**Participant 17**

Personality: Confident, gifted, achiever

**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. Z

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

1. Um honestly it depends, normally probably my phone but it depends. Sometimes my laptop but normally my phone.

**INTERVIEWER:** : Where do you normally do your online shopping from?

1. Um, what website or like? Umm probably my laptop actually.

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

1. No, not a member of any groups so far or brands.

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

1. Umm. It’s not really a passion or anything of mine it’s just something that I get in the shop as I need it or order online if I need it.

**INTERVIEWER:** : How long have you been using skincare products would you say?

Umm, that’s a good question. I don’t really know if I’m honest with you. Umm, is this like a.. Are there any options like A, B, and C’s?.. Uh, I don’t know, maybe like 10 years who knows? I don’t know, maybe less. Depends on the product but let’s just say 10 years just to make it easy for you.

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

1. Urmm, so probably like skin lotion and urm like uh face washes.

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

1. Urmm.. Not really, not really if I’m honest. I mean there is a brand by face wash called Biore um just because I get good results with that.

**INTERVIEWER:** : How did you come across those products?

1. Urmm.. generally just tried them out like they were on sale or something so I just tried them and then had um success with them and I just carried on using it.

**INTERVIEWER:** : So you would just get them online you would say from stores?

1. Urm.. No, not the face wash or the lotion I have got a.. I have got like a an intense moisturiser thing I don’t use it that often but I got that online but normally I get it from get my other stuff from like supermarkets.

**INTERVIEWER:** : When you get stuff online where do you usually get your information from?

1. Uh just google really.

**INTERVIEWER:** : What do you research about when it comes to those products?

1. So you know like they say uh collagen or they say like hyaluronic acid or stuff like this that I normally just google and research what that means and what they do, what the different formula is. Um, yeah just to make sure you get something that actually does what it says it does.

**INTERVIEWER:** : So you look at ingredients?

1. Yeah, yeah.

**INTERVIEWER:** : And what about reviews would you say?

1. Uh yeah reviews are important as well. I guess you just kind of put everything together and create like a.. an opinion in it based on what you can find but yeah reviews and ingredients are probably the most important two.

INTERVIEWER: I see and when it comes to reviews do you consider both the positive and negative ones or overall?

A. That is a good question, I would say generally yeah probably both. Umm… However, one bad review which is really bad can put you off can it so um I think the bad reviews hold more influence but you definitely still look at both.

INTERVIEWER: Ok and do you often research about the product first or do you purchase the product first then research about it?

1. Umm Online, always research just because it is so easy you know like umm Google is right there, tap some buttons find out about it if its good, its good but if I am in the supermarket I would just get whatever because there is just no way of telling but online definitely do some research first.

**INTERVIEWER:** : Is there one you do more of? Maybe you go into a supermarket more and get stuff rather than getting stuff online?

1. Yeah probably supermarket more but it depends what I need cause supermarkets won’t have like special stuff if I needed that but the general stuff facewash, like skin lotions etc is fine it will have that in supermarkets but if I go online that’s probably for more like higher end stuff or the more like niche stuff harder to find.

**INTERVIEWER:** : Do you often purchase the same products?

1. Yeah, yeah I think so. I think most people do, they are like creatures of habit they find something they like and they keep going for it so yeah I would say I’m the same I do that as well.

**INTERVIEWER:** : So you’re not open to trying out new brands?

1. Umm I would if based on like a recommendation or something but unless there was the outside influence I don’t feel the need to so probably not but it depends on circumstance. If someone said to me try this brand it’s really good I would try it but otherwise I will just stay with what I am doing cause I know that it works.

**INTERVIEWER:** : So you’re someone is easily influenced by reviews and word of mouth?

1. Haha, yeah I mean it depends if I trust them or if they seem to know what they are on about then I will take their word. Listen to the experts.

**INTERVIEWER:** : But what if they weren’t experts, would you still trust their opinions?

1. Uhh maybe not, it depends. For example, I am sure you know more about skin products than I do right so right so um if you were to suggest something I would probably take your advice but on the other hand if one of my mates suggests something and they didn’t really know what they’re on about, I’m not going to take their advice so it depends on who it comes from really.

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

1. Yes, a 100%

**INTERVIEWER:** : So you would continue using it or just stop using it?

1. Um depends on the consequences of using it really if it depends say like I’m using a skin lotion so like I don’t really have dry skin but say someone had dry skin and they were using a skin lotion and it didn’t help then there’s no point is there in using it so it depends on the consequence. But if it does something but it’s not as good you want it to be probably keep on using it yeah.

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

1. A good product? Good question. A good product has to be effective, um I think that comes first really, it has to work. Secondly, probably cost effective you know cant charge you an extortionate amount just cause it’s slightly better it has to have value so I think that combination few combination how good it is, how much it costs.

**INTERVIEWER:** : So would you say you would go for something that is cheaper than the other?

1. Umm If they both were just as good as each other, sure yeah.

**INTERVIEWER:** : Ok and would you recommend products from the brand to your friends?

1. Yeah, yeah.

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

1. Umm just in person yeah just in person really.

**INTERVIEWER:** : So mainly offline?

1. Yeah.

**INTERVIEWER:** : Why not online?

1. Um I don’t know I see it just have to come up in conversation that you’re going to discuss something like that so online don’t really think about it.

**INTERVIEWER:** : So, you don’t leave reviews online?

1. I don’t, no. Not normally unless I had a bad experience.

**INTERVIEWER:** : Oh ok so you would leave a bad review normally?

1. \*Laughs\* yeah probably yeah if it was really bad yeah probably \*laughs\*.

