ISCTE Business School
Instituto Universitário de Lisboa

THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR

Ana Rita Pires Morgadinho

Dissertation submitted as partial requirement for the conferral of
Master in Marketing

Supervisor:
Prof. Sandra Maria Correia Loureiro, Associated Professor with aggregation, ISCTE Business
School, Department of Marketing

September 2019

ISCTE ⬡ Business School
Instituto Universitário de Lisboa

THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR

Ana Rita Pires Morgadinho

Acknowledgements

First of all, I would like to thank my supervisor Sandra Loureiro for dedicating her time and effort toward to this project. I would like to thank the support throughout the year, dedication, advice and encouragement. Without her knowledge and experience it would be difficult to develop this project.

My family have played a key role at this stage of my life. I am extremely grateful for all the support and effort. To my parents, Cristina Morgadinho and Manuel Morgadinho, special thanks for raised me to never give up of anything, for the constant caring and support (spiritual and financial). Their advices and teachings made me who I am today and increased my work efforts. To my parents and my brother, for showing me that distance is just a word and that with love everything goes beyond.

To my friends, thank you for the shared memories, advices and unconditional support. Especially to Joana Fontinha, Duarte Caixado and Miguel Rosa for accompanying me in this journey and for all the weekends and nights spent writing our dissertations together.

Abstract:

Over the years, social media has become one of the most important tools for branding. Despite the increasing number of companies using this for communicate, how this communication influences consumer-brand relationship and how impacts the decision purchase remains unclear. The aim of this thesis is to understand how online brand communities' influences consumers to buy cosmetic products concerning Instagram and YouTube. The study is conducted through netnography methodology, where the engagement of brands-consumers is measured by the number of likes and comments. The four cosmetic brands analysed were Dior, Estée Lauder, Revlon and L'Oréal. These brands can be divided in luxury brands (Dior, Estée Lauder) and mass market brands (Revlon, L'Oréal). First, the study answers to how the brands behave in the two social media platforms. Second, it responds to how social media influences consumers to buy luxury and mass market products. The data collection and data analysis are divided in three stages: the first corresponds to a general analysis of six months (January to June of 2019) of each Instagram account and YouTube channel; the second stage is the observation of the posts of one month (January); and the third stage is the comparison of each online community. The analysis of the results reaches three main conclusions: (1) Brands have more engagement on Instagram and Bloggers have more interactivity on YouTube; (2) Luxury Brands have a better communication than Mass Market Brands; (3) French Brands (Dior and L'Oréal) are more well-known, creating more engagement and impacting more consumers.

Resumo

Ao longo dos anos, as redes sociais têm-se tornado numa das ferramentas mais importantes para a gestão da comunicação das marcas. Apesar do crescente número de empresas a usar as redes socias para comunicarem ainda não está bem claro como é que essa comunicação influencia a decisão de compra de um consumidor. O objetivo desta tese é entender como é que comunidades online, como o Instagram e o YouTube, influenciam os consumidores a comprar produtos de cosmética. O estudo é realizado através da metodologia netnografia, onde é medida a interatividade das marcas com os consumidores pelo número de gostos e comentários. As quatro marcas de cosmética analisadas foram Dior, Estée Lauder, Revlon e L´Oréal, divididas em marcas de luxo (Dior, Estée Lauder) e marcas de mass market (Revlon, L´Oréal). Primeiro, é analisado o comportamento das marcas nas duas redes socias e em seguida, é examinada a influência das redes socias nos consumidores em comprar produtos de luxo e produtos de mass market. A análise dos dados é dividida em 3 fases. A primeira corresponde a um estudo geral de cada rede social; a segunda é a observação específica e a terceira é a comparação de cada comunidade online. Com este estudo foi concluído o seguinte: (1) As marcas têm mais interatividade com os consumidores no Instagram e as Bloggers têm mais interatividade no YouTube; (2) As marcas de luxo têm uma comunicação melhor que as marcas mass market; (3) As marcas francesas são mais conhecidas e impactam mais os consumidores.

Palavras-chave: Cosmética, Comunidades online, Instagram, YouTube, Netnografia.

Sistema de classificação JEL:

M31 – Marketing

Y40 – Dissertações

Table of contents

Table of tables

Table of figures

1 – Introduction

1.1- Relevance of the theme

The popularity of social media has drastically changed the marketing scenery and the search and sharing of information because consumers do not receive brand information just through mass media, such as TV or printed (Batra & Keller, 2016). Along with the explosion of new media, consumers are intensely seeking new information about the products and brands (Batra & Keller, 2016). Thus, over the past years, marketing have witness a major transformation (Lamberton & Stephen, 2016) because social media has become one of the most important tools for communication (Barcelos, Dantas, & Sénécal, 2018). Such innovation has also influenced consumers because the fast growth in mobile adoption has opened new marketing communications, targeting possibilities, and how buyers share information with each other and interact with brands (Lamberton & Stephen, 2016). So, the original process of consumer decision making has changed because nowadays consumers, have the capability to compare prices, find the best deals and read consumer reviews of the desired product on the internet (Batra & Keller, 2016).

The industry of cosmetic had also a huge growth because of the changing needs of consumers, the new trends that appear every day, and the free exchange of ideas by the Internet (Ajitha & Sivakumar, 2017; Ey, 2018; Kestenbaum, 2018; Nielsen, 2018). Because of that, cosmetic brands have their own online communities, such as official pages of social media networks where consumers can interact with each other and with the brand (Barcelos et al., 2018). This fact gives an opportunity to brands to create a close relationship with consumers and provide a positive impact on trust.

Consequently, social media have become a significant tool for marketing and branding, so it is important to have a structure strategy addressing the best ways for brands to represent themselves (Barcelos et al., 2018) and because social media help consumers to search and do a better decision on what product they should buy (Lamberton & Stephen, 2016). Thus, social media became a tool that influences consumer behaviour and purchase (Batra & Keller, 2016).

Currently brands need to comprehend that social media has a massive potential to promote, communicate and influence consumers and because of that an online presence is an advantage.

1.2- Study Gaps

The cosmetic industry, which comprises products related to skin care, hair care, makeup or perfume, is very dynamic because is driven by new trend that nowadays appears online, and so has the presence of new generations (Ajitha & Sivakumar, 2017; Ey, 2018). Because of that, cosmetic companies are incessantly developing new products to try to fulfil the consumers' needs (Chin & Harizan, 2017). This industry is divided into two segments, the luxury brands and the mass market brands (Brand Keys, 2019b; Global Cosmetic Industry, 2019), and has a big presence on social media (Arora, Bansal, Kandpal, Aswani, & Dwivedi, 2019; Deloitte, 2019; Ey, 2018; Lee & Watkins, 2016). The cosmetic industry uses social media to promote products in their own official pages or establish a partnership with beauty bloggers for products reviews (Arora et al., 2019; Deloitte, 2019; Ey, 2018; Lee & Watkins, 2016). Therefore, cosmetic brands have a strong online presence (Ey, 2018) but there is a lack of research on if this presence is effective or not and how this presence influence consumers to buy products of the brand. Brands are aware that should communicate with consumers in an informal style on social media, however there is a lack of research on how this communication influences consumer-brand relationship and how impacts the purchase decision (Barcelos et al., 2018). Consequently, this study analyses how social media impacts consumers to buy cosmetic products through Kozinets (2010) netnographic methodology. For this, it will be studied the Instagram accounts and the YouTube channels of 4 cosmetic brands and the Instagram account and YouTube channel of a Portuguese blogger. To analyse the engagement and interactivity with consumers will be evaluated followers, likes, posts and comments that would be categorized.

1.3 - Research questions and main objectives

The aim of this study is to understand how online brand communities' influences consumers to buy cosmetic products. This is will be evaluated by analysing four cosmetic brands (2 luxury brands and 2 mass market brands) on YouTube and Instagram and by evaluating the Instagram account and YouTube channel of a Portuguese blogger. To measure the interactivity and engagement, the number of likes and comments will be evaluated, and subsequently the comments will be characterized to conclude if the engagement is positive or negative. Moreover, will be observed how the brands behave in the 2 social media platforms and if are differences between luxury and mass market brands in the communication and in the impact that they have on consumers.

As a result, the main question for this study is:

How do social media influence consumer buying behaviour in the cosmetic industry?

And this question is followed by two sub-questions:

1. *How do cosmetic brands behave on social media?*
2. *How do social media influence consumers to buy luxury and low – cost cosmetic products?*

1.4 - Structure

This dissertation is divided in 5 chapters. The first section introduces the relevance of the theme, the limitations on the existing literature and clarifies the main topics explaining the research question.

In chapter two, will be conducted the literature review about the theme. The main concepts will be explained and described. The focus will be on online brand communities, social media and cosmetic industry.

The third section corresponds to the methodology where the study is going to be described. First, ethnography will be explained and second will be clarified netnography concepts.

The results will be approached in the chapter 4, where first will be answered the question: "How do cosmetic brands behave on social media?" and then the question: "How do

social media influence consumers to buy luxury and low-cost cosmetic products?". The study of these two questions will have 3 stages each.

Lastly, in the chapter 5, it will be described the conclusions of the study, clarified the limitation and suggested future researches.

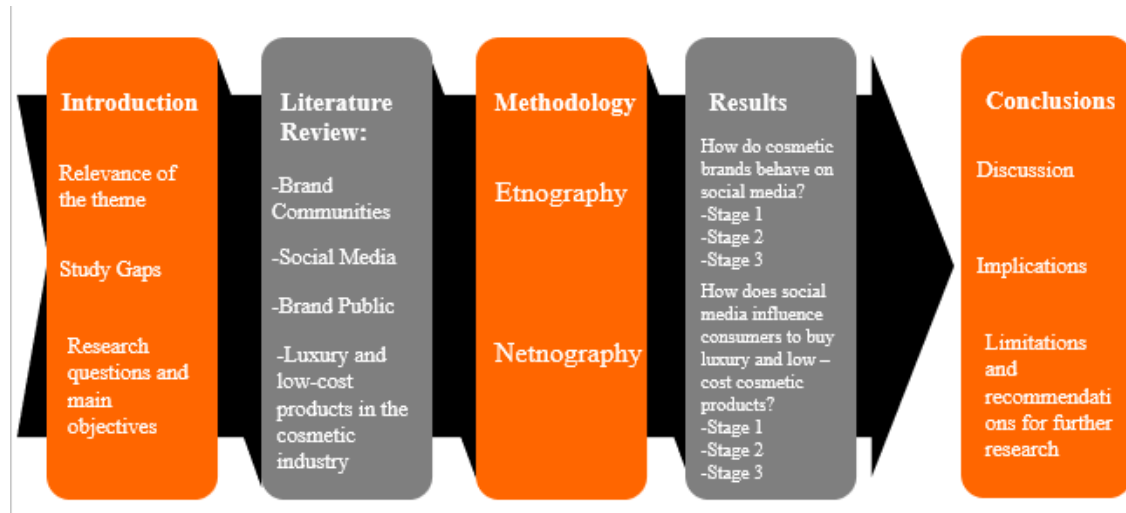The Figure 1 illustrates the structure of the thesis.

Figure 1- Structure of the Thesis

Source: Author's elaboration

2 - Literature Review

2.1 - Brand Communities

2.1.1 – Brand Community Conceptualization

For a better understanding of what is the concept of brand communities it's necessary to comprehend what is a community. A community is created by its members and the relationships between them. In other words, a community is a group of people with an element that link them and who share experiences, useful information, moral support and other relevant things (McAlexander, Schouten, & Koenig, 2002).

According to Muniz and O'Guinn (2001), there are at least three core components of community such as consciousness of kind, shared rituals and traditions and a sense of moral responsibility. The most important element of a community is the consciousness of kind that is the connection that members feel towards one another. The second marker of community is the existence of shared rituals and traditions, that preserve the community's shared culture. Finally, the last indicator is a sense of moral responsibility which is an obligation to a community and motivates contributions (Arvidsson & Caliandro, 2016; Muniz & Guinn, 2001).

Muniz and O'Guinn (2001) also claim that communities are no longer geographically restricted because in the twentieth century the notion of community extend due to new communication technologies. In the past the idea of community was geographically limited but in an era of technology a community is no longer just one place because everything is growing at an intense speed. One thing that is always growing fast are social communities on the Internet due to proliferation of online social platforms and their rapid adoption (Munjal, Mishra, & Shanker, 2019). These platforms connect people with similar thoughts, opinions and interests. Because of the easy access to online social platforms, companies and marketers have realised the potential of a community to connect a brand to consumers and to link people who have the same affinity and interest for a brand. This is because, the members of these communities develop a genuine connection through their experiences and thoughts about a brand (Munjal et al., 2019).

2.1.2 -Importance of Brand Communities

The concept of brand community was introduced by Muniz and O'Guinn as *"a specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand"* (Muniz & Guinn, 2001:412).

In brand communities, people form bonds around brands which allows consumers to create value around them (Arvidsson & Caliandro, 2016). Consequently, it can be said that consumers and marketers usually form communities because while exploring these communities, companies find new ways of perceiving consumer loyalty (McAlexander et al., 2002). Therefore, brand communities have a variety of powerful experiences full of complex rituals, traditions and expectations (Muniz & Schau, 2005).

Indeed, there are several dimensions of brand community such as geographic concentration, social context and temporally, which shows the dynamics of this type of communities and add complexity to the study. Geography is one dimension on which communities differ because they can be geographically concentrated, non-geographically or can exist in the entirely non-geographical space of the Internet. Another dimension is social context, where the interactions of a brand community may or may not be rich in social context. Besides these two dimensions, the temporality is important to mention since communities can be stable or enduring, temporary or periodic (McAlexander et al., 2002).

In addition, it is also important to enhance some features associated with brand communities, such as interaction, sense of identity and communications structured by discussion or deliberation. Brand communities are based on interaction because members exchange ideas and form bonds. This interaction can be through face-to-face meeting, online brand communities or a mixed of both. So, some interaction around a brand is crucial because it is what makes the "*community into a community*" (Arvidsson & Caliandro, 2016:729). Furthermore, members of a brand community share meanings that they identify with, and discuss, deliberate or enter in conflict with each other in order to find the correct interpretation of the brand in question. Consequently, the dynamics of brand communities are due to internal ongoing discussions and deliberations (Arvidsson & Caliandro, 2016; McAlexander et al., 2002; Munjal et al., 2019).

2.1.3 - Online Brand Communities

From several studies, it can be said that brand communities can be offline, online or both (e.g., Muniz & Guinn, 2001; Schembri & Latimer, 2016; Zaglia, 2013). Nowadays we live in an era of technology where every day is a new way of communication. As a consequence of that, was born the online brand community which "*is a necessary platform for companies to improve their differentiation and competitive position; it allows them to strengthen relationships with customers and involve them in brand co-creation*" (Martínez-lópez, Anaya-sánchez, Molinillo, Aguilar-illescas, & Esteban-millat, 2017:24). Therefore, an online brand community is a cyberspace where a lot of people interact and communicate with each other (Demiray & Burnaz, 2019; Palazo & Sicilia, 2008; Shang, Chen, & Liao, 2006). Consequently, it can be defined a *"virtual brand community as a group of individuals with common interests in a brand who communicate each other electronically in a platform provided by the company which supports the brand"* (Palazo & Sicilia, 2008:257).

Online brand communities have three key dimensions that shape them: brand orientation, Internet use, and funding and governance (Schembri & Latimer, 2016; Wirtz et al., 2013). It is important to notice that online brand communities emerge because formats of online communication like mailing, websites, forums and chat rooms tend to the formation of communities (Arvidsson & Caliandro, 2016). Because of that, online brand communities have developed some importance in strategies of brands. With online brand communities', brands can communicate a lot more with their customers and create a more personal relationship with them (Martínez-López et al., 2017).

2.1.4 - Brand Communities vs Online Brand Communities

Previously, a brand community was formed offline and added their online presence at a later stage. For example, Lego developed communities for their club fans that already existed offline. Nowadays, many of communities start online as brands noticed that online communities were an added value. So, the online and offline presence will be an important dimension of a brand community (Wirtz et al., 2013).

Table 1 shows the main differences between brand communities and online brand communities.

Dimension	Offline Brand Community	Online Brand Community
Main mode of interaction	Face-to-face Has social implications and members bring their true identity to the community and to the consciousness of kind and moral responsibility Formal organizational structures are beneficial and roles such as president, treasurer, secretary often become necessary	Virtual Virtual identity possible, anonymity possible, possibly with less consciousness of kind, and less moral responsibility Informal, less hierarchical structures are common, allowing for a variety of designs and modes of interaction
Geography and time dimension	Geographically and time constrained; members typically have to be present at the same location and same time to interact Community can be global but requires a local chapter structure to facilitate face-to-face interaction where value creation takes place	Interaction is unconstrained by location and time Community can be structured along any dimension besides geography
Costs to community members (time, effort, and expenses)	Time and location constraints impose time and effort costs; location and hospitality requirements incur (financial) costs Threshold costs cut off low involvement members from participating in the community	Low cost of joining and being part of the community Low threshold and hence a wider range of engagement levels and forms of the members, possibly affecting consciousness of kind and moral responsibility
Invovement with brand, firm and community	Brand often elicits high levels of involvement, loyalty and emotion among members; members are frequently motivated to help others Intrinsic benefits (e.g. wanting to feel connected) tend to prevail	Involvement can range from very low to very high Many members may seek primarily functional benefits from an Online Brand Community (e.g. getting help with using, maintaining and repairing a product) Many members may be passive and only access content but do not contribute to the Online Brand Community Firms may use extrinsic benefits (e.g. discounts, lucky draws, loyalty points) to engage Online Brand Community members and motivate desired behaviors (e.g. post contributions, recruit new members, provide word-of mouth, or give feedback to the firm)

Table 1 - Key differences between offline and online brand communities

Source: (Wirtz et al., 2013)

One of the biggest differences is that the internet communities are not geographically restricted since physical context is not necessary (Palazo & Sicilia, 2008; Wirtz et al., 2013). Besides that, online brand communities are low cost and have a wider range of engagement levels.

2.2 - Social Media

2.2.1 - Social Media and Brand Communities

Social Media "*is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content*" (Kaplan & Haenlein, 2010:61). Social media are very interactive platforms with a global audience, immediate response, cheap and easy to use (Power, 2014). Because of this, it can be concluded that social media platforms tend to create online communities (Arvidsson & Caliandro, 2016).

There are diverse types of social media platforms that need to be differentiate (Kaplan & Haenlein, 2010; Schembri & Latimer, 2016). According to Kaplan and Haenlein, (2010), there is no systematic way to organize social media applications because new sites appear every day. So, they rely on social presence, media richness, self-presentation and self-disclosure to categorize the social media applications, like is shown in the Table 2.

		Social Presence / Media Richness		
		Low	Medium	High
Self-Presentation / Self-Disclosure	High	Blogs	Social Networking sites (e.g., Facebook)	Virtual Social Worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content Communities (e.g., YouTube)	Virtual Game Worlds (e.g., World of Warcraft)

Table 2- Classification of Social Media by social presence/media richness and self-presentation/self-disclosure

Source: (Kaplan & Haenlein, 2010)

Social media platforms are divided in collaborative projects (e.g., Wikipedia); blogs (e.g., Twitter); social networking sites (e.g., Facebook, LinkedIn); content communities (e.g., YouTube); virtual social worlds (e.g., Second Life) and virtual game worlds (e.g., World of Warcraft) (Kaplan & Haenlein, 2010; Power, 2014). Sites such as Facebook have high self-presentation and self-disclosure, whereas content communities such as YouTube have low self-presentation and self-disclosure(Schembri & Latimer, 2016).

Social media allow companies to engage directly with consumers so efficiently that cannot be achieved with traditional communication tools. Because of that, this communication tool, is very relevant for a lot of firms. However, the use of social media

should be careful and bring something new to the firm (Kaplan & Haenlein, 2010). Despite that, social media is motivating a lot of changes in consumer decision making because nowadays consumers rely more in opinions and experiences from other consumers (Bronner & Hoog, 2013).

