**Participant 13**

Personality: Empathetic, considerate, sensitive, impatient

**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.

**Participant 14**

Personality: Kind, organised, helpful, caring

**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.

**Participant 15**

Personality: Charismatic, pessimistic , realistic

**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’m Y now, no…

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

1. I usually use my phone actually, yeah.

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

1. Yeah, I follow Aveeno cream, it is really good for like acne yeah.

**INTERVIEWER:** : What are you following them on?

1. I think it is on Instagram.

**INTERVIEWER:** : I see and what do you like about been a follower of them?

1. Umm it lets me know what new products they might have and if one of them might benefit me or not.

**INTERVIEWER:** : That’s perfect, and what do you look for when it comes to a product?

1. Obviously brand recognition that is very important um cause obviously people won’t believe in a brand if the product is not good so yeah if the product is not good then people won’t believe in the brand so I do believe that um brand recognition obviously um trying out different other brands as well and trying to decide on the right one.

**INTERVIEWER:** : Oh and what helps you when it comes to deciding on the right product? Is this reviews?

1. Umm I’d say reviews and trial and error definitely. Like see what works you know give everything like a 2 weeks trial period.

**INTERVIEWER:** : Oh ok do you consider the good and bad reviews or only certain?

1. Um. Yeah both because you need to see like ah you know certain skin types may not be good for you like you know the reviews might help you find information that you know won’t be good for your skin type like say I’ve got brown skin and someone says in reviews say it’s not good for brown skin I might look differently towards that product.

**INTERVIEWER:** : Um ok and do you leave reviews yourself?

1. No no no. Never.

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

1. Umm a lot of effort \*laughs\*.

**INTERVIEWER:** : So you just don’t have the time?

1. No, yeah don’t have the time.

**INTERVIEWER:** : Ok but what if you have the time, would you leave a review?

1. Yes I would yeah uh I would yeah.

**INTERVIEWER:** : Ok and how long have you been using skincare products?

1. Uhh since like I was in college I guess so since I was 16..15 properly obviously I like you know I properly brought my own skin products like it wasn’t downstairs in the bathroom ready like I brought my own skincare products when I was 15-16.

**INTERVIEWER:** : Um any reasons why you start using it?

1. Umm… I don’t know.. uh.. my dad and my mom really liked olive oil for hair and uhh it used to always stink \*laugh\* yeah I just wanted my own products really. I want to try different products obviously my parents are.. or where they are in the bathroom is the same thing every time where I want to try different things to see if it would help.

**INTERVIEWER:** : Oh okay so you would just try out new products a lot?

1. Yeah it’s more about trying different products.

**INTERVIEWER:** : ok and what are your favourite skincare products then?

1. Uhh.. skincare I would obviously say obviously Aveeno is very good umm cocoa butter I can’t remember what.. which brand again but it’s like the most popular cocoa butter umm in terms of face wash I recommend is it Neutrogena acne facewash that’s really good umm I use like a Lush facewash as well and the soap actually no it’s not face wash it’s a soap but yeah.

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

1. Obviously through the store. Umm Lush through the stores and the face washes through Amazon and reviews.

**INTERVIEWER:** : Is this reviews from google then or social media?

1. Umm I google you know top 10 men’s care or acne products and.. or most popular and then it comes up yeah.

**INTERVIEWER:** : Ok and then you will immediately purchase it because it’s a top product?

1. Well I will check around like a few different ones to see what it’s like but yeah.

**INTERVIEWER:** : Ok so you often repurchase those products you mentioned right?

1. Yeah.

**INTERVIEWER:** : Any reasons why is it only because it works for you?

1. Well.. I’ve definitely tried different creams and they I don’t know they don’t feel as natural I don’t know like Aveeno is basically like you are putting oat meal on your face pretty much so um in comparison to other creams which are like I don’t know too many chemicals too much I don’t know smell as well sometimes you just want like a natural smell kind of and yeah. Kind of don’t mind that or I like you know cocoa butter smell as well.. But.. so sometimes I think smell is quite integral to creams and yeah.

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

1. Research first.

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

1. Uhh… How good the products are for my skin type and my skin condition that’s what I kinda look for.

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

1. Yes. Of course yeah.

**INTERVIEWER:** : You wouldn’t continue using it?

1. Umm if I feel like if it doesn’t do as good the job as you know ones I’ve used previously then yeah.

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

1. Uh yes I would.

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

1. Both.

**INTERVIEWER:** : Any reasons why you do both more?

1. Umm I think when it’s in person it’s a matter of if it like facecare coming up in conversation.

**INTERVIEWER:** : Yeah it doesn’t come up as often?

1. Yeah it doesn’t come up and then online it’s um anyone ask “oh anyone know a good cream” or something well yes it’s quite rare I guess yeah to talk about it.