**INTERVIEWER:** : How often would you say you leave a bad review then?

1. Never.. Hardly ever, I barely ever left any reviews on anything um but the only times I’ve wanted to leave reviews is when it’s been like really bad.

**INTERVIEWER:** : So if you were to join a skincare group or follow a brand, would you intend to post on the product?

1. Umm no, probably not unless I was an influences \*laughs\*.

**INTERVIEWER:** : You need to get paid to do so?

1. Yeah probably yeah.

**INTERVIEWER:** : Otherwise you would post?

1. No.

**INTERVIEWER:** : How many hours would you say you spend a month reading about skincare posts before purchasing it?

1. Umm probably not that many at all it just depends like the first time I buy something I will research it but then every time after that I don’t need to research it again so um I won’t um so probably like 1 hour maybe like yeah not long really.

**INTERVIEWER:** : Is this mainly just reading and not posting you said?

1. Yeah that’s right.

**INTERVIEWER:** : You don’t leave comments either?

1. No.

**INTERVIEWER:** : How often would you post online if you did?

1. I don’t know, \*laughs\* that’s a tough question I don’t really post on social media that much anyways as it is even my stuff so like posting about someone else’s brand unless I know them I’ve got a few friends not like skincare brands but they have their own businesses and stuff and I will sometimes post those and share those and stuff so it depends if there’s something I wouldn’t do it for a big company or anything.

**INTERVIEWER:** : Any reasons why youre not as active online then?

1. Um, don’t really know if I’m honest that’s a tough question \*laugh\*.

**INTERVIEWER:** : Is this lack of time, lack of interest?

1. Yeah I guess it’s nice to like see what people are doing but like um I just don’t I don’t really think about it when I’m doing something I am just enjoying it and I think about it after that although that would’ve been cool taking photos but I am just or post this or that but you know I am just enjoying my life and enjoying myself.

**INTERVIEWER:** : If you were to post about skincare what would be your main reasons for doing so?

1. Well like I said if I was an influencer that would probably um be an incentive for me to do so. So either money or if it’s like helping out a friend getting exposure for their brand or um yeah I don’t really know unless there has to be something in it for me normally or otherwise what’s the point I don’t know or if I just really believe in the product and I think it’s amazing and I need to tell all my friends then I would probably share it as well but yeah.

**INTERVIEWER:** : So you would post to help others?

1. Yeah.

**INTERVIEWER:** : Would you say you would help others more than gain information for yourself?

1. Yeah, probably.

**INTERVIEWER:** : What kind of posts do you prefer when it comes to products is this pictures or videos or other kind of posts?

1. Umm. Probably well.. pictures yeah don’t know it’s tough both of them can be used in a good way that’s hard question but probably pictures just because it’s a lot I don’t know simpler? You see it and you’re done with a video you have to actually watch it and it’s a bit and normally if its an ad or something I just scroll past

**INTERVIEWER:** : So you would prefer like an information picture you would say or what kind of picture would you prefer?

1. I don’t know it’s tricky isn’t it because it’s like when you eat food right this is going to sound so stupid but this analogy but when you want to eat food sometimes you don’t know what you need or wanna see until you actually see it so I don’t know if it needs to be informational or if it needs to get your attention or not but um yeah tricky one probably does need information in there though yeah.

**INTERVIEWER:** : Is there any other reasons for you not posting and engaging with brands online other than not being an influencer?

1. \*laughs\* Um no other reason really like I said I am not really that active anyways so um yeah it’s not really that high on my list of things to do.

**INTERVIEWER:** : So you would you say your offline behaviour is more active than online?

1. Yeah.

**INTERVIEWER:** : Do you think you engage more with the brand offline then?

1. Um I don’t know engage how?

**INTERVIEWER:** : Like purchasing their products, word of mouth, attending events?

1. Yeah, probably offline yeah engage with them more.

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

1. Umm.. yeah I’m just not really into social media and stuff at the moment I’m not really on it all the time.

**INTERVIEWER:** : So if youre passionate about it you would post more you would say?

1. Yeah a 100%.

**INTERVIEWER:** : Is there any other encouragement you would need to be more active?

1. No, not really but yeah I don’t know? Free products would work any kind of incentives like that.

**INTERVIEWER:** : Is there anything else the brand can do to make you more active both online and offline?

1. No , not really. So like offline, if I believe in the product I will tell people about it and Um online, I need some kind of incentives to share stuff just cause I don’t really share stuff anyways um but yeah.

**INTERVIEWER:** : When you say believe what makes you believe in a product then?

1. If only it is effective and I think they are doing something right or I believe in the company or the values, or the product you know or even people behind it I need to like have a connection with it to be to say that this is if I can do that I will be at it, tell people about it.

**INTERVIEWER:** : So you research their ethics, values and what goes on behind the brand you would say?

1. Umm not actively no but you can normally well I don’t know… That’s a tricky question, I wouldn’t say I normally research the ethics no but if I heard something bad it would probably put me off but it’s not like I actively research it but at the same time if anything bad happens and I hear about it, it’s going to put me off the product.

**INTERVIEWER:** : Where would you say you hear about news then, is this offline or online?

1. Uhh, both probably.

**INTERVIEWER:** : What do you think about vegan, animal cruelty-free products?

1. Yeah I think that is good. Yeah it’s gotta be good hasn’t it?