2.2.2 - Social Media as a tool of marketing communication

Marketing has changed a lot over the past decade, witnessing a big transformation due to the growth of social networks (Lamberton & Stephen, 2016). The rise of social media with consumers and companies has forced the emergence of new business model opportunities, online branding and social commerce (Barcelos et al., 2018).

Social media has become one of the most important tools for branding (Barcelos et al., 2018). Therefore, we can say that social media is a new trend that revolutionize the business world. Before, companies were able to control information about them online through planed statements and public relations managers while nowadays, companies have to deal with blog opinions because when consumers research the name of a firm appears the official web site and everything related to that (Kaplan & Haenlein, 2010).

According to Kaplan and Haenlein (2010), social media facilitates the information exchange between users because people interact with each other through likes, comments or shares (López & Sicilia, 2014; Sengupta & Shen, 2018). Consequently, more word of mouth is being generated online. Moreover, people are currently used to express their opinion by writing or tipping instead of talking face to face (Sengupta & Shen, 2018). This new way of communicating opinions is called electronic word of mouth (eWOM) which is "*any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet*" (Hennig-Thurau, Gwinnwe, Walsh, & Gremler, 2004:39). This kind of communication can take place in many ways, like discussion forums or chat sessions, that are effective means of communication (Arvidsson & Caliandro, 2016). Internet has the capability of delivering information very fast, with low cost and in an attractive way (Cheung, 2014), which results on the consumers' obtention of information about products in an easy way. Besides that, consumers from around the world can exchange ideas and influence each other. Subsequently, Cheung (2014), stated that online messages should be relevant because consumers research for information to

support their purchase decisions and expect to acquire it without much effort and in an easy way.

López and Sicilia (2014), reported that consumers can contribute in eWOM even if they are not members of a virtual community, so we cannot know the source of information. Therefore, participation in an online community is defined as "*the disposition to receive information and to send market information to others when using the online platform*" (Chang, Hsieh, & Lin, 2013:37) but the disposition to send or receive information depends from person to person. So, participation in eWOM has two behaviours related to when consumers search for opinions (opinion-seeking) and when consumers give opinions (opinion-giving), and both of them may be independent since consumers that write opinions may search or not for opinions online (López & Sicilia, 2014).

2.2.3 - Influencers

Due to the change in consumers' behaviour and the growing interest in social media, companies discovered the viral potential of making alliances with social media influencers to communicate products. According to Veirman, Cauberghe and Hudders (2017:801), social media influencers are "*are content creators who accumulated a solid base of followers*", so they are seen as a trustful person to give opinions about products. This is because they give an insight of their everyday lives through blogging or vlogging which makes consumers feel involved. Because of that influencers are believed to be relatable, accessible and intimate, and brands are starting to abandon traditional marketing techniques and are investing on social influencers to endorse their products. These is seen as a credible electronic word of mouth rather than paid advertising, since influencers post the product on their personal accounts instead of talking about it in the brand official page (Veirman et al., 2017).

Social media is a good tool to eWOM since others' opinions are more valuable to consumers than paid advertisements, and the messages can rapidly and easily circulate. Thus, there is less resistance to the message that is being communicated and a better dissemination of information (Veirman et al., 2017).

Consequently, one of the biggest challenges for companies is to select influencers who have a strong impact on consumers and persuade them to purchase new products. The number of followers is an indicator that can help companies to choose the right influencer

because it measures the network size and indicates how popular is that person (Veirman et al., 2017). The challenge is to find the most efficient and suitable influencer to promote a specific product.

This new way of promoting products has spawned a new technique of marketing called influencer marketing, which is based on identifying the best influencer to endorse a product or brand. An influencer should be popular (high number of followers), relevant and with a powerful message (Veirman et al., 2017). Finally, we can understand that nowadays we live in a world where digital marketing is just marketing because every activity in promoting a product have some kind of digital aspect (Lamberton & Stephen, 2016).

2.3 - Brand Public

2.3.1 - Social Media Public

The term "publics" is used to describe the associations formed on social media, while the concept of community is used to describe forms of social interaction. A public is formed when a crowd has a direction or a focus (Arvidsson & Caliandro, 2016). For example, the public of a newspaper dissolves when the newspaper stops publishing, because the public has no longer a focus. Therefore this is one of the characteristics of a public (Arvidsson & Caliandro, 2016).

A public is defined as a "*purely spiritual collectively, a dispersion of individuals who are physically separated and whose cohesion is entirely mental.*" (Arvidsson & Caliandro, 2016, p. 730).

Social Media allows to their users to share their views, opinions, perspectives and experiences through posts. However, this happens without the expectation of reciprocity or interaction. There are two important characteristics of social media publics:

- Social media publics are similar to crowds because social media publics are affective and (Arvidsson & Caliandro, 2016; Papacharissi, 2016) motivated by a common interest. Participants imitate each other by commenting theirs view on an event or issue.
- The option for public re-mediation without interaction (Arvidsson & Caliandro, 2016).

Finally, it can be said that on social media it arises publics instead of communities (Arvidsson, 2013; Arvidsson & Caliandro, 2016; Arvidsson et al., 2015). Brand publics are different associations that brands can give on social media like is suggested by Arvidsson and Caliandro (2016). The authors also say that brand publics and brand communities differ of each other.

2.3.2 - Brand Communities vs Brand Publics

We may find three major differences between brand communities and brand publics, like Arvidsson and Caliandro (2016) concluded in their study. From this research it can be said that there are three crucial ways where brand communities and brand publics differ.

Firstly, communities are sustained by interaction and brand publics are characterized by mediation. This means that people do not interact around the brand but use mediation device (for example hashtags) to talk about experiences and perspectives about the brand. Second, participation in brand communities takes the form of communication actions like discussion and deliberation, whereas in brand publics the participation is structured by private affects or the need to share a point of view. Third, members of brand communities articulate a common identity, this is, share meanings that they identify with. On the other hand, a collective identity is not articulated in brand publics because members share their perspectives that are not elaborated as source of identification (Arvidsson & Caliandro, 2016).

2.4 - Luxury and low-cost products in the beauty industry

In the last years, beauty industry had an explosive growth given by the consumer's needs, the creativity of the brands and the new trends. (e.g., Ey, 2018; Kestenbaum, 2018; Nielsen, 2018).

Due to the changing lifestyle and the spreading consumer awareness about international cosmetic brands, consumers have become more conscious about beauty products. Nowadays, our society is established by the significance of appearance, social image and grooming which result in the development of the beauty and cosmetic sectors (Ajitha & Sivakumar, 2017; Okonkwo, 2007).

The growth of the cosmetic industry is owed by the economic development, affluent lifestyle, the new trends that appear every day, and the free exchange of ideas by the Internet (Ajitha & Sivakumar, 2017; Nielsen, 2018). It is important to distinguish luxury and low-cost products in the cosmetic industry because the most widely consumed products are luxury products. Because of that, traditional luxury companies have extend their product range by introducing new luxury products in the cosmetic segment (Ajitha & Sivakumar, 2017).

2.4.1 - Defining Luxury

Luxury brands are *"high quality, expensive and non-essential products and services that appear to be rare, exclusive, prestigious, and authentic and offer high levels of symbolic and emotional/hedonic values through customer experiences"* (Tynan, Mckechnie, & Chhuon, 2010:1158).

Lee and Watkins (2016) point out that product category is a substantial criterion to define luxury products, and identified eight luxury products categories: "*fashion, jewelry, cosmetics, wine, automobile, hotel, tourism and private banking*"(2016:5754).

In this study, will be explored the luxury cosmetic brands having a limited supply that gives a feeling of self and social attractiveness apart from functional use. Therefore, luxury cosmetic brands are defined as expensive brands with a limited supply that makes an individual personify their physical and facial appearance, giving a feeling of social desirability apart from functional use (Ajitha & Sivakumar, 2017). Some examples of luxury cosmetic brands are Estée Lauder, Chanel, Guerlain and Clinique. Besides that, the cosmetic industry can be divided in other segment called mass market cosmetics that includes brands like L'Oréal, Maybelline and Revlon (Brand Keys, 2019b; Global Cosmetic Industry, 2019).

2.4.2 - The cosmetic industry

The cosmetic industry is one of the most energetic market driven by the new generations and the new markets in the world (Ajitha & Sivakumar, 2017; Ey, 2018). One of the aspects that state this is that the cosmetic industry is one of the fastest growing in the world, since there are always new cosmetic companies entering in the market, resulting into a highly competitive environment (Chin & Harizan, 2017). Therefore, cosmetic companies are continuously developing new business ideas (Chin & Harizan, 2017) like the appearance of makeup dupes that are low cost products similar to luxury goods. The high cost of beauty has led consumers to find low cost alternatives of their favourite luxury products. Makeup dupes are changing the way that consumers purchase cosmetics and are enhancing competition in the industry because the range of products is getting bigger (Primeaux, 2018).

As seen previously, luxury cosmetic products have a lot of characteristics that consumers like, such as good quality, rarity, prestige and exclusivity (Ajitha & Sivakumar, 2017; Lee & Watkins, 2016; Primeaux, 2018). However, consumers seek for affordable, high-quality products that deliver the same results of luxury products (Ey, 2018) which is the main reason because dupes are rising. The new generations are influenced by the internet to buy something and beauty bloggers often recommended dupes (Primeaux, 2018). Nowadays, social media marketing is very important to the beauty industry because is a different way of engagement between brands and consumers. Luxury, mass market and low-cost brands use social media and the help of beauty bloggers to promote their products (Arora et al., 2019; Deloitte, 2019; Ey, 2018; Lee & Watkins, 2016) . Moreover, consumers have admitted they research online, even when they purchase offline so a product purchased in a store can be digital influenced (Ey, 2018). Despite that, makeup lines inspired by vloggers are being launched, showing the influence of social media in this industry (Lee & Watkins, 2016).

3 - Methodology

On this chapter it will be presented the type of study conducted and which method it will be used. Indeed, in this study we aim to study the influence of social media on the consumer behaviour in buying luxury and low-cost cosmetic products. For that, we intend to study four cosmetic brands and how they behave in a social network. There are a lot of methods to study consumers and their behaviour. For the study of people's behaviour, the most recommended method is observation since it directly measures behaviour (Bryman, 2012). So, we chose to conduct observations to comprehend consumers' behaviour in the best possible way and the chosen methodology is netnography that fulfils all the requirements for the study in question.

3.1 – Ethnography

Before explaining what is netnography is important to define ethnography that is an anthropological approach which is very popular in sociology, cultural studies, marketing, consumer behaviour and in other fields in social sciences (Kozinets, 2010).

Ethnography is very flexible because is being used for over a century to study and understand behaviours of completely different people (with different age, religion, culture, race and nationality) (Kozinets, 2010, 2015). Besides that, it is a practice that is interconnected with other methods like interviews, discourse analysis, literary analysis, semiotics, videography (Kozinets, 2010, 2015).This approach is based on adaptation because is always being refreshed to suit each field in the better possible way, research questions, research sites, and methodological innovations (Kozinets, 2010, 2015).

To conduct this type of study is necessary to undertake an immersive engagement with the members of a culture or community to understand their reality. For this to happen it is necessary to go through a series of procedures. First, ethnographers need to plan the research and enter the field of a community. Once in the field, they must gather data and do a consistent analysis and interpretation. The ethnographers must obey to a strict ethical research standards and procedures. At the end, it must be presented the conclusions of the research (Kozinets, 2010).

3.2 - Netnography

To analyse consumers' behaviour in online communities is used the netnography which "*is a new qualitative research methodology that adapts ethnographic research techniques to the study of cultures and communities emerging through computer-mediated communications*" (Kozinets, 2002:2). This is, netnography is an observational research based in online fieldwork, that can be used alone or with other methods (Kozinets, 2010). Netnography is a method where the data collected is shared on the Internet and mobile applications, and has a unique set of practices and procedures combining digital archival skills with digital analysis (Kozinets, 2015).

A netnography is purely conducted using data generated from online interactions like online interviews, online participation or online observation, whereas ethnography is conducted using data generated by face-to-face interactions. A "blended" ethnography/netnography is a combination of these two approaches, this is, uses data gathered face-to-face and online interactions (Kozinets, 2010). According to Kozinets (2010) there are four critical differences between online and face-to-face social interaction: adaptation, anonymity, accessibility and archiving (Kozinets, 2010). In 2015, the same author said that are six fundamental conceptual constructions about the differences between traditional ethnography and netnography, like alteration, access, archiving, analysis, ethics and colonization (Kozinets, 2015). In this study, netnography will be used since the objective of this dissertation is to analyse the behaviour of the consumers in two social networks and four different brands and how the consumers are influenced to buy the products of the brands.

According to Kozinetes (2010, 2015), netnography follows some steps. In the book *"Netnography: Doing Ethnographic Research Online"*, the author noted that netnography follows six steps: research planning, entrée, data collection, interpretation, ensuring ethical standard and research representation. This can be seen in the Figure 2, where it is a more concise representation of netnography research (Kozinets, 2010).

Step 1 – Definition of Research Question, Social Sites or Topics to Investigate
Step 2 – Community Identification and Selection
Step 3 – Community Participant – Observation (engagement, immersion) and Data Collection (Ensure Ethical Procedures)
Step 4 – Data Analysis and Interative Interpretation of Findings
Step 5 – Write, Present and Report Research Finding and/or Theoretical and/or policy implications
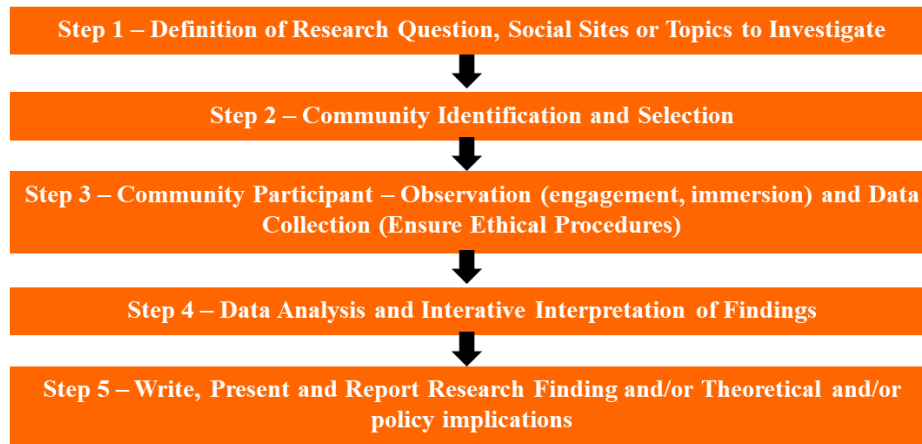
Figure 2- Simplified flow of a netnographic research project

Source: (Kozinets, 2010)

When Kozinets redefined the method (2015) he considered that netnography had 12 steps like is verified on the appendix 1.

However, because my research do not have the interview phase, the correct methodology to use in this dissertation, is the methodology that follows the six steps (Kozinets, 2010).

3.2.1 - Stage1-Definition of Research Question, Social Sites, or Topics to Investigate

In the first stage we will construct a fitting research question to do a netnography. Kozinets (2010) give some useful guidelines from Cresswell (2009), to write the research question:

- Ask one or two central questions followed by no more than seven related sub-questions;
- Relate the central question to the specific qualitative strategy of inquiry;
- Begin the research questions with the words 'what' or 'how' to convey an open-ended and emergent research design;
- Focus on a single phenomenon or concept;
- Use exploratory verbs such as 'discover', 'understand', 'explore', 'describe', or 'report';
- Use open-ended questions;
- Specify the participants and the research site for the study.

Netnographies are appropriated to analyse cultural aspects of online communities and personal perspectives. So, the main question for this study is:

How do social media influence consumer buying behaviour in the cosmetic industry?

And this question is followed by two sub-questions:

1. *How do cosmetic brands behave on social media?*
2. *How do social media influence consumers to buy luxury and low-cost cosmetic products?*

The next step of the first stage is to choose the best social sites to observe. There are some forums where online connections take place, such as bulletin boards or forums, chatrooms, playspaces, virtual worlds, lists, rings. Because the Internet is continuously changing were added to these online forums the following: blogs, wikis, audio/visual sites, social content aggregators, and social networking sites. According to Kozinets (2010), social networking sites are a very good way to combine web-page, private e-mail, (micro)blog, forums and chat-room access.

Kozinets (2010) gives some guidelines for choosing the best site:

- Relevant- they relate to your research focus and questions;
- Active- they have recent and regular communications;
- Interactive- they have a flow of communications between participants;
- Substantial- they have a critical mass of communicators and an energetic feel;
- Heterogeneous- they have a number of different participants;
- Data-rich- offering more detailed or descriptively rich data.

Therefore, the social media platforms chosen to perform this study were Instagram and YouTube. To do a netnography is important to experience the interactions and to be part of the online community (Kozinets, 2010), and I am part of these two social networks. To conduct the study, I have decided to study the four brands in two social networks because it will be possible to compare how brands behave in different online communities. As mentioned before, the chosen social networks were Instagram and YouTube because these two social network platforms have an intensive use of influencer marketing in the cosmetic industry (Sokolova & Kefi, 2019). Besides that, YouTube and Instagram are present in the Top 10 Strongest Tech Brands in the place 7 and place 10, respectively (Brand Finance, 2019c). Instagram is also the winning social networking site in the Brand Keys Customer Loyalty Engagement Index (Brand Keys, 2019a) and is becoming the most attractive portal for digital marketing (Brand Finance, 2019c). On the

other hand, YouTube is one of the fastest growing digital media brands that is in the 11th place in the Top 100 Most Valuable Tech Brands, and is always improving the platform (Brand Finance, 2019c).

As noted, before, social media platforms play an important role in marketing by promoting products to their audience. Because of that it became crucial to the brands to be present in social networks and to develop strategies around social media (Barcelos et al., 2018; Sokolova & Kefi, 2019). The shared content on the social platforms (User Generated Content) has become more popular and effective than traditional marketing because in these platforms' brands, influencers and consumers can interact with each other and exchange opinions (Sokolova & Kefi, 2019; Veirman et al., 2017).

3.2.1.1 - Instagram

Instagram is a photo and video-sharing social networking service owned by Facebook. It was launched in October 2010 and is a free mobile application (Instagram, 2019). It reached 1 billion active monthly users, becoming one of the most popular platforms in the world (Mention; HubSpot, 2019; Smith, 2019b). The posts on Instagram take the form of image or video that can have or not a textual description and where people can comment or not (Sokolova & Kefi, 2019).

Instagram is one of the social media platforms with an effective communication and marketing to promote products and to engage followers with brands or influencers (Brand Finance, 2019c). The engagement on this platform is the number of interactions a user has with the content, so it, is measured in form of likes and comments. This social media platform is evolving over the years and is constantly updating new associated products like Stories and IGTV, which means that the engagement can now also be measured by the number of views and direct messages (Mention; HubSpot, 2019). Therefore, there is not a general way to measure engagement because for different brands, different things matter. Thus, measure followers engagement is only related to the people's need in focusing the elements that are important, whether they are video views, likes, or something else (Mention; HubSpot, 2019). Hashtags can be or not used in Instagram posts and if people used them, they should be relevant. Brands should create branded hashtags for their business since these hashtags are unique and relatable to the brand (Mention; HubSpot, 2019). Besides that, hashtags initiate and sustain publics. Brand publics are described by a continuity of mediation with little or no interaction and participants use a

mediation device, such as a hashtag, to create a common discursive focus by a set of themes (Arvidsson & Caliandro, 2016).

Instagram is being used daily by 500 million people and 72% of Instagram users admitted to bought a product that they saw on this platform (Smith, 2019b).

3.2.1.2 - YouTube

YouTube is an American video-sharing website (owned by Google) founded in 2005 by three former PayPal employees. YouTube allows users to upload, view, rate, share, add to playlists, report and comment videos, as well as to subscribe other users' channels. It offers a wide variety of user-generated and corporate media videos (Smith, 2019a).