**INTERVIEWER:** : So there’s not one you do more of?

1. No, not really no.

**INTERVIEWER:** : You did say you like to switch between brands is there reasons why you like to do it?

1. Sometimes IF I feel uhh a skincare product is become stagnant and it doesn’t feel like it’s effecting anything or producing the same result then I will change brands yes.

**INTERVIEWER:** : So if the product works for you you will keep using it?

1. Yeah.

**INTERVIEWER:** : Did you intend to post when you first joined the skincare community?

1. No.

**INTERVIEWER:** : Why do you not want to post?

1. Umm.. I don’t… I don’t know I just feel like it is not something guys post about.
2. So you think gender plays a part?
3. Yeah it’s a gender thing maybe and also Aveeno aren’t paying me to do it \*laughs\*. If I’m sponsored yeah I’ll do it so..

**INTERVIEWER:** : Oh so if they were to reward you would do it?

1. Yeah. Customer loyalty or customer loyalty scheme or something I don’t kow \*laughs\*.

**INTERVIEWER:** : I see. So you mainly just gain information from brands instead of posting?

1. Yeah, yeah.

**INTERVIEWER:** : Ok and how many hours would you say you spend reading about skincare posts online a month roughly?

1. Maybe like 3 a month \*laughs\* yeah I don’t take that much time into it. If I’m running out I might think about looking at alternative brands. Alternative brands cause obviously like brands are always releasing new products and those products could eventually like be their market leader you know you don’t know. Things change so if there is something you know that is a wow like that’s you know affected the market and it’s you know broke into the market as a market leader but you know you would probably go to that way.

**INTERVIEWER:** : So top brands you would pretty much be interested in?

1. Yeah.

**INTERVIEWER:** : and what about posting if you do post how often would you say you post or none at all?

1. What do you mean like about skincare or in general?

**INTERVIEWER:** : Yeah skincare reviews, comments?

1. I wouldn’t post really, no never.

**INTERVIEWER:** : How often do you engage with skincare posts?

1. Not much unfortunately I feel like I don’t know the need to engage with skincare posts.

**INTERVIEWER:** : So how often would you say then?

1. Laughs. Am I allowed to say almost never? I don’t think I’ve ever.

**INTERVIEWER:** : So you don’t like, share or comment?

1. Skincare brands, no, well I haven’t because I haven’t seen them cause their not target no. If I get a targeted there’s a new product, I will like it but in terms of.. no I don’t have yeah.

**INTERVIEWER:** : And what about liking it then how often do you do that?

1. Uhh very rare like almost never?

**INTERVIEWER:** : So once every few months?

1. Yeah once every few months.

**INTERVIEWER:** : What would be your reasons for engaging and posting?

1. Um maybe to get more range on yeah men’s skincare products I don’t think like.. I don’t think there’s like a definite market leader in men’s skincare products like only times I’ve really you know there is no one competing with them so you often wonder.

**INTERVIEWER:** : So your reasons of engaging is mainly to gain information right?

1. Yeah.

**INTERVIEWER:** : Not so much sharing and helping others?

1. Umm.. I didn’t think about it that way I guess. I guess if I think a brand kind of told me to you know kind to recommend it you know maybe I will be more likely to but I don’t know.

**INTERVIEWER:** : Do you prefer posts with pictures or videos? Or others?

1. I would say videos. Um Videos can catch you immediately especially explain.. A video can explain more about the product.

**INTERVIEWER:** : I see so would you trust reviews online would you say?

1. Yes.

**INTERVIEWER:** : What about from a sales person in store, would you also trust their review?

1. Umm.. I would try to get their.. like their best.. I’ll try harder to get their advice cause obviously they are earned by commission or what not so you don’t know if they are just being genuine or they are being told to push that.. push that product so I think I’d be more weary in a store.

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

1. Uhh how good it works and you know that other people should try it.

**INTERVIEWER:** : Is there any other reasons why you’re not as active in the skincare community online?

1. My skin isn’t that great \*laughs\* so what’s the point.

**INTERVIEWER:** : So that’s why youre not as active you would say?

1. Yeah. But if I had amazing skin maybe I would be more likely to.

**INTERVIEWER:** : Oh so is this because you are afraid of showing off your skin?

1. No I just feel like you know I just don’t see the point of it really. Umm.. maybe if it made my skin 20 times.. noticeably better like that much noticeably better then I would yeah.

