

**INTERVIEWER:** Is this mostly on YouTube then?

A. Yes, which is obviously different to other depending on if you have a channel or not then that’s usually wherever you Instagram and YouTube um I review because for me YouTube at some point reviewing it on like a search engine thing is great but if \*audio implausible\* conclusive to your channel so its why would you not do a quick video or a quick thing and it gets more reach and it can reach more people so always YouTube and Instagram.

**INTERVIEWER:** Are you being paid to review it though or is it just something your passionate about?

A. No, either they sent it for free no obligation to review or sent it for free with an obligation to review. Um, but never paid, I wish hah.

**INTERVIEWER:** So it’s always honest opinion you would say?

A. Oh always, if paid it would be brands um that I’ve always believed in so I would have a list of brands that I would want to really work with.

**INTERVIEWER:** Do you often purchase the same products or switch about?

A. Good question… umm.. Certain things always buy always repurchase but the majority 99% I change some things I always get the same.

**INTERVIEWER:** What kind of products you find yourself getting the same?

A. Urm, like Deodorants that I really like, toothpastes, its more kind of health things and a bit kind of more pharmaceutical.

**INTERVIEWER:** So it’s more body care you find yourself buying the same products whereas facial skincare you kind of switch?

A. Urmm.. Technically, but its more I would definitely word it more in terms of anything kind of more pharmaceutical you know don’t know how to word that. Definitely something more kind of your personal care that would be like toothpaste, floss, urm.. things like that where it’s kind of more probably utilitarian more kind of just it has a purpose that’s it move on whereas skincare is much more kind of hedonistic it’s kind of you know sirens it sells the dream, and its marketing, and it’s all these stuff and it’s kind of always changing and you’re bored quickly cause you’re always requiring it things like that whereas like a deodorant, toothpaste, if you like it, it works stick with it. I’d say more of like personal hygiene which is probably the longest answer you’ve had for that question.

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

A. Always research before, always.

**INTERVIEWER:** Is this youtube or where do you usually research from?

A. Urm, youtube or google always. And then from that usually YouTube is the first option showing then I just kind of look around um and it depending on the stores I look at the reviews so if it’s on like boots.com they do really good reviews, Amazon they do good reviews systems umm yeah.

**INTERVIEWER:** So you would find a product on youtube and then go ahead onto boots or amazon and look at ratings.

A. Yeah.

**INTERVIEWER:** Would you find yourself recommended products from the brands you use to your friends often?

A. Definitely.

**INTERVIEWER:** and is this recommended in person offline or online or both?

A. Both.

**INTERVIEWER:** Is there one you do more out out of?

A. In person, or I used to before Corona virus hah.

**INTERVIEWER:** Any particular reason why you do it more offline?

A. I work in that kind of industry so all we talk about is skincare things hah skincare so for me its naturally something that I’m so passionate about and people will ask me all the time literally all the time about skincare so its um it’s just a topic that is very kind of frequent in my daily life so it’s more appropriate to mention it then whereas its more people that I don’t know if you will ask me for help with skin or friends that live very very far away that would want that’s more online for those people.

**INTERVIEWER:** Did you intend to post when you first joined Youtube or Instagram or did you just lurked abouts?

A. Umm, no I intended to post Instagram no but youtube yes.

**INTERVIEWER:** What kind of content do you post on skincare then?

A. Reviews, tutorials, demos, first thoughts, impressions, unboxings, umm, just extremely honest and very umm very kind of calming I guess it would be like pre-bedtime viewing that’s not kind of like not high energy, loads of music, quick 20 seconds videos, it’s like for people that genuinely are like I kind of want this but I want to have every single question that I can ever think asked about the device, product, whatever in front of the camera so I can kind of be reassured.

**INTERVIEWER:** What are your main reasons for posting those kinds of content then?

A. I learn so much from it with other people so it’s kind of my way of giving back I enjoy it.

**INTERVIEWER:** So you would prefer helping other people more than gaining information for yourself would you say?

A. Technically yes, I mean it’s not like I am going to get an award for my contribution but in terms in that I rely on that so much to get views and when you see ones that you feel aren’t very genuine you feel like it’s your duty to make sure that you are posting very authentic videos and you realize it’s kind of like snowball effect you have a lot of people and it’s really fulfilling and then they think oh my god this is actually a really good formula and then you keep doing this and you can touch a lot more people effectively and that’s like really cool and if you are quite um kind of caring which anyone skincare you get like very maternal, paternal instincts with it, because you naturally care about peoples skin conditions, you want to help you want to kind of make a difference and you’re just want to kind of put that in your YouTube space, definitely um you do it for that reason but its also from your experiences if you get to that point that you really um you understand that there is a big gap sometimes truly authentic reviews which really take their time because most of the time when you watch a review its not fully all there because people worry about not making too long of a video which is mostly the case.

**INTERVIEWER:** What about views then is it influencing factor or not really?

A. I mean I wish hah but no, but again I’m kind of a newish channel so for now, no.

**INTERVIEWER:** How many hours would you say you spend a month roughly posting about skincare?

A. oh my god, I mean a Youtube video will take…. 4 hours minimum each a week,4 hours… 16… I would say 19 hours a month.. that’s a lot. Very active, I mean then that’s just because YouTube if you ask someone on Instagram total but then also it depends what content their making if its video content it takes a tonne of time like a tonne and when you work full time you have to fit it in and it’s longer you just kind of get it done so it’s very like itsy bitsy which then takes you longer because you’re not in the swing of just getting things from beginning to end that is a lot of time.