There are 2 billion YouTube users logged-in monthly and the average of time spent in this platform per mobile phone session is 60 minutes (Smith, 2019a).

YouTube is composed by two types of users: video creators (people that have channels and upload videos) and video viewers (people who watch videos, subscribe channels and interact in the platform) (Moreau, 2019; Smith, 2019a). This platform is more popular between younger people, who prefer a different range of content over traditional television. For example, millennials prefer videos uploaded by people instead of brands (Moreau, 2019; Smith, 2019a). A lot of people use YouTube for entertainment purposes, like see tutorials, see the latest music videos, and so much more (Moreau, 2019; Smith, 2019a). This is supported by first time appearance of YouTube in the Top 25 most valuable media brands, occupying the second place (Brand Finance, 2019b). The engagement on this platform refers to the number of interactions that viewers have with the content creator, through comments, likes or dislikes and reply or like to other user's comments (Moreau, 2019).

Since the purpose of this thesis is to study the behavior of the consumers in the social media and how these platforms impact their decisions, I will divide the study in three stages to organize the data in a better way:

- Stage 1: The data is going to be studied by 6 months (January to June), resulting in an overall analysis.
- Stage 2: The data is going to be represented by one month (January), resulting in a specific analysis.
- Stage 3: Each brand is going to be compared.

3.2.2 - Stage 2: Community Identification

After researching about the cosmetic industry, I have noticed that this industry is constantly growing (Chin & Harizan, 2017; Deloitte, 2019; Ey, 2018) and is a market driven by trends (Ey, 2018). Besides that, this industry is divided into two segments: mass market, and luxury or prestige products (Brand Keys, 2019b; Thomas, 2019). Because of that, I have decided to study two luxury brands and two mass market brands. The luxury brands chosen were Dior and Estée Lauder because are two of the brands that already take advantage of the new technologies to offer the best service to their customers, and are respectively in the first and second place of Top 10 luxury goods companies by sales, FY2017 (Deloitte, 2019). One of the reasons for LVMH to be on the first place was the consolidation of sales of Dior (Deloitte, 2019). Moreover, on the Top 50 most valuable cosmetics brands (Brand Finance, 2019a), Dior rise from the place 15 in 2018 to the place 7 in 2019 due to the successful new perfume launches with well-known brand ambassadors (Brand Finance, 2019).

Estée Lauder Group is in second place of the Top 10 luxury goods companies by sales, FY2017 (Deloitte, 2019) due to growing brands such as Estée Lauder. Moreover, Estée Lauder Group was one of the largest contributors to sales in the cosmetics industry (Deloitte, 2019). This brand also, occupies the 12th place on the Top 50 most valuable cosmetics brands (Brand Finance, 2019) and is the winning cosmetic luxury brand in the Brand Keys Customer Loyalty Engagement Index (Brand Keys, 2019).

Furthermore, it was chosen two luxury brands of different countries because is essential to perform a geographic analysis, given the high concentration of luxury products companies. It is also important to mention that even if the company headquarter is placed in a particular country, that does not mean that the majority of its sales are there (Deloitte, 2019). In the FY2017, France was the best-performing country, contributing with the largest share to the total sales of Top 100 luxury goods companies, supported by an increase in tourist numbers and a stronger consumption (Deloitte, 2019). This country is the home of the largest luxury goods companies in the world such as LVMH, Kering SA, L'Oréal Luxe, and Hermès. In The annual report on the most valuable and strongest cosmetics brands, United States (first place) and France (second place) are on the top of the list of the countries with more brand value (Brand Finance, 2019a). One of the top companies of luxury goods of US is Estée Lauder, one of the largest sales contributors to the cosmetic market in FY2017 (Deloitte, 2019).

As a result, the luxury brands chosen were Dior, which is a French brand, and Estée Lauder, which is an US brand, which are in the top ranks of brand value, sales and luxury products.

The mass market brands chosen were L'Oréal and Revlon because they try to keep up with all of the trends, but are stabilized in the market (Thomas, 2019). Additionally, L'Oréal is the winning cosmetic mass market brand in the Brand Keys Customer Loyalty engagement Index (Brand Keys, 2019a), is on the place 4 of the Top 10 Strongest Brands and is on the third place of Top 50 most valuable cosmetics brands (Brand Finance, 2019a). On the other hand, according to Brand Finance (2019a), Revlon was one of the brands with a higher growth in 2019 on the Top 50 most valuable cosmetics brands because it increased 20,3% (Brand Finance, 2019a). Besides, is one of the top mass-market beauty brands in the world that has been reinventing itself over the years (Revlon, 2018).

As described above, Revlon is an US brand while L'Oréal is a French brand, which mean that it can be compared the market of French cosmetic brands (luxury and mass market) with US cosmetic brands (luxury and mass market) in this dissertation. So, I pared the four brands in segment and in country to be possible to compare not only the brands behave in different segments but also how they behave having their headquarter in different countries.

A brief history of each brand will be described below.

3.2.2.1 - Dior

Dior was founded in 1946 by Christian Dior in Paris, France. In 1968, Dior Cosmetics was founded, and an exclusive line was launched.

The Company still has its headquarters in a townhouse at 30 avenue Montaigne in Paris, where Christian Dior started his own haute couture establishment (Dior, 2019).

Dior is a company controlled and managed by French businessman Bernard Arnault, who also heads LVMH, the world's largest luxury group. It currently designs and retails leather goods, fashion accessories, footwear, jewellery, timepieces, fragrances, makeup, and skin care products, while also maintain its tradition as a creator of haute-couture under the Christian Dior Couture division (FashionUnited, 2017).

3.2.2.2 - Estée Lauder Companies

The company started in 1946 when Estée Lauder and her husband Joseph Lauder began producing cosmetics in New York City. Nowadays, the Estée Lauder Companies is one of the leading makers and marketers of upscale cosmetics, fragrances, and hair care products in the world (Estée Lauder, 2019b).

The Estée Lauder Companies is composed by the following brands: AERIN Beauty; Aramis; Aveda; BECCA; Bobbi Brown; Bumble and bumble; Clinique; Darphin; DKNY; Donna Karan Cosmetics; Editions de Parfums Frédéric Malle; Ermenegildo Zegna Parfums; Estée Lauder; GLAMGLOW; Jo Malone London; KILIAN; Kiton; La Mer; Lab Series; Le Labo; M·A·C; Michael Kors Beauty; Origins; RODIN olio lusso; Smashbox; Tom Ford Beauty; Tommy Hilfiger; Too Faced and Tory Burch Beauty (Estée Lauder, 2019a).

3.2.2.3 - Revlon

Revlon, Inc. is an American multinational cosmetic, skin care, fragrance, and personal care company founded in 1932. The company headquarter is located in New York City, where the company was created by brothers Charles Revson and Joseph Revson along with the chemist Charles Lachman (Revlon, 2018).

Revlon changed the beauty industry forever and started with a single product: revolutionary nail polish that came in different colours besides red (Revlon, 2018). So, Revlon sold nail polish first and then started to sell lipstick. In 1970, the brand increased the range of products by adding face and eye makeup to its lines.

Revlon is known for its brand ambassadors and campaigns that empower women and the more recent are the campaigns: *"Live Boldly*" with Ashley Graham, Adwoa Aboah, Imaan Hammam and Raquel Zimmermann (Revlon, 2019) and "I Can.So I Did." featuring the most recent Revlon Brand Ambassadors Gal Gadot, Ashley Graham, Adwoa Aboah and Eniola Abioro (Cision, 2019).

3.2.2.4 - L'Oréal

L'Oréal is a French personal care company headquartered in Clichy, Hauts-de-Seine, and was founded by Eugène Schueller in 1909. The company started with the first hair dye that the founder manufactured and sold to Parisian hairdressers. Nowadays, L'Oréal has become the number one cosmetic group in the world with a DNA of innovation and research in the service of beauty and by embracing diversity (L'Oréal, 2019).

L'Oréal is composed by a lot of brands that are categorized by L'Oréal Luxe; Consumer Products Division; Professional Products Division; and Active Cosmetics Division (L'Oréal, 2019):

- **L'Oréal Luxe:** Lancôme; Giorgio Armani; Yves Saint Laurent Beauté; Biotherm; Kiehl's; Ralph Lauren; Shu Uemura; Cacharel; Helena Rubinstein; Clarisonic; Diesel; Viktor&Rolf; Yue Sai; Maison Margiela; Urban Decay; Guy Laroche; Paloma Picasso; Atelier Cologne; House 99; IT Cosmetics; Proenza Schouler.

- **Consumer Products Division:** L'Oréal Paris; Magic; Garnier; Maybelline New York; African Beauty Brands; Essie; NYX Professional MakeUp; Niely.

- **Professional Products Division:** L'Oréal Professionnel; Kérastase; Redken; Matrix; Pureology; Shu Uemura Art of Hair; Mizani; Decléor; Carita; Biolage; Seed Phytonutrients

- **Active Cosmetics Division:** Vichy; La Roche-Posay; SkinCeuticals; Roger&Gallet; Sanoflore; CeraVe.

3.2.3 - Stage 3- Community Participant-Observation and Data Collection

Kozinets (2010) enunciates that are three types of data in this type of study:

- Archival data: data that the researcher copies from the online community;
- Elicited data: data that the researcher co-creates with members and communal interaction;
- Fieldnote data: the notes that the researcher writes when observe the community, its members, interaction and meanings.

In this study is going to be used the archival data and the fieldnote data because I did not need to collect elicited data to answer the research question. Therefore, the strategy that is going to be used is to collect data from the chosen social media platforms and take notes with what is observed. Before starting to collect data is necessary to draw a strategy that is going to be based in three stages:

- **Stage 1**: the data is going to be represented by 6 months (January to June);

- **Stage 2**: the data is going to be represented by one month (January);

- **Stage 3**: the two social media platforms of each brand are going to be compared between each other and will be compared the two luxury brands and the two mass market brands, as well as the two American brands against the two French brands.

The research question is followed by two sub-questions and because of that we are going to study the first question and then the last one.

How do cosmetic brands behave on social media?

In this part of the study, we are going to observe the four cosmetic brands (Estée Lauder, Dior, L'Oréal and Revlon) on two social media platforms (YouTube and Instagram) from January to June of 2019. So, we will study each brand with the objective to observe if the interaction of the brand and consumers is good and if they have a good relationship. We are going to take the data from the official pages of the brands and organize it in tables. To organize the data in a better way we are going to follow the three stages:

Stage 1:

The data is going to be interpreted according to the following criteria in Instagram:

- Total number of followers;

- Total number of posts;

- Number of posts in the 6 months;

- Number of photos in the 6 months;

- Number of videos in the 6 months;

- Posts with famous people in the 6 months;

- Number of total IGTV.

The data is going to be interpreted according to the following criteria in YouTube:

- Total number of followers;

- Total number of posts;

- Total number of views;

- Number of posts in the 6 months;

- Posts with famous people in the 6 months.

Because the nature of YouTube and Instagram is different and it's important to study every single aspect of each platform some criteria are not the same for the both social media platforms. In this stage, the aim is to perform an overall analysis that show how the brand acts in six months. We can evaluate engagement with the followers by the total number of followers and views, in the case of YouTube. The number of posts in 6 months, the total number of posts and the number of posts with famous people gives us an idea of the brand behave in the online community and if its communication is being done in the best way possible.

Stage 2:

In this stage we are going to study each post of January with the following criteria in Instagram:

- Number of likes in each post;

- Number of comments in each post, as well as whether the comments are positive or negative:

    - *Number of comments complementing the brand*: A lot of followers only comment a post to talk about their positive experience with the brand;

    - *Number of comments asking about products, price or place to buy:* The posts create interest in the products and followers frequently ask about more details regarding the products.

    - *Number of comments criticising*: Followers often comment a post to describe the negative experience with a product;

    - *Number of comments stating a desire to buy the product*: Followers normally comment and state that they want to buy the product or that they have to have it;

    - *Number of comments giving feedback about products*: Many followers express their own opinion and share their experience about the product.

    - *Number of comments promoting themselves*: A lot of comments are from followers that promote their accounts and pages;

    - *Spam.*

- Number of comments that the brand responses to a comment;

- The hashtags used in every post;

- If the post has famous people.

In this stage we are going to study each post of January with the following criteria in YouTube:

- Number of likes in each post;

- Number of dislikes in each post.

- Number of views in each post.

- Number of comments in each post, and whether the comments are positive or negative:

  - *Number of comments complementing the brand*: A lot of followers only comment a post to talk about their positive experience with the brand;

  - *Number of comments asking about products, price or place to buy:* The posts create interest in the products and followers frequently ask about more details regarding the products.

  - *Number of comments criticising*: Followers often comment a post to describe the negative experience with a product;

  - *Number of comments stating a desire to buy the product*: Followers normally comment and state that they want to buy the product or that they have to have it;

  - *Number of comments giving feedback about products*: Many followers express their own opinion and share their experience about the product.

  - *Number of comments promoting themselves*: A lot of comments are from followers that promote their accounts and pages;

  - *Spam.*

- Number of comments that the brand responses to a comment;

- The hashtags used in every post;

- If the post has famous people.

In this stage we are going to observe the engagement and the interaction between the brand and its followers, as well as the impact of the brand in the followers' buying behaviour. We are going to measure engagement in the form of likes and comments. The criteria that positively evaluate the interaction that brands have with their followers are

the brands' responses to comments and if the comments are positive or negative. Besides evaluate how is the engagement with the brand and followers, we can also see how the interactions with followers are, how they act in the online brand community, and if the brand has an impact on the follower to buy the product that is being promoted. The number of likes give us an idea which post involved more engagement and what type of post is more popular in that community. The hashtags are going to evaluate if the brand has branded hashtags that are unique and if they sustain a brand public to the brand. Finally, the number of posts with famous people show us how the brand communication is and if that posts are more efficient than the others (by evaluating the comments and likes).

Stage 3:

In this part of the study, it will be compared the pages of each brand in each social media. That is:

- Estée Lauder Instagram vs. Estée Lauder YouTube

- Dior Instagram vs. Dior YouTube

- Revlon Instagram vs. Revlon YouTube

- L'Oréal Instagram vs. L'Oréal YouTube

It is going to be study how low cost and luxury brands behave in an online community. So, the comparison it will be:

- Dior and Estée Lauder vs Revlon and L'Oréal

And finally, it will be compared the two French brands with the two US brands:

- Estée Lauder and Revlon vs Dior and L'Oréal

How does social media influence consumers to buy luxury and low-cost cosmetic products?

To have a better understanding of how consumers are impacted by social media when buying a product, we decided to study an influencer's online community. For that we

chose to observe a Portuguese influencer who has a lot of followers on YouTube and Instagram in the beauty segment. The chosen influencer was Helena Coelho, who has a YouTube channel where she performs makeup tutorials and reviews of products. Besides that, she is one of the most followed people on Instagram in this area and was the best Beauty YouTuber in Portugal in 2018 ("Blogs do Ano," 2018).

To conduct this observation, we are going to use the 3 stages that we use on the first part of the study.

Stage 1:

We are going to take the data from the official pages of Helena Coelho interpreted according to the following criteria in both social media platforms (YouTube and Instagram).

Instagram:

- Total number of followers;
- Total number of posts;
- Number of posts in the 6 months;
- Number of photos in the 6 months;
- Number of videos in the 6 months;
- Posts with brands in the 6 months;
- Number of total IGTV.

YouTube:
- Total number of followers;
- Total number of posts;
- Number total of views;
- Number of posts in 6 months;
- Posts with brands in the 6 months.

Stage 2:

In this stage we are going to study each post of January with the following criteria.

Instagram:

- Number of likes in each post;

- Number of comments in each post, and whether the comments are positive or negative:

  - *Number of comments complementing the blogger;*

  - *Number of comments asking about products, price or place to buy:* The posts create interest in the products and followers frequently ask about more details regarding the products.

  - *Number of comments criticising*: Followers often comment a post to describe the negative experience with a product;

  - *Number of comments stating a desire to buy the product*: Followers normally comment and state that they want to buy the product or that they have to have it;

  - *Number of comments giving feedback about products*: Many followers express their own opinion and share their experience about the product.

  - *Number of comments asking the blogger to create certain kinds of videos/ tutorials/ reviews;*

  - *Spam.*

- Number of comments that the blogger responses to a comment;

- The hashtags used in every post.

YouTube:

- Number of likes in each post;

- Number of dislikes in each post.

- Number of views in each post.

- Number of comments in each post, and whether the comments are positive or negative:

  o *Number of comments complementing the blogger;*

  o *Number of comments asking about products, price or place to buy:* The posts create interest in the products and followers frequently ask about more details regarding the products.

  o *Number of comments criticising*: Followers often comment a post to describe the negative experience with a product;

  o *Number of comments stating a desire to buy the product*: Followers normally comment and state that they want to buy the product or that they have to have it;

  o *Number of comments giving feedback about products*: Many followers express their own opinion and share their experience about the product.

  o *Number of comments asking the blogger to create certain kinds of videos/ tutorials/ reviews;*

  o *Spam.*

- Number of comments that the brand responses to a comment;

- The hashtags used in every post;

In these two stages we are also measuring the engagement that Helena Coelho has with her followers and how she impacts them to buy a certain product. We are using the same criteria that we used to evaluate the brands social media to compare all the online communities in the same way. So, to measure engagement we are using likes and comments, to evaluate the communication we are using the posts with brands and to see if sustain a brand public we are using hashtags.

Stage 3:

On this part of the study is going to be compared how consumers perceived each brand community. This is, we are going to compare which online brand communities are most engaged (if are brands' communities or the influencers' community). Since Helena Coelho reviews luxury products and mass market products, we are also analysing what are the preferred products to the followers and which products they buy more.

3.2.4 - Stage 4- Data Analysis and Interactive Interpretation of Findings

In this stage the collected data will be analysed and interpreted which means detailed examination of the data. Therefore, data analysis is tuning the collected products into a finished research presentation (Kozinets, 2010).

Kozinets (2010) note that are some processes that are common while analysing qualitive data:

- Coding: affixing categories to data;
- Noting: reflections on the data are noted;
- Abstracting and Comparing;
- Checking and Refinement;
- Generalizing;
- Theorizing.

The strategy on how the data is going to be characterized, compared and generalized is specified in the Stage 3.

In the first stage, the data that is going to be collected from January of 2019 to June of 2019, will be characterized by number of followers, posts, photos and videos, IGTV (Instagram), and views (YouTube), where a brand uses famous people in its campaign.

The second stage is related to the data of one month (January of 2019), and is about the number of likes, comments and if those are positive or negative, if the brand response to consumers, if the consumer admit buying the product and what hashtags are used. For YouTube, is about the number of likes, dislikes, views, comments and if those are positive

or negative, if the brand responds to consumers, if the consumer admit buying the product and what hashtags are used.

In the third stage, the results are compared.

3.2.5 - Stage 5- Write, Present and Report Research Findings and/or Theoretical and Policy implications

This netnography research will be written and presented as dissertation thesis with a final presentation and discussion of the results.

The report findings and theoretical implications will be presented on the conclusion.

4 - Results

This chapter represents the compilation of the data collection and interpretation of every online community and brands studied. The data was collected from the official pages of the brands and the social media platforms (Instagram and YouTube) from Helena Coelho. These will be represented by screenshots of the posts and the platforms official numbers, being the data collected within one month.

This research is divided into two phases. In the first one we will give the response to the question: "How do cosmetic brands behave on social media?" and in the second we will give the response to the question: "How do social media influence consumers to buy luxury and low – cost cosmetic products?".

The results will follow three stages:

- Stage 1: It will be conducted an overall analysis where the data is represented by 6 months (January to June).
- Stage 2: It will be conducted a specific analysis where the data is represented by one month (January).
- Stage 3: The results are going to be compared.

It is important to note that extraction occurred within a month (July 2019).

4.1 - How do cosmetic brands behave on social media?

The data will be collected from the official Instagram and YouTube pages of the brands: Estée Lauder, Dior, L'Oréal and Revlon from January to June of 2019 and organized in tables.

