

Hello there! Please answer the following questions in as much detail as possible, as your insights will help me better understand fashion consumer behaviour. Just know that all responses will be kept anonymous and will be used solely for research purposes.

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1. How would you describe your clothing shopping habits? Do you tend to make impulsive purchases or do you usually think carefully before buying clothing?

Type answer here.

2. What influences your decision-making process when purchasing clothes? Do factors such as price, current trends or personal style affect your decision?

Type answer here.

3. How do social media platforms and influencers affect how often you purchase new clothing? For example, do they pressure you to keep up with current trends?

Type answer here.

4. What role does fashion play in expressing your identity or personal style?

Type answer here.

5. When purchasing clothing, how do factors such as how it is made, how long it lasts, and the waste it creates influence your choices? For instance, do unethical practices, such as labour exploitation, affect your decision, or do you not usually consider these factors?

Type answer here.

6. What are your experiences with thrifting or purchasing second-hand clothing? Why do you/ or do you not participate in it?

Type answer here.

7. Have your clothing shopping habits changed over time? If so, what influenced those changes? For example, online shopping has made purchasing clothes more accessible.

Type answer here.

8. What do you typically do with clothing that you no longer wear or need, and why do you choose this method?

Type answer here.

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Thank you for your participation!