**Participant 19**

Personality: Enthusiastic, positive, organised

**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. Baby Boomers

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

1. Phone mainly

**INTERVIEWER:** : Is this because it is convenient or?

1. Yes.

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

1. No

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

1. Mm, probably loreal a bit.

**INTERVIEWER:** : What platforms do you follow them on social media?

1. Mm, I just follow them as a brand, as I look and see what they’re doing yeah but not on social media.

**INTERVIEWER:** : Where do you often find information about them?

1. Um, either on their own website or John Lewis or boots, umm yeah.

**INTERVIEWER:** : So you get news letters or emails about them?

1. No I don’t sign up for those, I research myself

**INTERVIEWER:** : Have you been previously involved in the skincare community like in groups or followings?

1. No.

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

1. Ohh, 20 years.

**INTERVIEWER:** : Any reasons why you started

1. Ha, More disposable income probably

**INTERVIEWER:** : So no reason really?

1. Urm, no somebody said to me one day “why don’t you spend more on skincare products?” and I thought “yeah you are right yeah, I can afford it why not do it?”

**INTERVIEWER:** : Do you have any favourite products?

1. L’Oréal

**INTERVIEWER:** : is that moisturizers or?

1. Moisturizers, uh, tanning, firming, wrinkle reducing, all sort of different things.

**INTERVIEWER:** : Why do you like L’Oréal then?

1. Because I’ve used it and I liked it and I thought stick with it. I tried different ones along the way and I’ve gone back to loreal each time. Also it is quite good value, there is quite often a lot of deals there’s 2 for ones or 3 for 2s or discounted that’s more so in the last 5 years I’d say.

**INTERVIEWER:** : So, you would think that promotional offer is something that would convince you to get a product?

1. Oh I wait, I don’t pay the full price. I wait till it’s on promotional offers then I stock up.

**INTERVIEWER:** : Oh so you always stock up and not why you run out and then you buy it?

1. No No. I stock up when there is a good deal on I stock up.

**INTERVIEWER:** : I see.. How did you come across Loreal?

1. Urm… I worked in retail, and I talked to the beauty care buyers and they suggested it.

**INTERVIEWER:** : So this is word of mouth in person?

1. Yes.

**INTERVIEWER:** : Do you often get your information from online as well?

1. Urmmm…… yes…

**INTERVIEWER:** : Is this on search engines or any websites in particular?

1. I do that in combination I go into shops as well..

**INTERVIEWER:** : So anything you do more of? Do you purchase products more in stores or online?

1. Skincare products so, I mean there are several brands that I follow. Urm.. so I but I don’t necessarily their skincare products like for example Aesop, I buy their hand creams and their shampoos urm but I don’t buy their skincare products probably because I buy loreal mainly.

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

1. Ouuu, so more and more I am looking at the sort of urmm so one of the reasons I like Aesop is the sustainability side of it so the greenness of it green credentials urm which that’s probably missing from loreal uhhh… but for me it’s about the actual product and how it performs.

**INTERVIEWER:** : How long you would say you would test a product first then?

1. Urm.. I probably buy a small tube or bottleor whatever, try it and if I like it I would buy more in large quantities.

**INTERVIEWER:** : you said that you often purchase loreal do you continuously repurchase them or switch between other brands?

1. I continue to purchase them but I do for face but for body I tend to use Nivea

**INTERVIEWER:** : so would you say you switch more between bodycare products then?

1. Yes I am prepared to spend more on face products then on body products.

**INTERVIEWER:** : Any reasons why?

1. I think you look after your face a bit more and spend money on it.

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

1. I probably research the product then buy it

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

1. So I look and see what the claims are, what it will do or um how it will perform, I increasingly look at ingredients see what is in it, ummmmm… yeah.. and I mean prices are a driver as well.

**INTERVIEWER:** : Is this online then?

1. Umm both, both online and in-store but I have to say during lockdown I brought everything online.

**INTERVIEWER:** : Oh so lockdown changed your buying behaviour then?

1. Completely, yeah.

**INTERVIEWER:** : Would you say you prefer shopping for skin products in person more?

1. Urmm, for new products yes because I like to use testers.

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

1. From Aesop, urm yes I would yes.

**INTERVIEWER:** : Do you often recommend them in person offline or online or both?

1. In person.

**INTERVIEWER:** : So youre more active offline you would say?

1. Yeah.

**INTERVIEWER:** : Any reasons why?

1. Urmm, just in conversation really but I occasionally do reviews, occasionally pull out reviews.

**INTERVIEWER:** : Oh, how often do you leave reviews then?

1. Urmm, I particularly leave them on I think John Lewis website its good so I always leave quite often leave reviews on there if only I got time.

**INTERVIEWER:** : Is this both good and bad reviews or?

1. Urm I try to be consistent. Urm but I have to say I am probably more likely to put one if it is a bad review.

**INTERVIEWER:** : What would the bad review usually consist of is it because it doesn’t work for you?

1. Yeah, I am disappointed in the product and I don’t feel like I got value for money and I think I should be aware of that and I do read reviews before I buy products as well. But when I read reviews I tend to go to the bad reviews first and see what they say before I look at the good ones.

**INTERVIEWER:** : But what if there’s more good reviews than bad?

1. Yeah that balances it out and I also look at the number of reviews. I am far more likely to look at the reviews if there is a hundred reviews than if there is 3 cause it is not real then.