**INTERVIEWER:** How often do you engage with posts online like through likes and sharing, ,comments?

A. Daily. If I am not having like a social media detox, daily.

**INTERVIEWER:** Is there one you do more? Maybe you like more or comment more?

A. Umm.. like, more yeah.

**INTERVIEWER:** What are your reasons for engaging then?

A. Urm I feel like if it’s a smaller brand, or they deserve it more, I will make it a real effort to really engage and write a really nice comment and umm whether it’s like a big brand like a mass brand I’m not going to comment like a massive thing like on Nivea, Garnier Ambre Solaire post, but if it’s a small unique brand or a tanning brand that’s organic or something like that and they post a really nice or they took a lot of time or someone did a review that meant a lot to them I will write like a freaking paragraph because they deserve it so it just depends.

**INTERVIEWER:** So it’s more for supporting people and brands?

A. Definitely, and it means a lot and I think when you’re a creator you will realize how much a comment means to you.

**INTERVIEWER:** What kind of skincare posts do you prefer? What kind of content?

A. Unboxing, first impressions. So video.

**INTERVIEWER:** Any reasons why you prefer those?

A. It’s very raw so you can’t hide your first impression if they do honestly you get a real idea of what they think. Which I like, but again it’s very difficult for them to like you can totally stage an unboxing when they’ve already done it so that’s why I am a bit cynical I’m like ummm.

**INTERVIEWER:** Why do you consider yourself so active in the skincare community then?

A. Technically yes, but less so as like a I’ll just say yes I’ll be modest.

**INTERVIEWER:** Since you’re very active in the skincare community, are there any reasons why you are?

A. Umm.. ok so partly that is because that is what everyone has like work and personal life so for me I work in an industry where that is a very big focus on it, I also study beauty therapy so its also kind of like it’s kind of my big professional side but also its my number one hobby and also my channel so it’s kind of like every single area of my life gravitates towards that so anything that I would do regarding that is only solidifying myself as a key opinion leader and with work and doing like press things, being in articles, and meetings, and meeting clients, consulting, people from press consulting influencers, and things like that it puts you more on a kind of pedestal that youre more naturally feel more obliged to kind of be an active member because you’re getting these amazing chances and you don’t always get that.

**INTERVIEWER:** So it’s more about getting rewards you would say?

A. It’s more working you know getting towards where I want to be, getting to a level where I can actually help more people and again when you are… I guess its exposure I put as a perfect answer.

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

A. Definitely.

**INTERVIEWER:** How do you engage with the brand offline other than working?

A. Talking about it, seeing them in store, speaking to their employees, like trying it in store just like hyping it up like offline. Umm I mean like that’s the biggest thing cause it’s like a self-review kind of thing.

**INTERVIEWER:** Do you attend skincare events offline?

No.. uhh umm.. occasionally but not many.. um again, no so all I do is work.

**INTERVIEWER:** Is there any reasons why you prefer engaging online more than offline?

A. I can fit it around, I can do it all the time whereas offline I’m always doing something or I don’t it’s not all about cause I do that so much umm I need to reword that better, sorry. When I’m offline its usually I’m either being with my family you know people very close to me so I kind of want to focus on them so online is easier since I can just get it done and carry on with my life day, so easier online.

**INTERVIEWER:** So if it wasn’t for time, you would post more?

A. Definitely, oh my gosh I post like daily but I just can’t I don’t have the time for it some days.

**INTERVIEWER:** What would encourage you to become more active in the skincare community?

A. Not having a job or getting more well-known.

**INTERVIEWER:** What about free products, samples?

A. Umm.. if anyone says no to that they’re lying because you would want free samples complete like I would never believe if anyone says no to that question I would think they’re lying. Um but that’s not my biggest thing, for me I want to have umm I want to be known for what I want to be doing so being very authentic so anything that takes away from that would kill me so if I’m sent stuff even though that’s great it also means flooded with things you don’t want and that can create really bad connections with brands because they think they did post about me so I’d rather it always the way that I’m not sent too much stuff but it’s things that I want to review and it’s my control as opposed to me just sent stuff for the sake of it so that’s definitely not my umm like currently end of the stick it’s much more for kind of like for umm for…… ummm.. ask that question again?

**INTERVIEWER:** What would encourage you to become more active online?

A. So it will be more higher engagement, we will just say that.

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

A. Ummm… probably reach out more I think. Most people when they review products (audio implausible) they maybe in somewhat impress them. Um, I definitely see that a lot with some people so I feel like if the brand would notice them their like oh my god it’s like kind of star struck kind of thing um so I think whenever a brand notices you it’s a natural kind of human instinct that you are putting yourself out there and the payoff you don’t really get anything back so when you get something back it’s accelerating cause you’re like ouu who else can notice me so I think that’s kind of like a human nature a bit kind of like hunt and seek theory (audio implausible) so you can hunt it’s like a when we were like stone-age people and it’s kind of risking reward you put yourself out there and you get a reward for it if you keep doing it so I think if companies notices you more and engage with you, you are more likely to engage with them cause you’re flattered, you feel kind of like special, unique.