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

1. Yeah I guess.

**INTERVIEWER:** : Do you prefer online more than offline or the opposite?

1. Yeah online, sorry.

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

1. Umm obviously like I said earlier about the online perspective they may be pushing the product cause they’re not selling it enough, not cause it’s good necessarily.

**INTERVIEWER:** : Yeah and what would encourage you to become more active offline then?

1. Umm… maybe an independent.. someone independent in the store that is not part of their company and like you know has tried all their products and would recommend what worked for her I don’t know how that would work but yeah.

**INTERVIEWER:** : And also like offline rewards you mentioned?

1. Yeah, yeah.

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

1. Um I don’t know yeah some sort of loyalty scheme maybe or um maybe some sort of social media engagement really I don’t know.

**INTERVIEWER:** : What do you mean by social media engagement?

1. They could do like oh like this and we will give 5 free creams or something like that I don’t know yeah something like that.

**Participant 16**

Personality: Funny, friendly, kind

**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. Uh, Y.

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

1. Um yeah phone and um a computer and a laptop a MAC.

**INTERVIEWER:** : So when you browse through skincare posts what device do you use more of?

1. Yeah, probably my phone yeah.

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

1. On Facebook I am, yeah lots of different facebook groups like too many to list.

**INTERVIEWER:** : Do you follow any skincare brands on social media?

1. Yeah, I follow a couple of our competitors so Bybi skincare, Goto skincare, couple like this, La Mer.

**INTERVIEWER:** : Is that on Instagram?

1. Yeah on Instagram, or on Facebook, I actually mostly follow on Instagram actually.

**INTERVIEWER:** : What do you like about being a member or follower of these skincare groups and brands?

1. Could you um what do you mean what is it uhh Im just kind of doing it to for like competitor analysis kind of thing so I’m not yeah it’s not like a place where I umm say it’s purely from like a research point of view so um yeah its nice there’s lots of friendly people there and uh lots of people who are uhh you know looking for skincare.

**INTERVIEWER:** : So is that mainly to gain information about products and..?

1. Yeah exactly yeah.

**INTERVIEWER:** : Have you previously left a skincare group before?

1. Left?

**INTERVIEWER:** : Yeah so maybe you joined a group before and you didn’t like it so you left the group because maybe it wasn’t helpful?

1. Yes I have left a group because it wasn’t helpful um if there was groups where um there were people who uh uh for example there are some groups out there that are just solely there for them to market their own MOM companies or like there are bodyshop um skincare company so um big kind of groups are not really helpful for me so I joined and left a few.

**INTERVIEWER:** : So your main reason for joining is to would you say advertise?

1. Yeah yeah advertise and network and um sometimes people set up groups um with the facade like a helpful kind of skincare group where people can meet each other like network or um or rest of it but sometimes it’s because they have their own skincare company and they’re just trying to share their own content and they kind of um they dictate what the group is going to be talking about and uh they only put their own information on so I have joined people like that and left again because I found it wasn’t really helpful um and yeah.

**INTERVIEWER:** : I see and how long have you been using skincare products then?

1. Um well, I’ve been using our own skincare products for a year, the year that we’ve been, the business has been going and then before, like before then every now and again I wouldn’t say I was like a skincare addict or anything I would just use like the odd moisturizer or um like a serum or something, but not very often.

**INTERVIEWER:** : Is there any reasons why you got into skincare?

1. My girlfriend is a skincare has a skincare company so yeah that’s why I am more interested in it nowadays.

**INTERVIEWER:** : I see, and do you have any favourite products?

1. Well our products, our brand Annivie is definitely my number one favourite \*laughs\* and it generally is like the best quality kind of quality that you can get out there for organic skincare like um like you know these kind of natural clean beauty umm but yeah other products I use um maybe I should give some examples of products my girlfriend uses so like the ordinary um what else can’t really think of any at the top of my head but yeah.

**INTERVIEWER:** : How do you usually come across skincare products, where do you usually get your information from?

1. Um just online just kind of googling then I go on to their website and find out their information.

**INTERVIEWER:** : So you look at reviews you would say?

1. Reviews, yeah yeah yeah, I check out reviews and just their general content that they post um for you know or how they describe their product and um yeah.

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

1. Something uh that is clean, that’s not going to be harmful for the skin, that’s natural, that helps to solve an issue whether that would be like dryness or um you know acne or something like this so any kind of and obviously each skincare product will have its own qualities that are good for the problem so obviously first of all has its own problem that but then thing that like elevates it is that it obviously has to be high quality, and kind of natural and clean and um. I also kind of like my company, my skincare companies um like social conscious but that’s not necessarily to do with the product but more so the company.