**INTERVIEWER:** : Would you say you trust the sales clerk more than online reviews?

1. No because I think they have the brand loyalty, they are not impartial.

**INTERVIEWER:** : How many hours would you say you spend reading about skincare posts?

1. Less than an hour, way less.

**INTERVIEWER:** : Do you share skincare posts or websites with others?

1. No.

**INTERVIEWER:** : How often do you leave reviews per month?

1. It is probably 5 a year

**INTERVIEWER:** : Is this usually on John lewis then and not on google?

1. John Lewis, Boots, Urm, mainly.

**INTERVIEWER:** : Do you engage with posts on social media regarding skincare?

1. No.

**INTERVIEWER:** : So you mainly just read about it?

1. Yeah. I don’t really devote a huge amount of time to, there is more important things in my life.

**INTERVIEWER:** : So it’s not something youre passionate about?

1. No, absolutely not.

**INTERVIEWER:** : So you would say if youre more passionate about it, you would spend more time engaging?

1. Yeah, there’s many more things I’m far more passionate about that I would engage with more.

**INTERVIEWER:** : Is there any main reasons why you read skincare posts? Is it mainly so you could gain information for yourself or share it with others or?

1. Probably because I have more time now than I used to have so when I was time poor, I wouldn’t read that much but I have more time now.

**INTERVIEWER:** : Is this mainly to gain information and knowledge or?

1. Yeah, but I do it not just for skincare products I do it with any um I’m more likely to research things now before I buy than in the past where it was just a need that I had to get it.

**INTERVIEWER:** : So you would say you gain information more than you share?

1. Yeah I make more informed decisions about what I’m buying now.

**INTERVIEWER:** : What would make an interesting skincare post? Pictures, videos?

1. No, it’s offers.

**INTERVIEWER:** : Does informative content or giveaways interests you?

1. Giveaways, yes, sometimes.. um… informative content, I skim it, I don’t read it.

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

1. A product I thought that was particularly good or particularly bad I would probably leave a review. Whether it worked well or didn’t work well.

**INTERVIEWER:** : What would you find yourself posting more about the good or the bad?

1. Probably the bad.

**INTERVIEWER:** : Is there any other reasons why you don’t consider yourself as active in the skincare community?

1. Yeah, I am a man \*laughs\* so I don’t think men should be over active in skincare, I think that’s more for women.

**INTERVIEWER:** : Do you think it’s a gender thing then?

1. Yes, I know it is changing and I’ve sort of followed it around the world staggered that the men’s market is more than the women’s market in South Korea. Im just staggered.

**INTERVIEWER:** : What about age, do you think it plays a part? Maybe as you get older, you use more skincare?

1. Yes, they do.

**INTERVIEWER:** : because you said you’re a man and you don’t want to post about it, is it because youre embarrassed to post or why exactly?

1. There are others things that interests me more. Men don’t want to be over associated with they feel is probably women products I suppose.

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

1. Ouu, that’s interesting… I think probably… my choice would be in normal circumstances to engage offline so in store is probably my preference where you got a bit more time and you got the right atmosphere and you could learn more about the product its easier, touch and feel.

**INTERVIEWER:** : And how do you learn more about the product offline?

1. Probably talking to sales assistants, yeah. Some places you go, Aesop, you get fantastic service, amazing service, and that’s one of the main reasons why I shop there. It’s a really nice shopping experience, and their shops are very very tasteful in nice areas.

**INTERVIEWER:** : You haven’t brought a bad product from them before then?

1. No, all their products, the only barrier with Aesop is price. I mean they’re horrifically expensive. Maybe not for a woman but for a man they are.

**INTERVIEWER:** : So you would spend more on a product if it’s good?

1. Yes.

**INTERVIEWER:** : What if you didn’t like the product, would you still go to them if they have good service?

1. No no, the product is the most important bit.

**INTERVIEWER:** : So you would change brands if you didn’t like it?

1. Yeah, yeah.

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

1. Again, I got time to do it.

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

1. No.

**INTERVIEWER:** : Would you say you also get your information from television, magazines?

1. No.

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

1. Umm…. I’m not sure if I know really. More information about what youre buying really.

**INTERVIEWER:** : Maybe free samples online?

1. Possibly, yeah.

**INTERVIEWER:** : What about newsletters, targeted marketing materials?

1. Not really, no. I tend to unsubscribe to things like that routinely. I don’t want my inbox full of marketing.

**INTERVIEWER:** : Is there any other reasons why you unsubscribe?

1. Yeah I don’t want to be bombarded with marketing. It really really switches me off.

**INTERVIEWER:** : It pressures you?

Yeah I’m not.. I’m not somebody who is receptive to marketing I know what I like and I buy what I like and clever marketing is not going to sway me that much I think.

**INTERVIEWER:** : What would sway you then?

1. A really good product.

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

1. Yeah, I am sort of aware of their brand images, urm.. And you know the 3 brands I mentioned: nivea, loreal and Aesop, I mean they couldn’t be more different. I mean theyre very very different indeed, ummm… yeah but I suppose it’s the more premium you go the more interested you are in the product.

**INTERVIEWER:** : What do you mean by premium?

1. If youre going to pay more for the product, I want to know a bit more about it like why the shampoo umm £40 instead of £1.99 from Boots you know. I want to know what the ingredients are, why it’s that, what is it going to do that’s different.

**INTERVIEWER:** : What if you tried it and you didn’t like it? Is money back something you would like?

1. I don’t think.. generally if I’m happy with products I would ask for money back with skincare products I would just not shop for it again.