**Participant 14**

Personality: Kind, organised, helpful, caring, dependable, warm/sympathethic

**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 am generation X

**INTERVIEWER:** : Perfect and we will start off with a few easy questions. What device do you often use to go online?

1. Generally speaking I use a laptop or a phone.

**INTERVIEWER:** : Is it because it is just really convenient for you to use?

1. Yeah yeah they are just convenient. I got a little macbook that I use to go online talking to you out.. using it now to talk to you or I got a phone that I use sometimes but um probably go online more on the laptop that I do on the phone actually.

**INTERVIEWER:** : Ok perfect and are you currently a member of any skin group or follower of any skincare brands?

1. I have to say I am not. I am not a member of any group, I am not a follower of any particular brands so no.

**INTERVIEWER:** : that is fine and do you plan on joining one?

1. I probably not really \*laughs\*. Probably not. I tend to buy if I buy any skincare products it would just kind of be a moisturizer kind of a good ones and um I tend to kind of buy brands and brand aware and buy brands that I know of yes yeah.

**INTERVIEWER:** : And how long have you been using skincare products then?

1. Ohh I guess.. 10 years.

**INTERVIEWER:** : And do you have any favourites?

1. Umm let me see. I have used Nivea which is a cheaper one um which is still pretty good and I am looking here cause there’s more in my drawer and stuff that’s here but I have used um L’Oréal stuff cause I stole some from my wife I thought this is pretty good \*laughs\*. I just started, I brought some myself so yeah.

**INTERVIEWER:** : And how did you come across those products? Where do you get your information from?

1. I guess like a lot of people I am aware of the brand through.. but as we all know we never quite know I am aware of brands but I’ve seen them um you know I’ve seen advertising, and branding and so um and you know television advertising so and point of sale shopping stores when we used to shop more you know in stores so all of those combined things it built a kind of brand awareness for those products in my mind.

**INTERVIEWER:** : Oh so you would say you mainly get your information offline through television?

1. I guess I have in the past, yeah yeah.

**INTERVIEWER:** : And what about now do you research online before you get something?

1. Umm occasionally yeah. Occasionally I might google something to say which is best quality or which something I have become more aware of as I got older is spf sun protection factor and buying stuff you know cause I spend a lot of time outdoors doing stuff and umm we have to kind of take a little care now all of us you know with the sun. So I would research which ones have the best sun protection and stuff like that sometimes but not often like I said not often.

**INTERVIEWER:** : Ok and do you often repurchase the same products?

1. Uhh, yes I have yeah.

**INTERVIEWER:** : And why is that so?

1. Uhh because if I am happy with them I guess it’s kind of um if the product seem to work okay and the price is okay then I feel that there is less subconscious risk than buying a new product really so I didn’t buy the product definitely no.

**INTERVIEWER:** : Ok so you are not really open to trying out new products?

1. I would do um it’s just um I shop I guess like a lot of guys but um quite functionally I mean you probably know I kind of work in university my area is marketing behaviour and consumer behaviour um branding stuff and a lot men are generalizing men in particular as they get a bit older kind of functional shoppers so I wanna get in I wanna get the product I need um and try and get out I don’t shop for the pleasure of shopping early so if it is a product I know I can just reorder it, it’s kind of like a tick the box it is a job done for me so that’s why really I am open to new products but often I just buy something on convenience, brand awareness.

**INTERVIEWER:** : What about reviews? Do you base your purchase base on that as well?

1. Yeah I would look at reviews and I will look at reviews not so much for skincare products but I mean other things I do look at online reviews quite a bit yeah but occasionally I have them yeah.

**INTERVIEWER:** : And do you just consider the positive reviews or would you also look at the bad reviews?

1. Umm. I look at bad reviews as well yeah.

**INTERVIEWER:** : Do you post reviews yourself?

1. No. I don’t.

**INTERVIEWER:** : So you just gain information off other people mostly?

1. Yeah. Yes so I guess sometimes I am a lurker cause I don’t do a lot of looking online but when I do yeah I am aware of that I seldom sometimes not specifically on skincare products occasionally I post reviews for things I will do um but mostly I tend to just have a quick look and buy so no I don’t post many reviews.

**INTERVIEWER:** : What would make you post a review then when you say you post occasionally?

1. Interesting one if I was really pleased with a product not necessary.. if I thought it was really good or if I was really unhappy with a product it is almost more likely to post you know cause something is really bad because you feel like in some way you can kind of you know as we say let off steam you know yeah.

**INTERVIEWER:** : Would you say you leave good and bad reviews equally or maybe you leave more of bad reviews?

1. Umm let me think umm.. probably equally. I’ve only done a few but probably equally yeah.

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

1. Yes I may then if I wasn’t really happy with it.

**INTERVIEWER:** : So you would stop using it completely and just get another product?

1. Yeah.

**INTERVIEWER:** : And this is through researching from google you would say?

1. Um yeah I use google yeah um yeah.

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

1. No I probably won’t infact I think um a lot of guys this is interesting.. I once had a student, a master student did something on difference between German and French males interacting with skincare products, it is something I never really discuss with my friends really you know um you have to have conversation seldom skincare products I got to say yeah.

**INTERVIEWER:** : Oh I see so it’s not something that would come up in a conversation?

1. Oh it isn’t.

**INTERVIEWER:** : Oh so you wouldn’t recommend products at all to others?

1. Yeah.

**INTERVIEWER:** : Even online?

1. Not really ,no.

**INTERVIEWER:** : If you were to join a skincare group would you say you would intend to post on it?

1. Yeah I would if I joined a group I would post on it like anything I would contribute yeah.

**INTERVIEWER:** : And how would you contribute?

1. Umm by posting reviews and things if it is something that I think was a bigger um concern in my I would check and I would contribute definitely. I guess it’s kinda something that I don’t spend a lot of time actively shopping or thinking about and I don’t tend to get that involved with it.