4.1.1 - Stage 1

As mentioned before, the data collection is referred to a period of 6 months (January to June of 2019). Every online brand community was analysed with the objective to measure the engagement of the brands with their followers and if the communication of each brand is good.

4.1.1.1 – Instagram

Dior

The analysis begins with an overall study of the data of Dior's Instagram page. It's important to note that Dior has an Instagram account for makeup only and is that page that we are going to study. Dior has 5,4 million followers, a total of 1758 posts and 56 IGTV. In the description section, the brand refers the official site, the address and the official page of the creative and image director. Dior published 285 posts from January to June 2019 where 106 are videos and 179 photos. In the six months, the brand posted 64 posts with famous people. This numbers demonstrate that Dior has a lot of followers and that is an active and energetic account due to its wide range of posts.
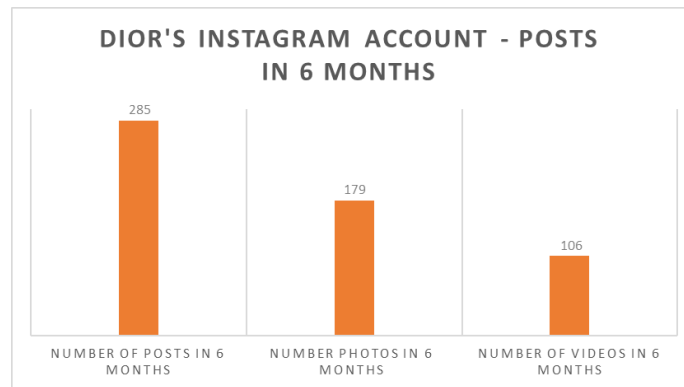
Figure 3- Dior's Instagram Account – Posts in 6 months

Source: Author's elaboration

In the Figure 3 we can observe that Dior posts more photos than videos, and that from January to June were published an elevated number of posts (285), showing that this account is being well used to communicate the brand and the products. Is notable that the brand prefers to use photos to promote its products.

The Figure 4 represents the posts of each month.
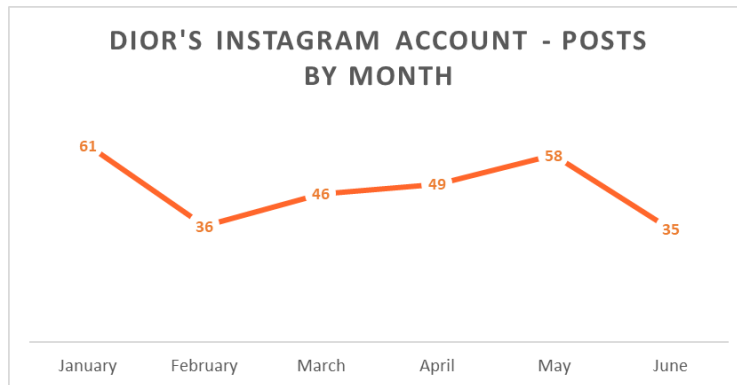
Figure 4- Dior's Instagram Account – Posts by month

Source: Author's elaboration

In January Dior published 61 posts, 36 in February, 46 in March, 49 in April, 58 in May and 35 posts in June. January was the month with more posts, and June was the month with less posts (difference of 26 posts).
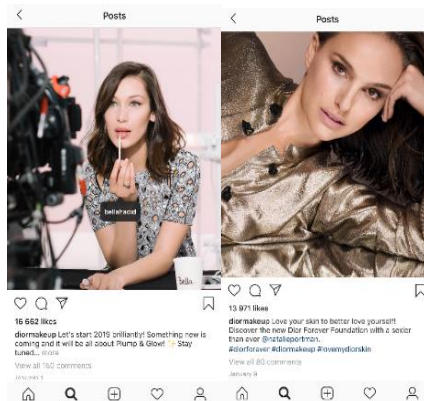
Figure 5- Dior's Instagram Account – Posts with famous people

Source: Author's elaboration

The use of famous people to promote the products of the brand create brand loyalty. Dior's Instagram account has 64 posts with famous people in the studied six months. From January to June, Dior used Bella Hadid, Cara Delevigne and Natalie Portman as brand ambassadors (Figure 5).

Estée Lauder

Through the overall analysis of Estée Lauder data, we conclude that this brand has 3,3 million followers, 3726 posts since the account was created and a total of 74 IGTV. In the description is referred the official website of the brand which is a good way to communicate the products because people can visit the website immediately. Estée Lauder published 247 photos and 56 videos from January to June which resulted in a total of 303 posts in six months where 8 of them are with brand ambassadors.
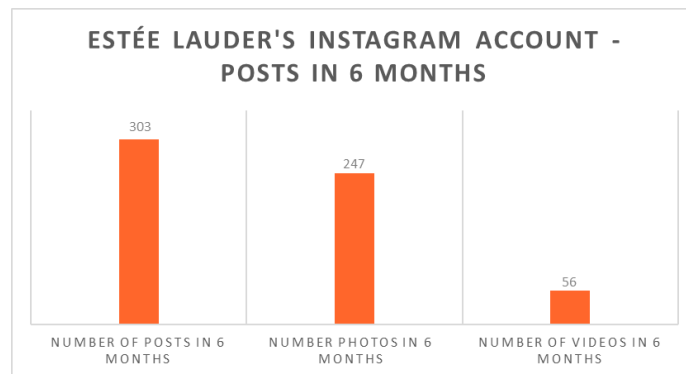
Figure 6- Estée Lauder's Instagram Account – Posts in 6 months

Source: Author's elaboration

There is a significant difference between the number of photos and videos that are posted, this is, the brand prefers to use photos in this platform. The Figure 7 represents the number of posts of each month.
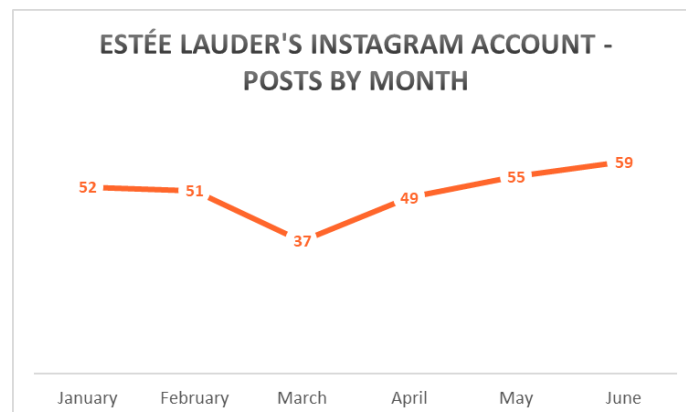
Figure 7- Estée Lauder's Instagram Account – Post by month

Source: Author's elaboration

Estée Lauder published 52 posts in January, 51 in February, 37 in March, 49 in April, 55 in May and 59 in June. The month that has more posts is June, whereas the month with less posts is March.

Estée Lauder uses ambassadors of the brand to promote products. In the six months that were observed in this study, there were a total of 8 posts with famous people. The ambassadors that appear in these six months are Diana Penty, an Indian actress and model, and Karlie Kloss, an American model and entrepreneur.

Revlon

The overall data collection revealed that Revlon has 2,1 million followers, 3299 posts in total and 20 IGTV. In the description section, the brand has the link of the website which facilitates consumers to visit Revlon's site, and a request to use a specific hashtag or to tag the brand to have a chance to be featured. This is a very good idea to boost the brand in social media and interact with consumers. The Figure 8 represents the number of videos and photos for the six months.

REVLON'S INSTAGRAM ACCOUNT - POSTS IN 6 MONTHS
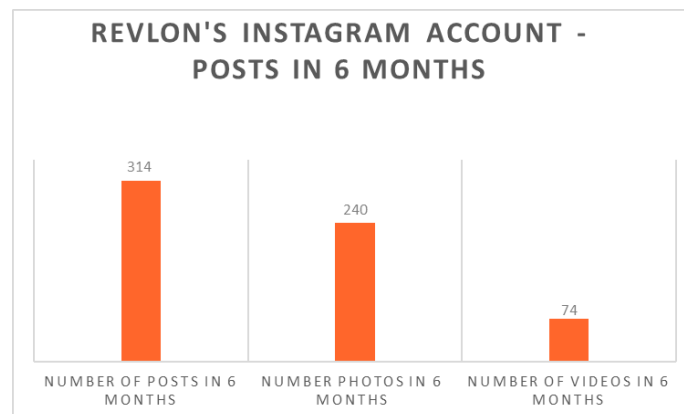
Figure 8- Revlon's Instagram Account – Posts in 6 months

Source: Author's elaboration

From January to June, Revlon published a total of 314 posts where 240 are photos and 74 are videos. Because there is an immense number of posts for 6 months, we can note that the brand is using very well their Instagram account in terms of promoting the brand products. The Figure 9 illustrates the number of posts of each month.
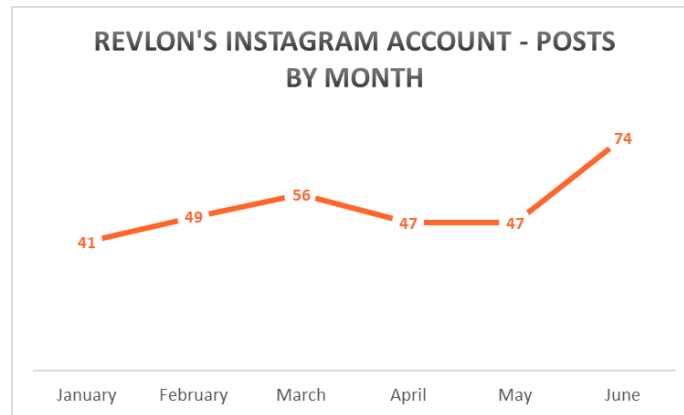
Figure 9- Revlon's Instagram Account – Posts by month

Source: Author's elaboration

Revlon publish 41 posts in January, 49 in February, 56 in March, 47 in April, 47 in May and 74 in June. The month that has more published posts is June and the month with fewer posts is January.

Revlon also uses brand ambassadors to publicize their collections, such as Gal Godet (Israeli actress and model), Ashley Graham (American plus-size model and television presenter) and Adwoa Aboah (British fashion model). From January to June, the brand published 52 posts with famous people. By taking a look to the ambassadors chosen for Revlon in 2019, we can observe that the brand has different types of woman in mind, what is a plus to the brand communication.

L'Oréal

The data collection of L'Oréal is represented by 6,6 million followers, 6645 posts in total and 6 IGTV. In the description, the brand has its slogan: *"You're worth it"* and the link to the brand website. The description shows a good communication because has a complement to the followers, and if they want to go to the official site they can just click on the link. L'Oréal published a total of 423 posts, from January to June, where 318 are photos and 106 are videos as illustrated in the Figure 10.
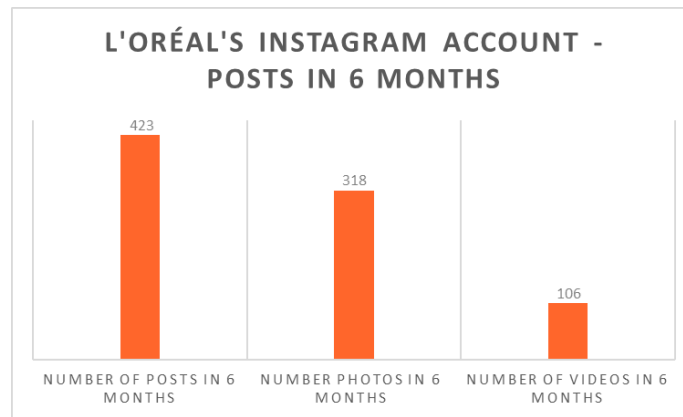
Figure 10- L'Oréal's Instagram Account – Posts in 6 months

Source: Author's elaboration

L'Oréal has a lot of posts that is evidently compensated in the number of followers of the account. Therefore, we can say that L'Oréal is doing a great job in promoting the brand in this social media platform. The Figure 11 represents the number of posts of each month.
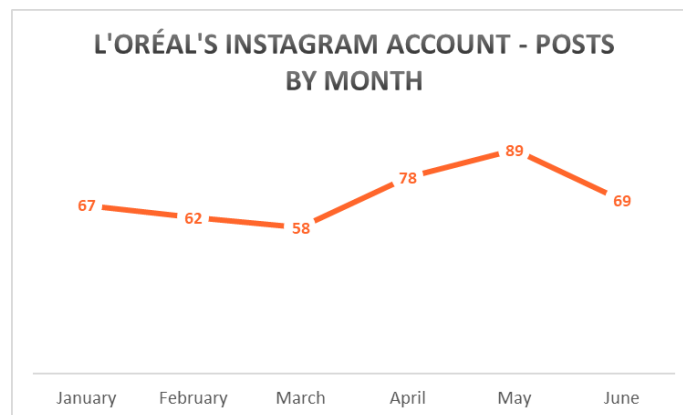
Figure 11- L'Oréal's Instagram Account – Posts by month

Source: Author's elaboration

The brand published 67 posts in January, 62 in February, 58 in March, 78 in April, 89 in May and 69 in June. May was the month with most published posts, whereas March was the month with fewer posts.

In the 6 months studied, L'Oréal published 43 posts with famous people, such as singers, models and actresses. For example, the brand uses posts with Eva Longoria (American actress, producer, director, activist, and businesswoman), Luma Grothe (Brazilian model)

and Celine Dion (Canadian singer). When using famous people in their campaigns, L'Oréal is gaining loyal consumers, notoriety, and positive impact for the consumers.

The appendix 2 illustrates all the data collected in this stage.

4.1.1.2 - YouTube

Dior

The overall analysis of the data of Dior's YouTube channel resulted in a total of 110 posts, 74863131 views and 70 posts from January to June of 2019. It's important to note that Dior has the number of subscribers private in this channel and like its Instagram account, the channel is dedicated only to makeup. The brand uses famous people on its YouTube channel with a total of 18 videos in the six months that were studied. The channel was founded on 22 of May of 2015 so it's active for 4 years. The description of the channel has, like Instagram, the link to the brand's official site and a brief explanation of the brand, which is a very good idea to consumers learn more about it. The Figure 12 represents the number of videos of each month.
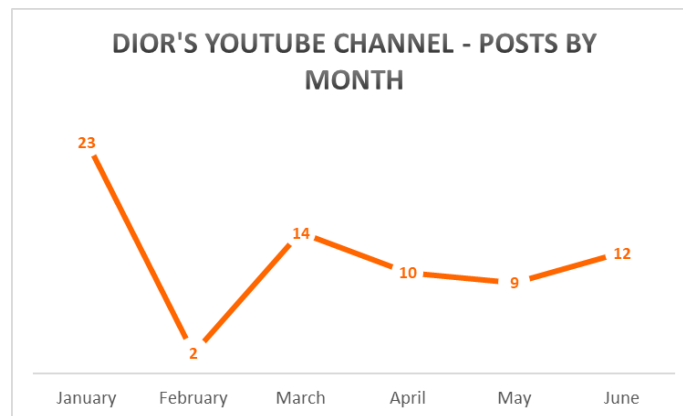
Figure 12- Dior's YouTube Channel– Posts by month

Source: Author's elaboration

The brand published 23 videos in January, 2 in February, 14 in March, 10 in April, 9 in May and 12 in June. The month that has more published posts is January and the month with fewer posts is February.

The channel is composed by tutorials, backstage of campaigns and fashion shows, as well as campaigns. From January to June, were published 17 videos with famous people like Bella Hadid, Natalie Portman and Cara Delevigne that are all brand ambassadors which creates good relations with followers.

Estée Lauder

From January to June, Estée Lauder's YouTube channel has 82907 followers, a total of 169 posts, 50 videos and has 22936678 views since the account was created (22 of June of 2006). In the tab "About This", there is a brief description of the brand and a warning that the opinions exchanged on the channel are not necessarily those of the brand. Besides that, there is a link to the brand's official site and the link to all the social media pages, which represents a very good measure to the brand communication.

The Figure 13 represents the number of videos of each month.
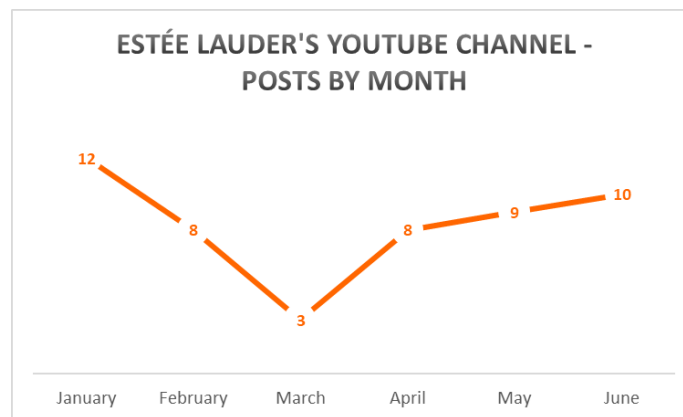
Figure 13- Estée Lauder's YouTube Channel– Posts by month

Source: Author's elaboration

The brand published 12 videos in January, 8 in February, 3 in March, 8 in April, 9 in May and 10 in June. The month with the most published posts is January and the month with fewer posts is March.

The published videos on the channel are tutorials, campaigns and some of tips on how to use a product. From January to June, there was only one video with the famous ambassador of the brand, Karlie Kloss.

Revlon

The data collection of Revlon's YouTube channel resulted in 116691 subscriptions, and a total of 94 videos and 58721643 views since the channel was created on 10th of April of 2006. From January to June, the channel posted 11 videos and 6 of them are with brand ambassadors. The description of the brand has a brief history about Revlon and the links of the site and social media of the brand. This is a good idea to promote the brand because followers can easy access every page of the brand.

The Figure 14 represents the number of videos of each month.
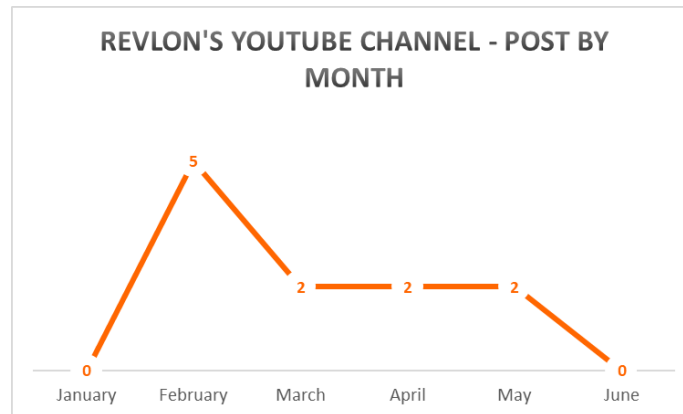
Figure 14- Revlon's YouTube Channel– Posts by month

Source: Author's elaboration

Revlon posted zero videos in January, 5 videos in February, 2 in March, 2 in April, 2 in May and zero in June. The month with more posted videos was February, and no videos were published in January and June. However, the brand published 6 videos with famous people such as Gal Godet, Ashley Graham and Adwoa Aboah, allowing the brand to create loyalty and a good relationship with followers, since they like to see famous people talking about products.

The channel has different videos such as campaigns, tutorials with brand ambassadors and videos of the ambassadors. These ones are named: "Candid Confessions", and allow the followers to know better their ambassadors, which represents a very good idea to communicate the brand and create close relationships with consumers.

L'Oréal

L'Oréal's YouTube channel has 181919 followers, a total of 377 posts and a total of 45274507 views. The channel was founded on 10 of July of 2008, which means that is active for 11 years. In the six months herein studied (from January to June), the brand posted 15 videos, 6 of them with famous people. The description is composed with a brief text about the brand and the links to the site and social media pages. Besides that, has a link to a store's locator. This description is very good because followers not only can go directly to all the official pages of the brand, but they can also search the nearest store.