**INTERVIEWER:** : I see. So are those all the things you research when it comes to purchasing a product then?

1. Yeah that’s what I would look at when I am purchasing I would see what kind of company am I buying from then first of all and then uhh, what stuff do they have available, what problems do they solve, does it meet my criteria of being natural and um you know have a look at the ingredients cause now I know more about the ingredients I start to question why something is being added but yeah.

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

1. Um research first and then purchase.

**INTERVIEWER:** : Ok is this mainly on google you would look for information or skincare groups?

1. Yeah, or what they actually post about their own products you have to be quite transparent umm you know when it comes to skincare when it comes to regulations you have to post your ingredients for example and yeah most people obviously have a nice message where they describe their promises, I mean I don’t spend like hours you know pulling up spreadsheets of uhh skincare products should I buy but just a quick glance on their website and just to see if it meets my criteria.

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

1. Yeah I would skip over it.

**INTERVIEWER:** : And you wouldn’t continue using it if you didn’t like it?

1. Yeah for example if I brought a product and it wasn’t my cup of tea or um whenever I use certain moisturizers like Nivea and uh couple of others I found out that I broke out in spots um I don’t know what that was about but yeah obviously I would go off and even if it does meet your criteria it still might not be for you might not be the perfect one.

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

1. Uh yeah I definitely recommend all of Annivie’s products and um I yeah if I found like a really good one um if I take myself away from Annivie if I found like a really good moisturizer or something I would recommend it to a couple of guys.

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

1. Um I feel like I forgotten what it’s like to meet people from in person now ha so um maybe online for like in a modern day uh but yeah probably both if it wasn’t a pandemic.

**INTERVIEWER:** : I see, and do you leave reviews on skincare products yourself?

1. I don’t actually. No I’ve never left a review.

**INTERVIEWER:** : Do you stick with the same brand or find yourself switching between brands?

1. Umm… before Annivie I would switch but nowadays and price was my main concern and that was pre-last year but now I am willing to first of all I am going to spend a bit more for a better product and second of all I stick to one product by one company which is our company.

**INTERVIEWER:** : When you joined a skincare group did you intend to post when you joined or read about it?

1. Probably post more so yeah just to try and network and get a good brand awareness uh yeah.

**INTERVIEWER:** : How many hours would you say you spend a month posting online on skincare?

1. In hours it would be like 1 hour maybe like a month. I would say less than an hour every week.

**INTERVIEWER:** : What about reading, do you say you spend same amount of time reading posts ONLINE?

1. The posts, I do I do read quite a lot of uh a lot of posts but I am not like reading to see oh what they are saying about this, I read to see if it is going to be relevant for our business so um you know if someone is saying like “Hi does anyone have any natural kind of alternatives to a moisturizer” or “I have dry skin does anyone have product.. can anyone recommend a product?” then I would kind of read those ones and like try and engage with those people but it’s rare that I am.. I mean first of all I am not in the marketing department and so the when it comes to that kind of stuff reading about everything that is more so my girlfriend so me personally, not really.

**INTERVIEWER:** : So how often would you say you engage with posts? Liking, sharing or commenting?

1. Um every other day.

**INTERVIEWER:** : Oh ok and which one do you do more of?

1. Like posts

**INTERVIEWER:** : Do you comment as well a lot?

1. I do.

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

1. Brand awareness um and to uh network and also to… um yeah help people as well like to I want to be helpful.

**INTERVIEWER:** : so would you say you like to share information more than you gain?

1. Probably… Kind of feel like my psychologist ask me the same kind of questions ha yeah.

**INTERVIEWER:** : Do you prefer skincare posts with pictures, videos, or what kind of posts do you prefer?

1. Yeah pictures and videos are way more engaging uh yeah.

**INTERVIEWER:** : Is this informational content or product in action or what kind of posts?

1. Well I mean it’s a good question cause like if I’m going to be engaging with a customer it’s I’m not just going to like uhh if I’m trying to be helpful its very unlikely that if I’m going to be doing on a video because they’re often just like videos about their own knowledge right so if it’s a.. like I enjoy pictures and videos or more social content like ill happily lazily watch it whereas if I’m doing it from a business perspective I’m more so going to be engaging with written posts. Does that make sense?

INTERVIEWER: Yeah and what is it that you post about then when it comes to your brand often?