**INTERVIEWER:** : Oh I see so how many hours would you say you spend reading about these products online before purchasing?

1. Hours per what?

**INTERVIEWER:** : You can go for per month.

1. God um. I got to be honest with you probably ahaha I am going to say half an hour a month you know on average cause its not much time I don’t spend much time anyways but yeah. I mean hopefully my data is useful for you because I am not sure it fits what you’re looking for but yeah half an hour a month over the course of a year really.

**INTERVIEWER:** : That is totally fine, what is it really you read about when it comes to skincare products?

1. I would look at quality um and whether they have you know reviews in terms of skin protection, protection from sun damage etc. and whether the sun protect factors are as strong as they say.

**INTERVIEWER:** : You say you don’t post online anyways right?

1. No not really not for that.

**INTERVIEWER:** : And what about engaging with skincare posts, do you engage with that?

1. Do I engage with skincare posts, not much not much. No um I generally don’t haha I would have a occasionally look but no I don’t really I don’t really engage with posts I am trying to think of a time I have very seldom.

**INTERVIEWER:** : So mainly just reading you would say?

1. Yeah.

**INTERVIEWER:** : But you wouldn’t like, share, or comment any posts?

1. No like I said earlier only if something I thought the product was really bad or really good you know but generally speaking I wouldn’t tend to comment posts on skincare.

**INTERVIEWER:** : Ok and if you were to engage what would be your main reasons for doing so?

1. Um being either very unhappy with a product or very pleased with a product I think it would be extreme rather than neutral or pretty good or not so great I probably wouldn’t take time but if I had a view that was more a very clear view and I wanted to inform others that would be the only thing if I really thought it was bad or thought it was good

**INTERVIEWER:** : So that would mainly be for sharing information you would say?

1. Yeah, yeah.

**INTERVIEWER:** : Would you share you share information more than you gain?

1. Umm. No I probably gain more than I share.

**INTERVIEWER:** : So that’s your main motive you would say?

1. Yeah.

**INTERVIEWER:** : Okay. And when it comes to posts do you prefer posts with pictures, videos or other kind of interactive posts?

1. Um yeah I like posts that have pictures um occasionally videos but I am quite happy with posts if it is just a kind of summary written posts say if its good or it is not good you know and that so it doesn’t have to be yeah.

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

1. I can’t explain that. I like pictures I like visuals I am kind of drawn to them that is how my brain works.

**INTERVIEWER:** : They are quick to scroll through.

1. Yeah yeah exactly.

**INTERVIEWER:** : Ok and since you don’t consider yourself active um any reasons why youre not as active online?

1. Um I think it’s simply because 2 things: it’s a product category that I purchase occasionally but not that engaged with and I am just too busy with other things work and family and other things so it is not something that is a major part of my life, it’s a sort of peripheral part of my life therefore that’s the reason I am not as active online.

**INTERVIEWER:** : And what made you start using skincare products is it because of age or?

1. Yeah I became very aware of partly I guess age and I became very aware of um sun damage and um people have been in the UK much more in the last 15-20 years so I became more aware and decided started looking after myself a bit better especially once you get a bit older you know you get past 40 you think better look after my skin a little bit yeah.

**INTERVIEWER:** : Ofcourse and how did you become aware of these?

1. Of what of skin damage? The things that influence?

**INTERVIEWER:** : Yeah.

1. Through the media um bear in mind this is probably over the last so through the media through and I don’t just mean online I mean there is online but also through social media through television and through um printed media so newspapers.

**INTERVIEWER:** : It’s not really from your friends and family who would say?

1. Possibly yeah and friends as well yeah friends as well yeah.

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

1. Probably yes

**INTERVIEWER:** : theres not one you do more than the other?

1. Um, probably slightly more offline but yeah slightly more you know cause I don’t spend a lot of time online like I said looking at the brands but yeah roughly approximately equally.

**INTERVIEWER:** : And how do you engage with the brand offline would u say?

1. By buying it if that’s what you mean I don’t suppose I phone them up or anything like that um. No just by being aware of the brand, searching the brand and purchasing the brand that’s the extent which I.

**INTERVIEWER:** : Not word of mouth?

1. Oh yeah possibly word of mouth I might tell people and say this product is really good or this one is not good so yeah word of mouth you’re right thanks for the prompt this is something I would engage with the brand.

**INTERVIEWER:** : That is fine and is there any reasons why you prefer engaging offline more than online?

1. Um I guess it’s just umm.. Perhaps it’s what I am more comfortable with perhaps I’ve always done you know I you know I like the online world but I am very comfortable and like talking with people so yeah.

**INTERVIEWER:** : Do you like talking with friends and family and just with strangers and everyone really?

1. Um more friends and family.

**INTERVIEWER:** : ok and what would encourage you to become more active online?

1. Um.. I am not sure I am active online um but just not regarding skincare products I think only if I became much more concerned about the product category I became much more concerned or interested at the moment my level of concern or interest is limited so I am not just as you know involved online.

**INTERVIEWER:** : So you would say you would be more involved if you had problematic skin for example?

1. Yeah maybe that is true yes. If I had problematic skin I would look more yeah.

**INTERVIEWER:** : Nothing the brand can do to make you more active?

1. Not really it would have to be something like an external factor like um that I had more problematic or particular skin problems yes.

**INTERVIEWER:** : And when it comes to products what would you say makes a product really good?

1. Um product quality you mean.

**INTERVIEWER:** : Yeah what makes you like a product?

1. I like it if it is um if it is not greasy if it’s easy to apply it’s um it has a good sun protection factor and well packaged so it’s easy to use.