The Figure 15 represents the number of videos of each month.
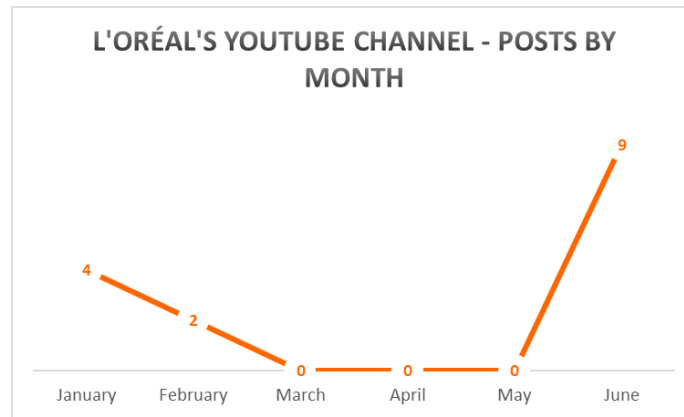
Figure 15- L'Oréal's YouTube Channel– Posts by month

Source: Author's elaboration

As we can see in the graphic above, L'Oréal published 4 videos in January, 2 in February, 9 in June and none in March, April and May. Thus, the month with more posts was June. The brand posted 6 videos with famous people like Eva Longoria, Luma Grothe, Julianne Moore, Amber Heard and Courteney Cox. L'Oréal uses actresses and models well known to promote the brand, giving a feeling of proximity to the consumers.

The channel is composed by campaigns and tutorials that explain to the followers how to apply its products.

 The appendix 3 shows all the data collected on this part of the study.

4.1.2 - Stage 2

In this stage the data collection is referred to each post published in January. The main purpose of the analysis of this stage was to observe the engagement and the interaction of the brand with its followers in the both platforms, as well as the impact of the brand in the buying behaviour of the followers. For that, were analyzed likes, comments (that were divided in 7 categories), hashtags, responses to followers and if the post has a famous person.

4.1.2.1 - Instagram

Dior

This phase is about the data collection of the month of January, in order to measure the engagement of the brand towards the consumers. In the attachments 4, 4.1,4.2,4.3,4.4,4.5,4.6, 4.7, 4.8, 4.9, 4.10 and 4.11 are presented tables with all the research.

After analysing the data of January, we can conclude that Dior has a big presence on Instagram because of the number of comments, likes and posts in just one month. In January, Dior posted a total of 61 posts (30 videos and 31 photos) with 894048 likes and 6498 comments. However, there is a huge failure of the brand because it does not answer to the followers, which could be a form of interaction with their consumers. Regarding the hashtags, is possible to conclude that Dior uses them very well. It has a hashtag to each campaign and uses it almost in every post (#diormakeup), creating a public just for the brand's makeup. Moreover, if a consumer wants to search for a product, only need to type the campaign hashtag and easily finds the product. In this month, there were 15 posts with famous people with a lot of likes and comments, so we can conclude that is important to use famous people not only to promote the brand and products but also to interact with their consumers. Nevertheless, the post with more likes matches with the post with more comments (52265 likes and 336 comments) and is about the launch of new lipsticks. There is a big difference in the number of likes and comments of posts containing videos and photos. Photos have a lot more comments and like than videos, showing more engagement in photos than in videos on Dior's Instagram account.

Concerning the comments, they were divided in 7 categories, described in the appendixes 5, 5.1, 5.2,5.3. Dior has 3142 comments complimenting the brand, 297 comments asking about the products, price or place to buy, 136 criticising the brand or the products, 212 comments that state the desire to buy the product, 76 comments giving feedback about products and 137 comments of followers promoting themselves. The spam corresponds to people tagging other people and comments that do not refer to products or the brand. In January, the brand had 2498 comments of spam.

We can conclude that Dior has an elevated number of comments complimenting the brand. Moreover, the big amount of comments criticising the brand are about Bella Hadid and not about the brand, which might be related to a scandal involving the model and the

Arab community. There are also a lot of comments criticising campaigns that are just for woman, however when the brand performs a campaign of a foundation for men, people comment a lot of critics. It is important to mention that the majority of comments are smiles, both to criticize and to praise. Finally, we can conclude that Dior is very good in promoting the brand on Instagram, although it does not respond to the consumers. The brand should start responding, in order to have a better engagement and interaction with the followers, and consequently influencing more consumer behaviour.

Estée Lauder

In the appendixes 6, 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.8 are all the data of Estée Lauder from the month of January.

Estée Lauder is a brand with a strong relationship with Instagram because January has 52 posts, where 40 are photos and 12 are videos. All together, these posts have 487913 likes and 5008 comments. The brand has a total of 547 comments responding to the followers, which shows a concern about their consumers and creates brand loyalty. The hashtags used by Estée Lauder are about its campaigns and collection, but it does not have a general hashtag of the brand, which could be beneficial to the brand. In the other hand, the hashtags that Estée Lauder uses are good because leads to the photos with the same hashtags, simplifying a lot if a consumer wants to see just one collection. In January, the brand has 1 post with the brand ambassador Karlie Kloss, and interestingly is one of the posts with less likes (3455) and comments (32). This shows that the brand followers prefer posts of products, as shown by the 40th post of the month, which had the highest number of comments and likes (26200 likes and 371 comments) and was related to matte lipsticks promotion. Moreover, it is also possible to observe that the brand account has a lot more comments and likes than videos, so it can be said that photos have more engagement than videos.

The comments were also categorized like we can observe in the appendixes 7, 7.1,7.2,7.3. Estée Lauder has 2392 comments complimenting the brand, 546 comments asking about the products, price or place to buy, 84 criticising the brand or the products, 135 comments that state the desire to buy the product, 146 comments giving feedback about products and 105 comments of followers promoting themselves. Relatively to spam the brand has a total of 1600 comments in January. The comments criticising the brand are almost all related to the change of the formula of the products. Is important to mention that the brand

followers use a lot of smiles to interact in the comments and that the brand responds almost every time a consumer asks a question.

We can conclude that Estée Lauder performs a very good promotion of the brand and that it responds to almost everything that the consumers ask which creates good relationships between consumers and the brand. That can be seen in the number of consumers that state that are going to buy the products (135 comments) and in the number of followers giving feedback (146 comments).

Revlon

Revlon has a total of 7 tables representing all the posts of January, in attachments 8, 8.1,8.2,8.3,8.4, 8.5, 8.6.

Revlon is using the Instagram account properly because in just one month (January) has 41 posts (34 photos and 7 videos) with a total of 123883 likes and 1835 comments. Although the number of comments is not be very high, the brand has 109 responses to consumers, showing a very good relationship between the brand and consumers. Revlon should have a better strategy to use hashtags because they use one in one photo and in another five. The used hashtags are about the products in the posts or about the campaign. In January, the brand has 9 posts with famous people like Rachel Brosnahan, Gal Godet and Ashley Graham. The post with more likes and comments (20848 likes and 374 comments) is the 21st where a blush and highlighter all-in-one product is advertised. Revlon's posts (videos and photos) don't have a big difference in the number of likes however, videos have fewer comments.

Regarding the comments, they were divided in 7 groups as we can see in the appendixes 9, 9.1,9.2. Revlon has 896 comments complimenting the brand, 140 comments asking about the products, price or place to buy, 26 criticising the brand or the products, 80 comments that state the desire to buy the product, 15 comments giving feedback about products and 41 comments of followers promoting themselves. In January the brand has 637 comments of spam. Moreover, the brand tried to answer all the questions of consumers, and followers use a lot of smiles to comment posts whether to criticize or to praise.

Relatively to the number of followers of Revlon's Instagram account, we can observe that they are very good, indicating that the brand is doing a good job in this online community.

L'Oréal

The appendixes 10, 10.1, 10.2, 10.3, 10.4, 10.5, 10.6, 10.7, 10.8, 10.9,10.10, 10.11 contains all the data collected related to L'Oréal's Instagram account in January.

We can state that L'Oréal has a huge presence on Instagram just by observing the number of followers of the brand's account. In the month of January, the brand has 67 posts, of which 49 are photos and 18 are videos. The 67 posts have 1193979 likes and 9269 comments, which are very high numbers. The brand has 142 comments responding to followers, which represents a very low number compared to the total number of comments. Since this is an indicator of consumer and brand interaction, we can say the brand doesn't interact a lot with consumers. L'Oréal has a very good strategy regarding the use of hashtags because it has a branded hashtag (#lorealparis) used in almost every post, together with the use of specific hashtags for the campaigns and products. This is very beneficial to the brand because creates brand publics and facilitates the research of the brand and products. The brand has 6 posts with famous people in the first month of the year, that are ones with lower comments, demonstrating that there is less interaction in this kind of posts. Therefore, we can say that L'Oréal followers prefer posts with products instead of famous people. The post with more likes (69942) and comments (1403) is a video (with 606010 views) promoting matte lipsticks. This brand does not have a big discrepancy regarding the number of comments and likes in videos and photos, which demonstrates that the two types of posts create engagement.

The comments were divided in 7 groups like we can observe in the appendixes 11, 11.1,11,2, 11.3., 11.4 The brand has 4714 comments complimenting the brand, 1186 comments asking about the products, price or place to buy, 24 criticising the brand or the products, 313 comments that state the desire to buy the product, 79 comments giving feedback about products and 326 comments of followers promoting themselves. In January the brand had 2627 comments of spam.

After analysing the comments of L'Oréal, we can conclude that the comments section is very good to interact, not only with the brand but also with other consumers because the number of comments of people promoting themselves is very big. The brand responds to consumers but should respond more because the number of responses is very low and this could represent a good way to create good relationships between brand and its consumers.

However, L'Oréal has a very strong presence on Instagram and should continuing doing what is doing.

4.1.2.2 - YouTube

Dior

In attachments 12,12.1,12.2,12.3,12.4 there are all the data collected of Dior's YouTube channel in January.

In the month of January, Dior posted a total of 23 videos on its YouTube channel and has a total of 3116 likes, 152 dislikes, 12329696 views and 71 comments. Like on Instagram, the brand does not respond to their subscribers, which is a big failure because this is a way of connecting with their consumers. The brand does not use hashtags in tutorials' posts but uses that in campaigns. There are 9 videos with famous people related to product campaigns. The post with more views (12168929) is a video of a campaign with Natalie Portman promoting a foundation, and the post with more likes (590) is a video promoting a lipstick with Bella Hadid. Therefore, we can conclude that YouTube's posts with more engagement are the posts with famous people. In January, the brand posted 12 campaign videos, 2 from the backstage of fashion shows and 10 tutorials' videos.

The comments were separated in 7 categories as we can see in the appendixes 13,13.1. The brand has 26 comments complimenting the brand, 3 comments asking about the products, price or place to buy, 3 criticising the brand or the products, 1 comment that state the desire to buy the product, 1 comment giving feedback about products and 37 comments of spam.

Estée Lauder

The appendixes 14, 14.1, 14.2 contains all the data collected of Estée Lauder's YouTube channel in January.

The brand posted a total of 12 videos in January that have all together 1478 likes, 60 dislikes, 3096386 views and 122 comments. Estée Lauder responded 13 times to their subscribers, which allow the brand to create brand loyalty and more engagement with their consumers. The brand does not have any post with famous people and uses hashtags in 6 posts. The hashtags used are the name of the campaigns and the name of the products. The post with more views (3003963) is a campaign promoting a serum, and the post with

more likes (275) is a video teaching how to use a product with a specialist and a model. In this month, the brand has 4 posts of campaigns and 8 videos of tips to use the products.

Regarding the comments, they were categorized in 7 groups as we can observe in the appendix 15. The brand has 52 comments complimenting the brand, 10 comments asking about the products, price or place to buy, 5 criticising the brand or the products, 2 comments that state the desire to buy the product, 3 comments giving feedback about products and 46 comments of spam.

Revlon

Revlon did not post any video on January. Like was mentioned before, the brand has 11 posts from January to June which means that the presence of Revlon on YouTube is very weak. They should have a better strategy on this social media for create engagement with consumers to impact their buying behaviour. YouTube is a very good platform to demonstrate how the products should be used and to respond to the questions of consumers.

L'Oréal

In the attachment 16 is all the data collected of L'Oréal's YouTube channel in January.

L'Oréal posted 4 videos on January with a total of 154471 views. The brand does not show the number of likes and dislikes of the videos and has a total of 52 comments. In this platform, L'Oréal does not respond to the followers. From the 4 videos posted in January, 3 were with famous actresses (Julianne More, Amber Heard and Courtney Cox). However, the post with more views is a campaign for a matte lipstick without famous people (130551).

Concerning to the comments, they were separated in 7 groups as we can observe in the appendix 17. The brand has 20 comments complimenting the brand, 7 comments asking about the products, price or place to buy, 1 comment criticising the brand or the products and 24 comments of spam.

4.1.3 - Stage 3

4.1.3.1 - Dior Instagram vs. Dior YouTube

	YouTube	Instagram
Number of followers	-	5,4M
Number of likes in January	3116	894048
Number of comments in January	71	6536
Number of response to consumers in January	0	0

Table 3- Dior Instagram Account vs Dior's YouTube Channel

Source: Author's elaboration

Analysing the both platforms of Dior, we can observe that the numbers of Instagram are much higher than the numbers of YouTube. Firstly, we cannot know how many subscribers the brand has on its YouTube channel because that number is not public. However, by looking to the numbers of comments and likes, we can deduce the brand have less subscribers on YouTube than on Instagram. The brand posted 23 videos on YouTube and 61 posts on Instagram in January and does not respond to consumers on any platform. Consequently, we can conclude that Dior is more active on Instagram with a very strong presence on this platform. The videos of IGTV are basically the same videos that the brand posts on YouTube channel, so is natural that consumers prefer following the brand only on Instagram.
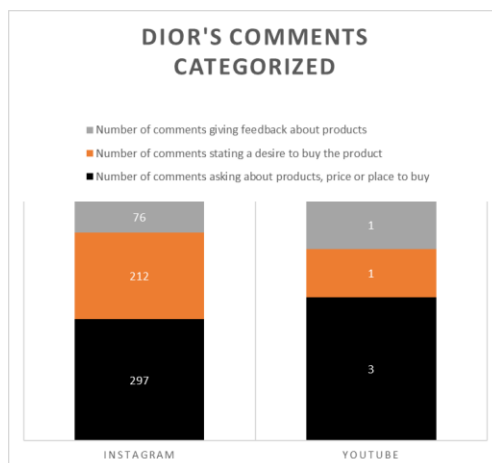
Figure 16- Dior's Comments Categorized

Source: Author's elaboration

In the Figure 16 is demonstrate how the comments of both platforms were divided in three groups. With this analysis we can realize that the brand has much more interaction with consumers on Instagram and that its communication is much stronger on this platform.

Because of this, the platform that impacts more consumers to buy the brand products is Instagram, and YouTube is used just to post videos of campaigns. So, the brand should have a better strategy to promote products on YouTube (like tutorials with famous people or bloggers) and should start respond to consumers.

4.1.3.2 – Estée Lauder Instagram vs. Estée Lauder YouTube

	YouTube	Instagram
Number of followers	82907	3,3M
Number of likes in January	1478	487913
Number of comments in January	122	5008
Number of response to consumers in January	13	547

Table 4- Estée Lauder Instagram Account vs Estée Lauder YouTube Channel

Source: Author's elaboration

Estée Lauder has also more followers on Instagram, and this is reflected on the numbers of likes and comments on each platform. In the month of January, the brand posted 12 videos on YouTube and 52 posts on Instagram, so it can be said that Estée Lauder has a stronger presence on Instagram. In terms of interactivity brand-consumer, the brand has the concern to respond to its followers in the both platforms, thus creating a good relationship with its consumers. Even being considered a luxury brand, it tries to have a close relationship with its followers. The IGTVs and YouTube's videos are different: IGTVs are videos of campaigns of products while on YouTube the brand has videos of campaigns and some tutorials. This is a very good way to obligate consumers to visit the YouTube channel. In the Figure 17 is illustrated how the comments are divided in three categories the month of January.
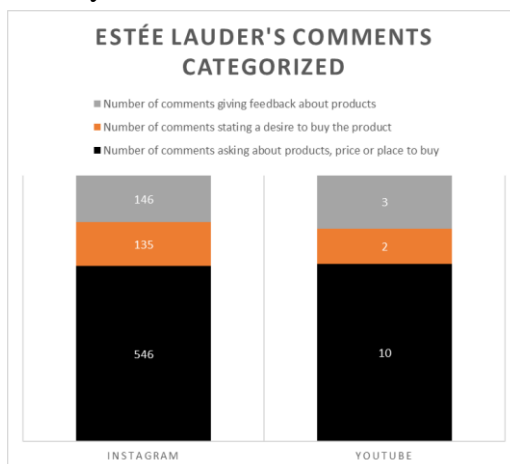
Figure 17- Estée Lauder's Comments Categorized

Source: Author's elaboration

Analysing Figure 17, we can observe that the numbers are higher for Instagram than for YouTube which is natural because Instagram has more followers. However, looking for the number of subscribers on YouTube, we can say that even so, the brand has a lot of interactivity with consumers on this platform. In conclusion, we can say that both platforms influence consumers to buy products, but Instagram has more engagement and impacts more consumers. Besides that, the followers of the brand use the comments section on Instagram to promote their own work because they know that this platform has a lot of interactivity.

4.1.3.3 - Revlon Instagram vs. Revlon YouTube

	YouTube	Instagram
Number of followers	116691	2,1M
Number of likes in January	0	123883
Number of comments in January	0	1835
Number of response to consumers in January	0	109

Table 5- Revlon Instagram Account vs Revlon YouTube Channel

Source: Author's elaboration

Revlon has a different situation than the other brands studied because it did not publish any video in January. Therefore, we can conclude that the brand bets more on Instagram's communication. Consequently, the numbers of Instagram are much higher than the numbers of YouTube, which represents more engagement on Instagram. Analysing the numbers of Instagram, the brand has a lot of likes and comments in one month and responds almost to every question of the followers. Besides that, Revlon has good strategy on this platform because posts a lot (41 posts in January) and the IGTVs posted correspond to insperational videos of brand ambassadors. The Figure 18 ilustrates three categories of the comments of Instangram in the month of January.

Figure 18- Revlon's Comments Categorized

Source: Author's elaboration

Evaluating Figure 18, the brand has a lot of engagement with consumers because there are 140 comments asking about products and almost all that comments were responded by the brand. This creates a good relationship with consumers reflected on the low number of comments criticising the brand. Finally, we can say that the Instagram account of Revlon is the social media platform that impacts more consumers to buy the products, like can be seen on the number of people that say that are going to buy the products on the comments section. Revlon should have a better strategy on YouTube and post at least 2 videos by month, in order to be more dynamic and to interact more with consumers. YouTube is a great platform to show how products should be used and Revlon should take advantage of it.

4.1.3.4 – L'Oréal Instagram vs. L'Oréal YouTube

	YouTube	Instagram
Number of followers	181919	6,6M
Number of likes in January	0	1193979
Number of comments in January	52	9269
Number of response to consumers in January	0	142

Table 6- L'Oréal Instagram Account vs L'Oréal YouTube Channel

Source: Author's elaboration

L'Oréal is the brand with more followers on YouTube and Instagram from the 4 studied brands. The numbers of L'Oréal accounts are impressive but like other brands, the Instagram account of the brand has more followers than the brand's YouTube channel. The brand does not permit the access to the number of likes and dislikes on YouTube and has a total of 52 comments on 4 videos posted on the month of January. L'Oréal has 6,6 million followers on Instagram and 67 posts in January, with a total of 1193979 likes and 9269 comments. The IGTVs posted by the brand are partnerships with vogue or actress talking about the brand products and how they changed their life. The brand has a lot of engagement on this platform because the numbers of likes and comments are remarkable. L'Oréal responds to consumers on Instagram but not on YouTube. Because of that, we can say that the brand has a very strong presence on Instagram but low presence on its YouTube channel. The Figure 19 demonstrates the comments categorized in both platforms.
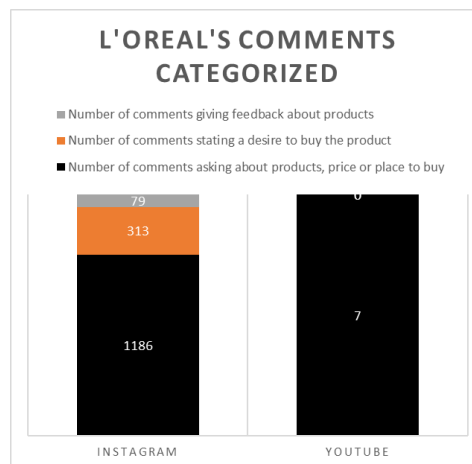
Figure 19- L'Oréal's Comments Categorized

Source: Author's elaboration

Looking at Figure 19, it is notorious that L'Oréal gives more importance in promoting products on Instagram than on YouTube, and that is reflected by the numbers of comments and posts. L'Oréal' Instagram account has a lot of engagement with consumers which is reflected on the number of people saying that are going to buy the product on the comments. The brand should have a better strategy for the YouTube channel, because like it was said before this platform is very good to demonstrates how the products work.