1. When it comes to our brand we are trying to share about the ingredients that we use, um the um.. products that we have available and you know they are good for and um how certain ingredients can help with yeah certain issues.

**INTERVIEWER:** : That’s perfect, so would you say you are very active in the skincare industry then?

1. Oh I mean we would love to be but right now no like um we are umm I would say we … are trying to be very kind of proactive but its uh yeah we are so new we’ve only been trading for like 2 months so um our activity level needs like I said it is probably every other day when we really need to be ramping our efforts up but you know as a person as a individual I am quite active like I am more active than I used to be don’t see anyone else scrolling through these skincare groups like I do ha but yeah its um so yeah me as a person yeah but as a company, no.

**INTERVIEWER:** : Why would you say you’re not as active with your brand then when it comes to online is it only because you’re a start-up and you’re not sure what to look at?

1. I think so, I think there is a little bit kind of like dipping the toes in the water kind of element to it you know. You don’t want to be uhh making a big splash and then kind of embarrassing yourself and there is many other things as well that we need to get in order so like for example our website is umm.. have only just been made a couple months ago and we are making more tweaks to it like to optimize the search engine capacity, and um also to add jusr more content like so we haven’t got like the same kind of pictures that bigger companies have got like you know we have. We are unable to hire like a model to take pictures so we are already relying on people who buy the product and then take pictures of themselves using it and then we can have that kind of content so our content level is quite low and therefore our marketing efforts I mean when you are posting stuff you need content right so because we have a low content its uh yeah our marketing voice is a bit quiet at the moment.

**INTERVIEWER:** : I see, Would you say your online behaviour is similar offline as well? So you engage with skincare equally both online and offline or one more than the other?

1. I definitely engage more personally online than I do offline um yeah so yeah I almost have more of a kind of professional persona online where I am really trying to help people with like skincare but um like offline I’m just kind of helping to manage the business and the finances and the.. I actually work in sales as well for both this job and for um another job as well so I yeah I am not really talking to the guys as well about skincare.
2. Is there any other reason why you prefer online more than offline?
3. Uh I think its circles. Like being in I don’t have any kind of like circles that I am in offline like the I don’t have any communities that are actively engaging in, talking about skincare or anything whereas online it’s so easy to just like get into like these kind of circles where you can interact with like-minded people or with potential customers or potential suppliers whatever.

**INTERVIEWER:** : Oh okay and what would make you more active offline then?

1. Umm maybe a community of people who are interested in skincare.

**INTERVIEWER:** : So skincare events?

1. Yeah skincare events yeah absolutely yeah if COVID didn’t exist then there was lots of events happening um which were obviously planned uh where we could go and showcase our products we would be very active but it’s kind of um we are just reacting to the situation at the moment.

**INTERVIEWER:** : Yeah, cause I know like skincare events have been cancelled because of that..

1. Yeah, just every event really so it just kind of like um you know a lot of these places like whole foods, and natural food, or vegan events or anything like that where might relate to our business or even like sustainability um yeah any kind of event is kind of cancelled so yeah and like more events would certainly be um be useful and also very scary ha.

**INTERVIEWER:** : And is there anything a skincare brand can do to make you more active online so say you were a consumer, what kind the brand do to make you more active?

1. What can a brand do to make me more active… I think they could probably uh post more questions to me uh kind of reach out on a more like understanding level rather than like a or wanting to understand rather than a kind of like telling. So maybe a bit more connection um a bit more kind of umm like quizzes and stuff like that would be stuff I would be interested in and uh something..

**INTERVIEWER:** : Maybe if the brand shared your post and that would make you more active would you say?

1. Like an interactive level, yeah.

**INTERVIEWER:** : What if the brand paid you to post more would you just do consider that or that’s not something you’re interested in?

1. Uh not something I am personally interested in but I can see the appeal.

**INTERVIEWER:** : What do you think makes a good skincare group in your opinion?

1. Um are we talking offline or online or both?

**INTERVIEWER:** : Both.

1. Uhh. So I guess anyone who are like an open dialogue is really important where people are able to not feel uncomfortable with talking about certain like skin issues that they might be having so an open mind um and a.. You know a friendliness where when you make suggestions or you’re trying to be helpful uhh you can kind of soften it a little bit to kind of really.. and I think that’s something that women have to do incredibly well like you know when they are giving feedback or when they are giving uh like helping one another uh they might be like talking about a problem with that person but they have an ability to build and soften the way they talk about it in such a manner that is really easy to kind of like take on board what they are saying and kind of hear them out does that make sense?

**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?

**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.

**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?

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.