In conclusion, after analysing the 4 brands, we can say that all the brands prefer to promote products on Instagram and that have a lot more engagement and interactivity on this platform. Consequently, this platform impacts more consumer behaviour and consumers to buy products.

4.1.3.5 – Luxury Brands vs. Mass Market Brands

In this part of the analysis, we will compare how the luxury brands behave against the mass market brands. The two luxury brands studied were Dior and Estée Lauder, and like was concluded before they both have a stronger presence on Instagram. Moreover, although the presence of these brands on YouTube is not weak, they could have a better strategy. If we compare the two luxury brands, Dior is the brand with more engagement and better communication because it has 5,4 million of followers on Instagram while Estée Lauder has 3,3 million. Because of that, Dior has more likes and comments on

Instagram and on YouTube. So, from the two luxury brands, we can conclude that Dior is the one that impacts more the consumer behaviour.

The mass market brands analysed were Revlon and L'Oréal, both with a very strong presence on Instagram and a very weak presence on YouTube. In relation to followers, Revlon is the brand with less followers and L'Oréal is the brand with more. As the number of likes and comments depends on the number of consumers that follow the brand, L'Oréal is the brand with more comments and likes, and consequently more engagement.

The biggest difference of these two types of brands is that luxury brands have a better communication on social media because they have a well-defined strategy in the two platforms studied. However, all the brands prefer to communicate and interact with consumers on Instagram.
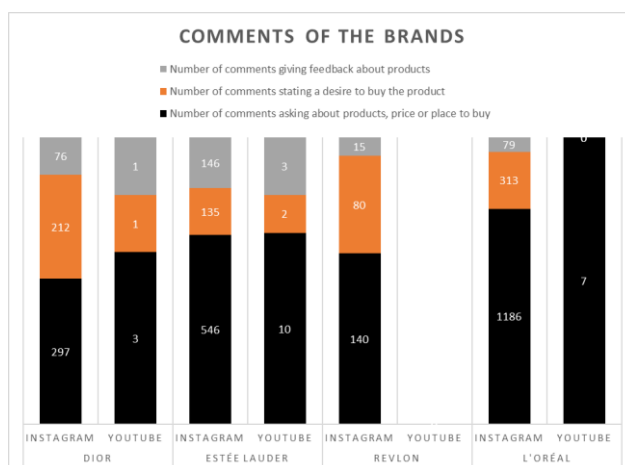
Figure 20- Comments of the 4 Brands Categorized

Source: Author's elaboration

The Figure 20 shows 3 of the categories studied. After analysing these categories, we can conclude that L'Oréal is the brand that impacts more consumers on Instagram, whereas Estée Lauder is the brand that influence more consumers on YouTube. Therefore, depending on the platform, the brands behave differently and create different relationships and interactivity with consumers. In general, luxury brands have a better communication because are present in the two platforms, while the mass market brands are just concerned with Instagram.

4.1.3.6 – French Brands vs. US Brands

The French brands studied were Dior and L'Oréal while the US brands studied were Estée Lauder and Revlon. As we note before, L'Oréal is the brand that impacts more consumers

on Instagram and Estée Lauder the one that impacts more consumers on YouTube. Besides that, Dior and L'Oréal are the two brands with more followers on Instagram, resulting in highest numbers of likes and comments. Moreover, these are the two brands with more posts on Instagram in the month of January. Dior is the brand with more posted videos on YouTube and L'Oréal is the brand with more posts on Instagram. Revlon is the brand with less posts on both platforms. So, we can say that the two French brands are the ones with better communication and with more engagement on these two social media platforms. In the Figure 20, we can observe that Dior and L'Oréal are the two brands that have more comments of consumers saying that are going to buy the products. Therefore, we can conclude that the French brands are the ones influencing more consumers to buy products.

4.2 - How does social media influence consumers to buy luxury and low – cost cosmetic products?

The data is going to be collected from the official Instagram and YouTube pages of Helena Coelho from January to June of 2019 and organized in tables.

4.2.1 - Stage 1

This stage corresponds to an overall observation of each platform of this blogger.

4.2.1.1 – Instagram

The data collection of Helena Coelho's Instagram account is represented by 275 thousand followers, 3101 posts in total and 7 IGTVs. In the description section, Helena Coelho has her email and YouTube channel, as well as a brief description of what she does. This is very important because if a brand wants to contact her, it only needs her Instagram. In addition, if a follower wants to see her YouTube channel they can just click in the link of the description. From January to June, she published a total of 112 posts, and all of them were photos, which means that she prefers to share photos in this platform. Her account has a very pleasant feed to look at because she tries to maintain a theme for all the photos that transmits a feeling of organization and a big concern with what she pretends to show to her followers.

The Figure 21 represents the number of posts by each month.
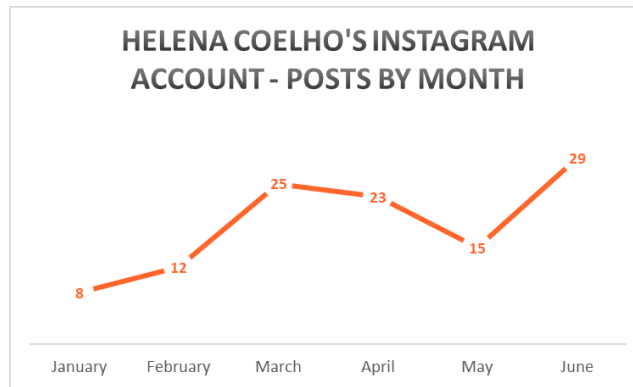
Figure 21- Helena Coelhos's Instagram Account – Posts by month

Source: Author's elaboration

She published 8 photos in January, 12 in February, 25 in March, 23 in April, 15 in May and 29 in June. June was the month with more published photos, whereas January was the month with fewer posts.

We can conclude that Helena Coelho did not use videos in this platform and that she has a lot of concerns in presenting the published content. All the photos have a lot of quality and a similar filter. Therefore, in terms of communication, we can state that she is doing a very good job because her feed is very appealing. All the data collected in this stage is on the appendix 18.

4.2.1.2 - YouTube

The overall data collected from Helena Coelho's YouTube channel resulted in 181640 followers, a total of 291 posts and a total of 17794520 views. The channel was founded on the 16th May of 2012, being active for 7 years. From January to June she posted 29 videos. Her YouTube's channel does not have a description. The Figure 22 represents the number of videos by month.
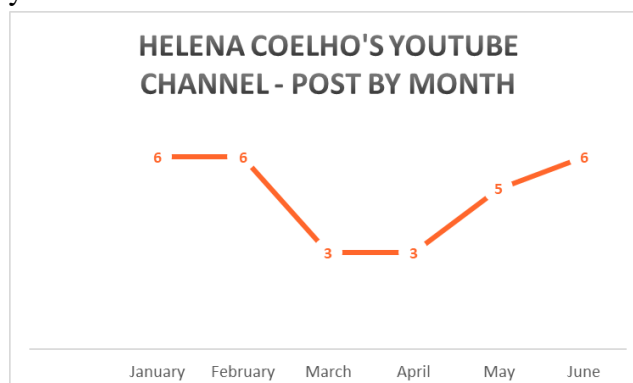
Figure 22- Helena Coelhos's YouTube Channel– Posts by month

Source: Author's elaboration

The blogger posted 6 videos in January, 6 in February, 3 in March, 3 in April, 5 in May and 6 in June. January and June were the months with more posted videos and February and March were the months with fewer posts.

In the six months studied, the channel has different videos such as vlogs, tutorials and reviews, which demonstrates versatility on the contents that she shares. All the data collected in this stage is on the attachment 19.

4.2.2 - Stage 2

In this stage the data collection is referred to each post published in January.

4.2.2.1 – Instagram

In the appendix 20 there is presented all the data collected from the Instagram account of Helena Coelho in the month of January.

In this month she posted 8 photos with 151599 likes in total and 1135 comments. She answered 71 times to her followers, creating a lot of engagement and good relationships with her supporters. Regarding to hashtags, in January, she uses hashtags only in 3 posts, 2 of them related to ads of brands and one is from a post promoting a video of her YouTube channel. This personal hashtag (#aHelenaEnsinoume) was used to create a public for this theme, and so her followers could use it in every comments or posts related to that. This is a very good idea to interact with followers and create a relationship of proximity. The first and fourth posts of January are photos promoting non-makeup products, the second, fifth and sixth are posts promoting YouTube videos, the third has a question to her followers to answer, the seventh is a post of a recipe and the eighth is an ad of workout clothes from Primark. This shows diversity in the content that she shares because there is no repeated content.

Concerning the comments, they were divided in 7 categories as presented in the appendix 21. Helena Coelho has 514 comments complimenting the blogger, 77 comments asking about the products, price or place to buy, 1 criticizing, 8 comments that state the desire to buy the product, 12 comments giving feedback about products and 3 comments asking the blogger to create certain kinds of content. In January there were 520 comments related to spam, since none of them belong to any of the previously mentioned categories.

Since the posts by Helena Coelho between January and June of 2019 were not about any of the brands observed on the first part of the study, I have decided to choose posts since January of 2015 to June 2019 that promoted Dior, Estée Lauder, Revlon and L'Oréal.

There were found 9 posts promoting the 4 brands that are on the attachment 22. The posts promoted all kind of products of the brands, what gives us the idea how the followers behave when is a blogger promoting the products.

The comments were also categorized in 7 groups like we can see in the appendix 23. There are 52 comments complimenting the blogger, 56 comments asking about the products, price or place to buy, 1 criticizing, 8 comments that state the desire to buy the product, 29 comments giving feedback about products and 3 comments asking the blogger to create certain kinds of content. In January, the spam corresponded to 95 comments, which were those that do not belong to any of the previously mentioned categories.

We can conclude that Helena Coelho has a very pleasant feed on Instagram with a clean image and that she changed the strategy of what she promotes on the platform by the years. This could be observed because 4 years ago she posted about products reviews on Instagram, and nowadays she posts images promoting her videos on YouTube, ads with brands and lifestyle posts (photos of trips or recipes). She uses Instastories to review products, give opinions and promote products of makeup that she likes. In this study Intastories were not observed, so we have chosen the 9 posts outside the period previously studied. After analyzing these posts, we can observe that the blogger has a lot of interaction with her followers and that they highly value her opinion.

4.2.2.2 – YouTube

The appendix 24 illustrates all the data of Helena Coelho's YouTube channel from the month of January.

Helena Coelho posted a total of 6 videos in the month of January, all together with 49,4 thousand of likes, 277 dislikes, 413 803 views and 822 comments. The blogger responded 105 times to her subscribers, therefore creating more engagement with her followers. In this month, Helena Coelho does not use hashtags and the post with more views (97368), likes (6,1 thousand) and comments (226) is a video about her last purchases from Zara. In this month, she has a different content in each video. The first is a vlog of a trip to Amsterdam, the second is about Zara from where arise a hashtag (#camisoladobindi) in

the comments section, where people said that they tried to buy the clothe that she showed but it was sold out. The third video of the month is a review of the makeup brand Fenty, the fourth is a tutorial of how to apply false lashes, the fifth is a video showing her calling her followers, and the sixth is a room tour. The last two videos of the month demonstrate that she wants to include her followers on her personal life, giving them a feeling that they are part of her daily life. Besides that, she always starts the videos with:"Olá meninas, sejam muito bem vidas a mais um video" which is her intro and it is a way to her subscribers think that she is talking to them directly.

Regarding the comments, they were categorized in 7 groups as we can observe in the appendix 25. The blogger has 514 comments complimenting her, 97 comments asking about the products, price or place to buy, 1 criticizing, zero comments that state the desire to buy the product, 1 comment giving feedback about products and 4 comments asking the blogger to create certain kinds of content. In January the spam corresponded to 205 comments, which were those that did not belong to any of the previously mentioned categories.

In January there were no videos about the 4 brands previously studied and like on Instagram I observed her YouTube channel since January of 2015 to June 2019 to study videos that talk directly about the brands. The table on the appendix 26 shows the chosen posts. I have found 5 videos promoting directly the 4 brands and promoting low cost or luxury products.

The comments were divided in 7 groups represented in the appendix 27. The blogger has 223 comments complimenting her, 41 comments asking about the products, price or place to buy, 2 criticizing, 18 comments that state the desire to buy the product, 9 comments giving feedback about products and 6 comments asking the blogger to create certain kinds of content. In January, were detected 104 spam comments that corresponds to comments that do not belong to any of the previously mentioned categories. In these 5 posts, there were some malicious comments for the blogger that were categorized like spam.

After analysing her YouTube channel, we can state that Helena Coelho has a very strong presence on this platform, and that she tries to answer to every question of her followers. She tries to create a relationship of proximity with her followers by her intro, by answer their question and by giving reviews and advices. She has content for people who wants either luxury products or low-cost products, showing that she is a very complete blogger.

4.2.3 - Stage 3

4.2.3.1 – Helena Coelho's Instagram Account vs Helena Coelho's YouTube Channel

	YouTube	Instagram
Number of followers	181640	275000
Number of likes in January	27200	151599
Number of comments in January	822	1135
Number of responses to consumers	105	71

Table 7- Helena Coelho Instagram Account vs YouTube Channel

Source: Author's elaboration

In this stage we will compare the two platforms of Helena Coelho. As we can observe on the Table 7, her Instagram account has more 93360 followers than her YouTube channel, and so her Instagram has more comments and more likes. Furthermore, Helena Coelho post a lot more on Instagram than on YouTube, and that is quite evident since in only one month she posted the same number of posts on Instagram than in 6 months on YouTube. Therefore, it can be said that she is more active on Instagram. However, on YouTube she answered 105 times in 6 posts and on Instagram she responded 71 times in 8 posts what shows that she prefers to interact with her followers on YouTube.
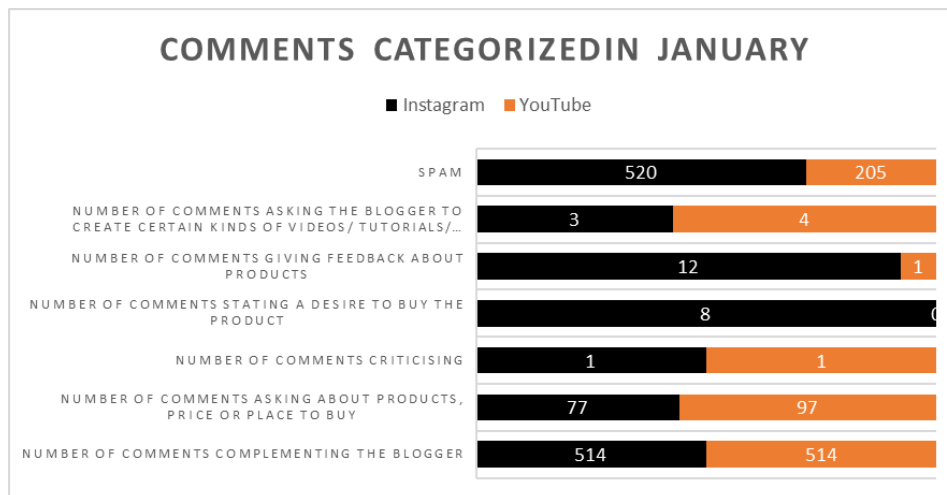
Figure 23 – Helana Coelho's Comments Categorized

Source: Author's elaboration

In this study we are using comments and likes as a way of measuring engagement, so in Figure 23 we can see how the comments were characterized in the month of January. Both platforms have the same number of comments complimenting the blogger, but people give more feedback on Instagram. However, we can see that followers ask more questions on YouTube. So, we can say that YouTube and Instagram have pretty much the same engagement with consumers even if Instagram have more followers. We can also state that over the years her number of followers climbed dramatically, since on both platforms the number of comments and likes has gone up a lot.

Regarding to the posts promoting products of Dior, Estée Lauder, Revlon and L'Oréal, 9 posts were published on Instagram and 5 on YouTube. However, YouTube have more likes than Instagram in these kind of posts (YouTube have 12396 likes and Instagram have 11748). The number of comments characterized are demonstrated on the Figure 24.
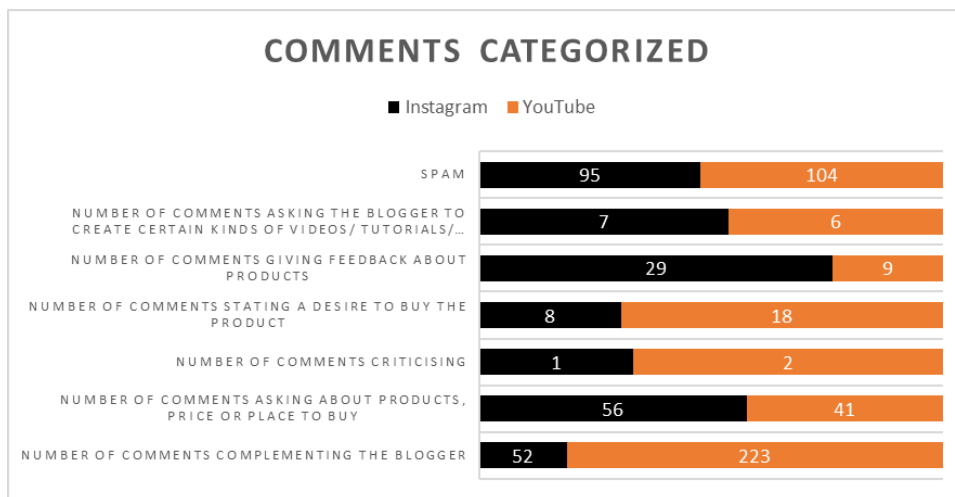
Figure 24 – Helana Coelho's Comments Categorized – Posts of the 4 Brands

Source: Author's elaboration

Analysing the Figure 24, we can see that people ask more questions and give more feedback on Instagram, whereas on YouTube they complement more the blogger and say more that want to buy the product. This means that YouTube have more engagement and interaction on this kind of posts because this platform has less posts but more likes and more comments. Therefore, the platform that impact more consumers to buy products is YouTube.

4.2.3.2 – Luxury Products vs Mass Market Products

As we mentioned before, Helena Coelho give a lot of reviews about different products. In the area of makeup, she shows luxury products and mass market products in both platforms. In this part of the study, we aim to analyse what posts have more engagement, in order to study the followers' behaviour. For example, on YouTube Helena Coelho made two videos where she addresses this topic. One video is about her top 10 expensive products and the other one shows her doing a full makeup with cheap and supermarket products. Of the 5 videos observed from YouTube, 3 videos are about luxury brands and 2 about mass market brands. The video with more views and comments is the video where Helena Coelho shows cheap and supermarket products, whereas the video with more likes is the video where she talks about a product of Dior. However, the video that reviews the lipsticks of Revlon is the post with more comments stating the desire to buy the products. Thus, YouTube has more interactivity on posts of mass market products, which means that the subscribers have more interest on that products, maybe because they are more accessible to everyone.

Instagram has 9 posts about these brands where 2 of them are about luxury brands, 4 are about mass market brands and 3 are about both types of brands. The post with more likes is a post where the blogger is being make up by the brand Dior. The post with more comments and more responses from Helena Coelho to her followers is about L'Oréal and Estée Lauder products. Still, the post with more comments stating a desire to buy products is a post about a mascara of L'Oréal.

We can conclude that followers state that are going to buy more products of mass market brands than of luxury brands. Consequently, these two platforms influence more people to buy mass market brands. Moreover, we can state that the blogger posts a lot more about the French brands, which means that these brands are more well-known in Portugal.

5- Conclusions

5.1 - Discussion

Online brand communities are platforms that permits to reinforce the relationship that brands have with their consumers (Martínez-López et al., 2017) through interaction (Demiray & Burnaz, 2019; Palazo & Sicilia, 2008; Shang et al., 2006). Social media platforms are very interactive, with a global audience, immediate response and cheap and easy to use (Power, 2014). Thus, social media platforms are a great example of online communities (Arvidsson & Caliandro, 2016). In this research the online brand communities analysed were two social network platforms (Instagram and YouTube) of four cosmetic brands. We also studied an online community of a blogger to comprehend if consumers are more influenced on social media to buy luxury products or mass market products. This dissertation was prepared through netnography data collection and analysis, and were taken the following 3 main conclusions:

1. Brands have more engagement on Instagram and Bloggers have more interactivity on YouTube;
2. Luxury Brands have a better communication than Mass Market Brands;
3. French Brands (Dior and L'Oréal) are more well-known, create more engagement and impact more consumers.

The first conclusion derives from the comparison of both platforms of the 4 brands. We found that brands and bloggers behave very differently on both platforms and that brands prefer to use Instagram to promote products and influence consumers, while bloggers select YouTube to impact followers. All brands have a stronger presence on Instagram because post a lot more on this social network and because of that have more likes and comments on this platform. Consequently, and because the comments and likes are the parameters that measure engagement, Instagram is where the brands have more interactivity and engagement with consumers. Regarding to the online communities of Helena Coelho, there are different kind of content on her posts. Thus, to compare the 4 brands studied, only posts that communicate the products of that brands were chosen. We concluded that, for those posts, YouTube is the platform with more engagement and that impacts more consumers. Like was mentioned by previous researchers, after this analysis we can comprehend that people talk with each other and with brands through likes, comments or shares (López & Sicilia, 2014; Sengupta & Shen, 2018) instead of talking

face to face, since they are used to express their opinion by writing or tipping (Sengupta & Shen, 2018). Besides that, we observed that consumers from around the world can exchange ideas and influence each other (Cheung, 2014), for example with comments of promoting themselves. It was also observed, as said in prior research, that online brand communities create a more personal relationship with consumers (Martínez-López et al., 2017) because almost every brand answers to consumers. We conclude as well that social media creates brand publics with hashtags (Arvidsson & Caliandro, 2016) since they use it in almost every post.

Regarding the official pages of Helena Coelho, we observed that her opinion is very valued and that social media is a very good tool to promote products (Veirman et al., 2017).

The second conclusion is related to the comparison between luxury brands and mass market brands. It was found that even if all brands prefer to communicate products on Instagram, luxury brands also have a good communication on YouTube while the mass market communication on this platform is very weak. This is supported by Revlon and L'Oréal that shared fewer posts on this platform comparing to Instagram. Moreover, Helena Coelho posts a lot more content with luxury brands than mass market brands, which mean that these brands communicate a lot better. Therefore, social media influences more consumers to buy luxury brands, what supports prior research that state that in the cosmetic industry the most widely consumed products are luxury products (Ajitha & Sivakumar, 2017). In previous research is said that nowadays every activity in promoting a product have some kind of digital aspect so it is necessary to have a good strategy (Lamberton & Stephen, 2016), what is observed on this comparison. Mass market brands keep losing because are only concerned in promoting on Instagram. However, even though mass market brands had a worse communication, when looking at Helena Coelho's social networks we concluded that the posts with these brands have more engagement which is quite interesting. So, these brands should do partnerships with bloggers to promote their products.

The third conclusion states that the French brands have more engagement than the US brands. This is because the brands with more followers on YouTube and Instagram are Dior and L'Oréal. As we observed before, more followers result in more comments and likes and subsequently in more interactivity and engagement. Helena Coelho also has more posts about the French brands than about US brands. So social media impact more

consumers to buy French brands because nowadays buyers rely more in opinions and experiences from other consumers (Bronner & Hoog, 2013).

In this dissertation was only used the observational part because it was not necessary the participation part to respond to the research questions.

5.2 - Implications

When comparing the existing literature with our data we realised that the literature could not cover all parts of our findings. The literature does not put enough emphasis on the importance of the followers, comments and likes to measure the engagement of a brand with consumers. Our findings show that brands with more followers have more likes and comments and consequently more interactivity and engagement. So, there is a direct influence on these parameters. The literature does not refer the differences on the promotion of luxury and mass market brands, and our results clearly indicate that there are a lot of differences. One of the variances is that luxury brands have a more structure strategy on different social media platforms. Finally, our results suggest a relation between geography and engagement since both French brands have more engagement than the US brands.

Therefore, the cosmetic industry should invest on the both social media platforms studied because they create great online communities. The 4 brands have a really good strategy on Instagram and should keep doing that because they have a lot of interactivity with followers. On YouTube, the brands of mass market should restructure the strategy because they have a really weak presence on that platform and are not consistent in sharing videos. Regarding to the official pages of Helena Coelho, she has a strong presence on both platforms and feeds that are very pleasant to look at. So, brands should take advantage of these online communities to promote their products. For example, L'Oréal and Revlon should stablish a partnership with bloggers to promote their products on YouTube.

5.3 - Limitations and recommendations for further research

One of the biggest limitations found was the period to deliver the thesis because the data observed only embraces 6 months of Instagram and YouTube's data collection. If the observation period were longer, we could conclude more concrete aspects.

Concerning the chosen industry for the study, it was very difficult to find specific information because, like was said before, this is an industry that is always changing and is very dynamic. Moreover, because it is a niche segment, the information is very restricted, so the best option was to use reports from consultants who studied the market.

The methodology used was the process that Kozinets developed on 2010 because the netnography described on 2015 was not appropriate to this study once many stages of the process are about the participant part and because we do not use it, we could not use these stages.

Another limitation was the fact that Dior doesn't have the number of subscribers' public on YouTube and L'Oréal doesn't have the number of likes and dislikes available in each video on YouTube. Therefore, was deducted that if the brand has more likes and comments, probably will also have more followers, since that it what was observed with the other brands. On YouTube, there was one more limitation that was Revlon didn't post any video on January, so it was concluded that the presence on this platform is very weak.

Another very important limitation was the fact that Helena Coelho didn't share any post, on January, talking about the four brands studied. So, we observed her YouTube channel and Instagram account since January of 2015 to June 2019 and studied the posts that directly mention those brands. This measure was necessary to continue with the study.

For future researches, it would be important to conduct the same study in a larger period, since more data could represent more concrete conclusions. Besides that, it would be beneficial to have the same study based on the Instastories from Instagram, since I realized that both bloggers and brands use Instastories to promote products, interact with consumers by asking questions and giving products reviews.

Other important future research would be to conduct the same study in another social media platform like Facebook and compare all the social media platforms to understand which of them have more impact in the consumer behaviour. It would be also interesting to study other online communities, like Facebook groups of makeup and their follower's behaviour.

6 – Bibliography

Ajitha, S., & Sivakumar, V. J. 2017. Understanding the effect of personal and social value on attitude and usage behavior of luxury cosmetic brands. *Journal of Retailing and Consumer Services*, 39: 103–113.

Arora, A., Bansal, S., Kandpal, C., Aswani, R., & Dwivedi, Y. 2019. Measuring social media influencer index- Insights from Facebook, Twitter and Instagram. *Journal of Retailing and Consumer Services*, 49: 86–101.

Arvidsson, A. 2013. The potential of consumer publics. *Ephemera: Theory & Politics in Organization*, 13(2): 367–391.

Arvidsson, A., & Caliandro, A. 2016. Brand public. *Journal of Consumer Research*, *42*(5): 727–748.

Arvidsson, A., Caliandro, A., Airoldi, M., Barina, S. 2015. Crowds and value. Italian directioners on twitter. *Information, Communication & Society*, 19(7): 921-939.

Barcelos, R. H., Dantas, D. C., & Sénécal, S. 2018. Watch your tone: How a brand's tone of voice on social media influences consumer responses. *Journal of Interactive Marketing*, 41: 60–80.

Batra, R., & Keller, K. L. 2016. Integrating marketing communications: New findings, new lessons, and new ideas. *Journal of Marketing*, 80: 122–145.

Blogs do Ano. 2018. Retrieved from https://blogsdoano.iol.pt/vencedores Accessed in: 02/07/2019

Brand Finance. 2019a. *Cosmetics 50 2019*. The annual report on the most valuable and strongest cosmetics brands.

Brand Finance. 2019b. *Media 25 2019*. The annual report on the most valuable and strongest media brands.

Brand Finance. 2019c. *Tech 100 2019*. The annual report on the most valuable and strongest tech brands

Brand Keys. 2019a. *2019 winning brands - Brand keys customer loyalty engagement index.* Report that examines customers' relationships with 822 brands in 90 categories.

Brand Keys. 2019b. Customer loyalty engagement index. Retrieved from https://brandkeys.com/portfolio/customer-loyalty-engagement-index/. Accessed in: 10/07/2019.

Bronner, F., & Hoog, R. 2013. Social media and consumer choice. *International Journal of Market Research*, 56(1): 51–72.

Bryman, A. 2012. *Social research methods*. United States: Oxford University Press Inc.

Chang, A., Hsieh, S. H., & Lin, F. 2013. Personality traits that lead members of online brand communities to participate in information sending and receiving. *International Journal of Electronic Commerce*, 17(3): 37–61.

Cheung, R. 2014. The influence of electronic word-of-mouth on information adoption in online customer communities. *Global Economic Review*, 43(1): 42–57.

Chin, T. K., & Harizan, S. H. M. 2017. Factors influencing consumers' purchase intention of cosmetic. *International Journal of Business and Innovation*. 3 (1): 01-15.

Cision. 2019. Revlon unveils its new "I Can. So I Did." Retrieved from: https://www.prnewswire.com/news-releases/revlon-un. Accessed in: 20/07/2019

Deloitte. 2019. *Global powers of luxury goods 2019 - Bridging the gap between the old and the new.* Report that examines and lists the 100 largest luxury goods companies globally.

Demiray, M., & Burnaz, S. 2019. Exploring the impact of brand community identifi cation on Facebook : Firm-directed and self-directed drivers. *Journal of Business Research*, 96: 115–124.

Dior. 2019. The history of Dior. Retrieved from Retrieved from: https://www.dior.com/couture/en_pt/the-house-of-dior/the-story-of-dior. Accessed in: 19/07/2019.

Estée Lauder. 2019a. Our brands. Retrieved from https://www.elcompanies.com/en/our-brands. Accessed in: 19/07/2019

Estée Lauder. 2019b. Who we are. Retrieved from https://www.elcompanies.com/en/who-we-are. Accessed in: 19/07/2019

Ey. 2018. *Luxury is about sexiness.* The Luxury and Cosmetics Financial Factbook 2018 Edition

FashionUnited. 2017. Timeline: 70 years of Christian Dior. Retrieved from https://fashionunited.uk/news/fashion/timeline-70-. Accessed in: 19/07/2019

Global Cosmetic Industry. 2019. Makeup. April: 56-58.

Hennig-Thurau, T., Gwinnwe, K. P. ., Walsh, G., & Gremler, D. D. 2004. Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1): 38-52.

Instagram. 2019. Our story. Retrieved from https://instagram-press.com/our-story/. Accessed in: 17/07/2019

Kaplan, A. M., & Haenlein, M. 2010. Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*. 53 (1): 59-68.

Kestenbaum, R. 2018. The biggest trends in the beauty industry. Retrieved from https://www.forbes.com/sites/richardkestenbaum/2018/09/09/beauty-industry-biggest-trends-skin-care-loreal-shiseido-lauder/#273a5d4a6982. Accessed in: 19/07/2019

Kozinets, R. V. 2002. The field behind the screen: Using netnography for marketing research in online communities. *Journal of Marketing Research*, *39*: 61–72.

Kozinets, R. V. 2010. *Netnography: Doing ethnographic research online.* London: SAGE Publications Ltd

Kozinets, R. V. 2015. *Netnography: Redefined.* London: SAGE Publications Ltd.

L'Oréal. 2019. History. Retrieved from: https://www.loreal.com/group/history. Accessed in: 20/07/2019

Lamberton, C., & Stephen, A. T. 2016. A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of Marketing*, *80*: 146–172.

Lee, J., E., & Watkins, B. 2016. YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69: 5753–5760.

López, M., & Sicilia, M. 2014. eWOM as source of influence: The impact of participation in eWOM and perceived source trustworthiness on decision making. *Journal of Interactive Advertising*. 14 (2): 86-97

Martínez-López, F. J., Anaya-Sánchez, R., Molinillo, S., Aguilar-Illescas, R., & Esteban-Millat, I. 2017. Consumer engagement in an online brand community. *Electronic Commerce Research and Applications*, *23*: 24–37.

McAlexander, J. H., Schouten, J. W., Koenig, H. F. 2002. Building brand community. *Journal of Marketing*, 66(1): 38–55.

Mention; HubSpot. 2019. *What your company needs to know for 2019*. Instagram Engagement Report.

Moreau, E. 2019. What is YouTube? How do I use it? Retrieved from https://www.lifewire.com/youtube-101-3481847. Accessed in: 02/07/2019

Muniz, A. M., & O'Guinn, T. C. 2001. Brand community. *Journal of Consumer Research*, *27*(4): 412–433.

Muniz, A. M., & Schau, H. J. 2005. Religiosity in the abandoned apple newton brand community. *Journal of Consumer Research*, 31(4): 737–747.

Munjal, P., Mishra, M. S., & Shanker, R. 2019. The drivers and outcomes of customer engagement in brand communities. *Journal of Management Research*, 19(1): 56–76.

Nielsen. 2018. *The future of beauty*.Report of Nielsen.

Okonkwo, U. 2007. *Luxury fashion branding: trends, tactics, techniques*. New York: Palgrave Macmillan

Palazo, M., & Sicilia, M. 2008. Brand communities on the internet: A case study of coca-cola's spanish virtual community. *Corporate Communications: An International Journal*. 13(3): 255-270.

Papacharissi, Z. 2016. Affective publics and structures of storytelling: Sentiment, events and mediality. *Information, Communication & Society*, 19(3): 307-324.

Power, A. 2014. What is social media? *British Journal of Midwifery*. 22(12): 896-897.

Primeaux, S. 2018. Makeup dupes and fair use. *American University Law Review*, 67(3): 891-926.

Revlon. 2018. Legacy. Retrieved from http://www.revlonanz.com/behind-the-color/legacy. Accessed in: 15/07/2019

Revlon. 2019. Our history. Retrieved from https://www.revloninc.com/our-company/our-history. Accessed in: 15/07/2019

Schembri, S., & Latimer, L. 2016. Online brand communities: Constructing and co-constructing brand culture. *Journal of Marketing Management*, 32: 628–651.

Sengupta, J., & Shen, H. 2018. Word of mouth versus word of mouse: Speaking about a brand connects you to it more than writing does. *Journal of Consumer Research*, 45(3): 595–614.

Shang, R., Chen, Y., & Liao, H. 2006. The value of participation in virtual consumer communities on brand loyalty. *Internet Research*, 6 (4): 398-418.

Smith, G. 2019a. 160 YouTube statistics and facts (2019) | By the numbers. Retrieved from: https://expandedramblings.com/index.php/youtube-statistics/.Accessed in: 15/07/2019.

Smith, G. 2019b. 250 Amazing Instagram statistics and facts for 2019 | By the numbers. Retrieved from https://expandedramblings.com/index.php/important-instagram-stats/. Accessed in: 15/07/2019.

Sokolova, K., & Kefi, H. 2019. Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*.

Thomas, E. 2019. Mass-market makeup keeps trying. *Women's Wear Daily*. 20-21.

Tynan, C., Mckechnie, S., & Chhuon, C. 2010. Co-creating value for luxury brands. *Journal of Business Research*, 63(11): 1156–1163.

Veirman, M., Cauberghe, V., & Hudders, L. 2017. Marketing through instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5): 798-828.

Wirtz, J., Ambtman, A. D., Bloemer, J., Horváth, C., Ramaseshan, B., Klundert, J. V., Canli, Z. G., Kandampully, J. 2013. Managing brands and customer engagement in online brand communities. *Journal of Service Management*, 24(3): 223-244.

Zaglia, M. E. 2013. Brand communities embedded in social networks. *Journal of Business Research*, 66(2): 216–223.

7 - Attachments
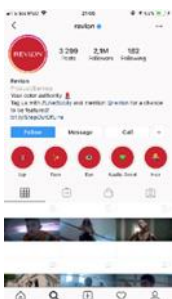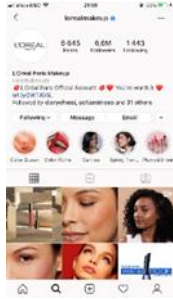
Attachment 1: 12 stages of the netnographic

The 12 stages of the netnographic process:

1. Introspection: Phase where the researcher must reflect about life themes and the role of the researcher in her current life project.
2. Investigation: The researcher creates the netnographic research question in a way that can be answered by a netnographic approach based on the study of sites, topics or people.
3. Informational: The researcher must raise ethical considerations early ato be aware of acceptable research ethics practices.
4. Interview: The researcher should find people or sites to investigate and then interviewed and find a match to various online forms of sociality and satisfaction.
5. Inspection: The research makes the choice on particular site or sites to investigate.
6. Interaction: The researcher plans a strategy that plots out the participation in online social and creates an interaction research website.
7. Immersion: Immersion in the data, topic or site on a frequent basis and can take many forms.
8. Indexing: In this phase is collected data from a relevant variety of relevant sources.
9. Interpretation: The data collected is analyzed and interpreted to be understood.
10. Iteration: The researcher is constantly and seeking for insights, general rules, patterns, research question saturation. He goes back to the field site, the data and the literature in a spiralling-in cycle looking for contributions, answers, representations, ideas and questions.
11. Instantiation: A netnography can take the form of one of the four ideal types (symbolic, digital, auto or humanistic) to guide the research.
12. Integration: The final phase is where the findings and discussions are presented and integrated in the world.
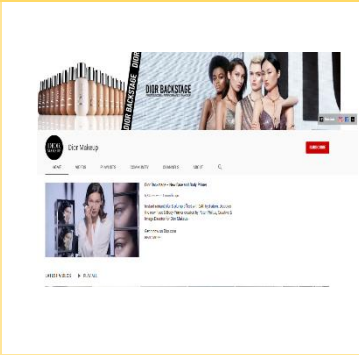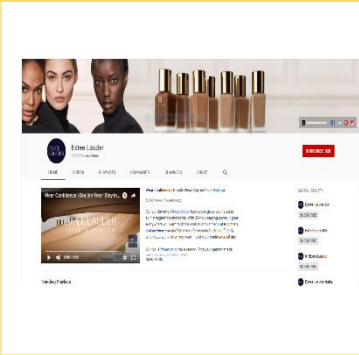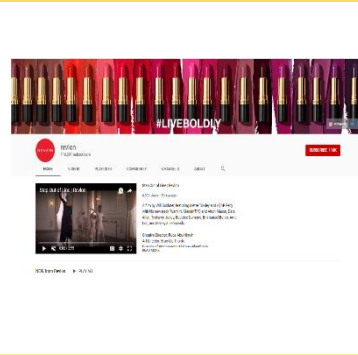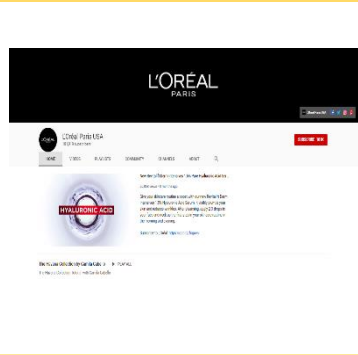
Attachment 2: Brand's Instagram Accounts

INSTAGRAM	Dior Makeup	Estée Lauder	Revlon	L'Oréal Makeup
Number of followers	5,4M	3,3M	2,1M	6,6M
Total number of posts	1758	3726	3299	6645
Number of posts in the 6 months	285	303	314	423
Number photos in the 6 months	179	247	240	318
Number of videos in the 6 months	106	56	74	106
Number of posts with famous people in the 6 months	64	8	52	43
Number videos IGTV	56	74	20	6

Attachment 3: Brand's YouTube Channel

YOUTUBE	Dior Makeup	Estée Lauder	Revlon	L'Oréal Paris USA
Number of followers	Has the number of subscribers private	82907	116.691	181919
Total number of posts	110	169	94	377
Total number of views	74863131	22936678	58721643	45274507
Number of posts in the 6 months	70	50	11	15
Posts with famous people	17	1	6	6
Channel start date	22/05/2015	22/06/2006	10/04/2006	10/07/2008
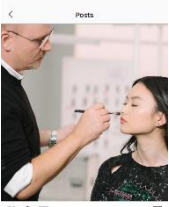
Attachment 4: Dior's Instagram Account

	Post 1	Post 2	Post 3	Post 4	Post 5
Number of likes	16662	52265	19674	27331	49234
Number of comments	150	336	271	132	310
Number of responses to consumers	0	0	0	0	0
Hashtags	#diorlipmaximizer #diorlipglow#diorbackstage #diormakeup	#diorlipmaximizer #diorlipglow#diorbackstage #diormakeup	#diorlipmaximizer #diorlipglow#diormakeup	#diorlipglow #diorbackstage#diormakeup	#diorlipmaximizer #diorbackstage#diormakeup
People Famous	1	0	1	0	1
Video	0	0	1 (177.452 views)	0	0
Photo	1	1	0	1	1

Attachment 4.1: Dior's Instagram Account

	Post 6	Post 7	Post 8	Post 9	Post 10
Number of likes	13241	10211	26940	30239	9517
Number of comments	101	38	142	100	56
Number of responses to consumers	0	0	0	0	0
Hashtags	#diorbackstage #diormakeup #lipcare	#diorlipmaximizer #diorlipglow #diormakeup	#diormakeup #diorbackstage #lipcare	#diormakeup #plumplips #diorbackstage	#diormakeup #diorbackstage
People Famous	0	1	0	0	0
Video	1 (111.026 views)	0	0	0	1 (76.431 views)
Photo	0	1	1	1	0
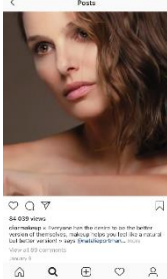
Attachment 4.2: Dior's Instagram Account

	Post 11	Post 12	Post 13	Post 14	Post 15
Number of likes	9944	18005	8857	16343	13955
Number of comments	94	120	78	111	138
Number of responses to consumers	0	0	0	0	0
Hashtags	#diormakeup #diorlipmaximizer#plumplips	#diormakeup #diorbackstage	#diormakeup #plumplips#diorbackstage	#diormakeup #diorbackstage#diorlipmaximizer #diorlipglow	#diormakeup #diorlipmaximizer#plumplips
People Famous	1	0	0	0	0
Video	1 (72.626 views)	0	1(100.261)	0	1(169.997)
Photo	0	1	0	1	0
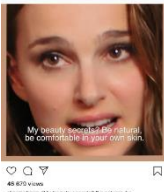
Attachment 4.3: Dior's Instagram Account

	Post 16	Post 17	Post 18	Post 19	Post 20
Number of likes	13211	24025	13971	10046	11164
Number of comments	124	261	80	89	147
Number of responses to consumers	0	0	0	0	0
Hashtags	#diorforever #perfectskin#diormakeup #lovemydiorskin	#diorforever #diormakeup#lovemydiorskin	#diorforever #diormakeup#lovemydiorskin	#diormakeup#diorforever#lovemydiorskin	#diorforever #diormakeup#lovemydiorskin
People Famous	1	0	1	1	0
Video	1(108 647)	0	0	1(84.041)	1(87.104)
Photo	0	1	1	0	0
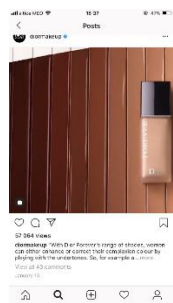
Attachment 4.4: Dior's Instagram Account

	Post 21	Post 22	Post 23	Post 24	Post 25
Number of likes	7393	8412	6769	42222	7174
Number of comments	34	114	36	314	45
Number of responses to consumers	0	0	0	0	0
Hashtags	#diormakeup #lovemydior skin#diorforever	#diormakeup #diorforever #lovemydiorskin	#diorforever #diormakeup #lovemydiorskin	#diormakeup #diorforever #lovemydiorskin	#diormakeup #lovemydior skin#diorforever
People Famous	1	0	1	0	1
Video	1(65.746)	1(61.417)	1(46.679)	0	1(51.146)
Photo	0	0	0	1	0

Attachment 4.5: Dior's Instagram Account

	Post 26	Post 27	Post 28	Post 29	Post 30
Number of likes	6968	7304	9805	8312	23554
Number of comments	43	59	64	41	168
Number of responses to consumers	0	0	0	0	0
Hashtags	#diormakeup #diorforever #lovemydiorskin	#diorforever #diormakeup #lovemydiorskin	#diormakeup #diorforever #lovemydiorskin	#diormakeup #lovemydior skin#diorforever	#diormakeup #lovemydior skin#diorforever
People Famous	0	1	1	1	0
Video	1(57.064)	1(56.397)	1(76.360)	0	0
Photo	0	0	0	1	1
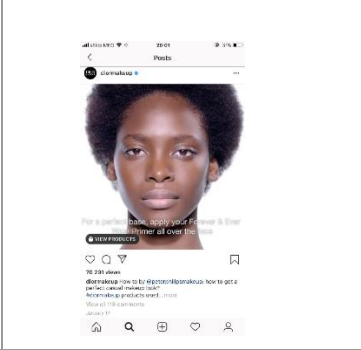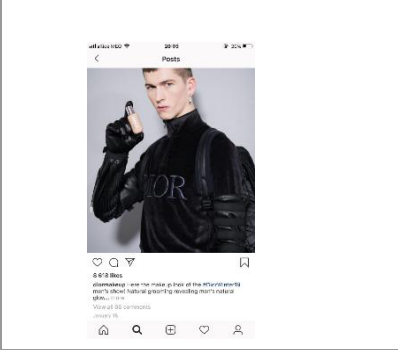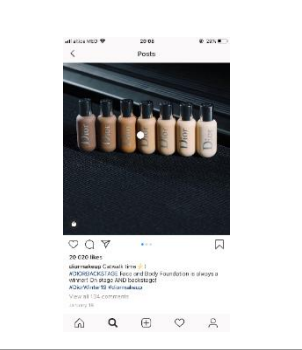
Attachment 4.6: Dior's Instagram Account

	Post 31	Post 32	Post 33	Post 34	Post 35
Number of likes	5598	6386	6120	13546	5523
Number of comments	44	108	65	139	45
Number of responses to consumers	0	0	0	0	0
Hashtags	#diormakeup #beforeafter#love mydiorskin #diorforever	#diormakeup #diorforev er#lovemydiorskin	#diormakeup #beforeafter#diorf orever #lovemydiorskin	#makeuptutorial #l ovemydiorskin	#diormakeup #diorforev er#lovemydiorskin
People Famous	0	1	0	0	0
Video	1(60.603)	1(63.917)	1(63.193)	1(161.777)	1(51.151)
Photo	0	0	0	0	0
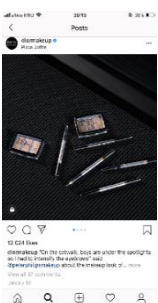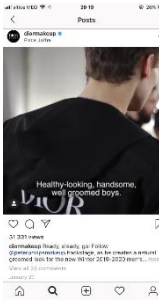
Attachment 4.7: Dior's Instagram Account

	Post 36	Post 37	Post 38	Post 39	Post 40
Number of likes	7860	6120	8618	20020	5564
Number of comments	118	18	66	134	33
Number of responses to consumers	0	0	0	0	0
Hashtags	#makeuptutorial #lovemydiorskin	#diorbackstage	#DIORLIPMAXIMIZER#diormakeup	#DiorWinter19 #diormakeup	#diorbackstage #diormakeup
People Famous	0	0	0	0	0
Video	1(70.291)	0	0	0	0
Photo	0	1	1	1	1
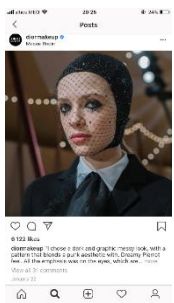
Attachment 4.8: Dior's Instagram Account

	Post 41	Post 42	Post 43	Post 44	Post 45
Number of likes	12024	5976	24937	5273	5738
Number of comments	57	44	248	28	31
Number of responses to consumers	0	0	0	0	0
Hashtags	#diormakeup	#diorbackstage #diormakeup	#DIORLIPMAXIMIZER #diormakeup	#diormakeup #diorwinter19 #diorbackstage	#diorbackstage #diormakeup
People Famous	0	0	0	0	0
Video	0	1(56.249)	0	1(31.331)	0
Photo	1	0	1	0	1
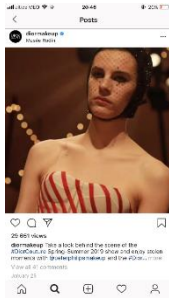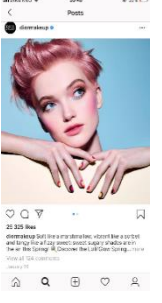
Attachment 4.9: Dior's Instagram Account

	Post 46	Post 47	Post 48	Post 49	Post 50
Number of likes	7582	11318	6122	8764	50768
Number of comments	39	67	31	60	237
Number of responses to consumers	0	0	0	0	0
Hashtags	#diormakeup	#DiorDreamParade #diormakeup	#DiorDreamParade #diormakeup	#DiorDreamParade #diormakeup	#DiorDreamParade #diormakeup
People Famous	0	0	0	0	0
Video	0	0	0	0	0
Photo	1	1	1	1	1
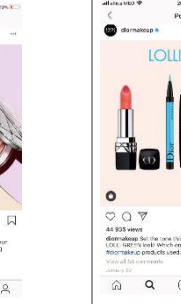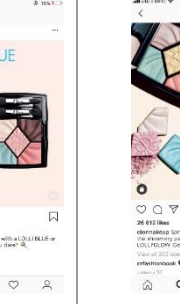
Attachment 4.10: Dior's Instagram Account

	Post 51	Post 52	Post 53	Post 54	Post 55
Number of likes	13050	5633	6741	5091	25325
Number of comments	78	49	50	41	124
Number of responses to consumers	0	0	0	0	0
Hashtags	#DiorDreamParade #diormakeup #lipscrub #lipplumper	#DiorDreamParade #diorbackstage#diormakeup	#DiorDreamParade #diormakeup	#DiorDreamParade #diormakeup #diorbackstage	#diormakeup
People Famous	0	0	0	0	0
Video	0	1(39.143)	0	1(29.651)	0
Photo	1	0	1	0	1

Attachment 4.11: Dior's Instagram Account

	Post 56	Post 57	Post 58	Post 59	Post 60	Post 61	Total
Number of likes	18579	9005	19606	6073	26612	11728	894048
Number of comments	182	93	135	58	202	116	6536
Number of responses to consumers	0	0	0	0	0	0	0
Hashtags	#diormakeup	#diormakeup	#diormakeup#diorlook	#diorlook	#diorlook #diormakeup	#diormakeup #diorlook#makeuptutorials	
People Famous	0	0	0	0	0	0	15
Video	1(147.913)	1(73.105)	0	1(44.935)	0	1(118.962)	30
Photo	0	0	1	0	1	0	31

Attachment 5: Dior's Instagram Account – Comments categorized

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Post 7	Post 8	Post 9	Post 10	Post 11	Post 12	Post 13	Post 14	Post 15
Number of comments complementing the brand	39	167	73	75	122	50	22	79	64	34	44	61	28	67	53
Number of comments asking about products, price or place to buy	2	21	4	3	3	2	0	5	2	1	2	11	4	2	6
Number of comments criticising	14	1	24	1	32	2	0	0	0	0	3	0	0	0	2
Number of comments stating a desire to buy the product	4	19	10	5	3	3	2	5	6	3	3	3	3	7	7
Number of comments giving feedback about products	3	5	4	2	4	3	0	1	0	0	2	1	1	2	2
Number of comments promoting themselves	1	1	3	1	3	2	3	2	2	2	3	5	0	4	1
Spam	87	122	153	45	143	39	11	50	26	16	37	39	42	29	67
Total without spam	63	214	118	87	167	62	27	92	74	40	57	81	36	82	71
Total	150	336	271	132	310	101	38	142	100	56	94	120	78	111	138

Attachment 5.1: Dior's Instagram Account – Comments categorized

	Post 16	Post 17	Post 18	Post 19	Post 20	Post 21	Post 22	Post 23	Post 24	Post 25	Post 26	Post 27	Post 28	Post 29	Post 30
Number of comments complementing the brand	60	106	56	48	45	24	33	25	136	34	23	25	29	29	93
Number of comments asking about products, price or place to buy	4	18	4	3	20	2	13	1	23	1	4	2	5	1	22
Number of comments criticising	0	1	1	1	3	0	11	1	0	0	1	2	1	0	1
Number of comments stating a desire to buy the product	3	15	1	4	6	0	6	1	16	1	1	1	2	0	2
Number of comments giving feedback about products	0	1	0	1	4	0	2	0	4	0	0	1	1	0	0
Number of comments promoting themselves	2	5	3	1	2	1	0	0	5	0	2	2	2	0	3
Spam	55	115	15	31	67	7	49	8	130	9	12	26	24	11	47
Total without spam	69	146	65	58	80	27	65	28	184	36	31	33	40	30	121
Total	124	261	80	89	147	34	114	36	314	45	43	59	64	41	168

Attachment 5.2: Dior's Instagram Account – Comments categorized

	Post 31	Post 32	Post 33	Post 34	Post 35	Post 36	Post 37	Post 38	Post 39	Post 40	Post 41	Post 42	Post 43	Post 44	Post 45
Number of comments complementing the brand	29	32	31	77	20	62	14	29	39	17	32	22	70	15	20
Number of comments asking about products, price or place to buy	4	11	3	5	4	2	2	5	13	1	2	0	9	0	0
Number of comments criticising	0	0	0	0	0	2	0	0	0	0	0	1	19	1	0
Number of comments stating a desire to buy the product	0	4	3	2	1	2	0	1	5	0	0	1	6	1	0
Number of comments giving feedback about products	1	10	0	0	1	1	0	0	1	0	0	1	1	0	0
Number of comments promoting themselves	1	4	1	4	1	2	0	2	2	4	2	0	2	1	3
Spam	9	47	27	51	18	47	2	29	74	11	21	19	141	10	8
Total without spam	35	61	38	88	27	71	16	37	60	22	36	25	107	18	23
Total	44	108	65	139	45	118	18	66	134	33	57	44	248	28	31

Attachment 5.3: Dior's Instagram Account – Comments categorized

	Post 46	Post 47	Post 48	Post 49	Post 50	Post 51	Post 52	Post 53	Post 54	Post 55	Post 56	Post 57	Post 58	Post 59	Post 60	Post 61	Total
Number of comments complementing the brand	29	49	22	32	77	40	30	28	23	78	89	69	72	36	139	76	3142
Number of comments asking about products, price or place to buy	0	1	0	1	11	3	0	0	0	5	10	1	6	0	5	2	297
Number of comments criticising	0	1	1	1	2	0	0	3	0	0	0	0	1	0	0	2	136
Number of comments stating a desire to buy the product	0	0	0	0	14	0	0	0	1	5	12	0	6	2	4	0	212
Number of comments giving feedback about products	0	0	0	1	7	2	0	0	0	1	1	0	2	0	1	1	76
Number of comments promoting themselves	1	2	1	4	7	4	1	2	0	4	4	3	5	2	4	3	137
Spam	9	14	7	21	119	29	18	17	17	31	66	20	43	18	49	32	2536
Total without spam	30	53	24	39	118	49	31	33	24	93	116	73	92	40	153	84	4000
Total	39	67	31	60	237	78	49	50	41	124	182	93	135	58	202	116	6536
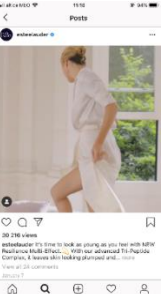
Attachment 6: Estée Lauder's Instagram Account

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6
Number of likes	4818	7540	4013	2745	2630	3108
Number of comments	31	77	60	22	31	20
Number of responses to consumers	3	11	2	2	2	0
Hashtags used in every post	#DayWear#skincaregoals#EsteeMoisturizes	#AdvancedNightRepair#AreYouSeeingBlue	#EsteexAMBALiving	#EsteexAMBALiving	#EsteexAMBALiving	#serum#AdvancedNightRepair#PowerOfNight#EsteeModel
People Famous	0	0	0	0	0	0
Video	0	0	1(41.688)	0	1(19.739)	1(26.378)
Photo	1	1	0	1	0	0
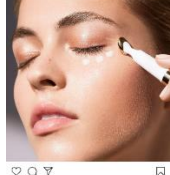
Attachment 6.1: Estée Lauder's Instagram Account

	Post 7	Post 8	Post 9	Post 10	Post 11	Post 12
Number of likes	10980	8885	8114	15597	14957	3193
Number of comments	100	92	64	254	106	24
Number of responses to consumers	14	5	3	31	5	4
Hashtags used in every post	#AdvancedNightRepair#PureColorDesire	#AdvancedNightRepair#hyaluronicacid#PowerOfNight	#AERINBeauty	#foundation#DoubleWear	#EsteeBeauties#PureColorEnvy#LoveBreaksAllRules	#ResilienceMiltiEffect#EsteeModel
People Famous	0	0	0	0	0	0
Video	0	0	0	0	0	1(30.216)
Photo	1	1	1	1	1	0
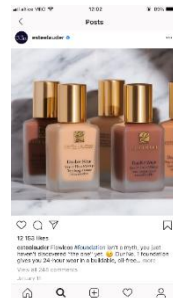
Attachment 6.2: Estée Lauder's Instagram Account

	Post 13	Post 14	Post 15	Post 16	Post 17	Post 18
Number of likes	9377	6457	12895	5997	13559	15139
Number of comments	110	41	165	33	119	198
Number of responses to consumers	20	1	26	1	1	34
Hashtags used in every post	#EsteeMoisturizers#ResilienceMultiEffect	#ResilienceMultiEffect#serum#EsteeModel	#skincare#AdvancedNightRepair#SupremeSkin#UnlockTheBeautyOfNow	#SupremeSkin#UnlockTheBestOfNow	#EsteeEssentials#EsteeBeauties	#DoubleWear#DoubleWearOrNothing
People Famous	0	0	0	0	0	0
Video	0	0	0	0	0	0
Photo	1	1	1	1	1	1
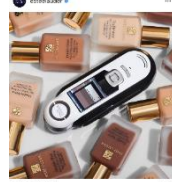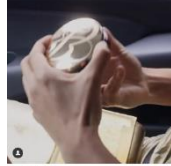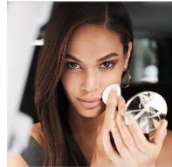
Attachment 6.3: Estée Lauder's Instagram Account

	Post 19	Post 20	Post 21	Post 22	Post 23
Number of likes	3455	12153	8538	4238	10395
Number of comments	32	248	127	74	74
Number of responses to consumers	2	37	17	9	7
Hashtags used in every post	#EsteeBeautyirector #EsteeGlobalAmbassador#Double Wear#DoubleWearOrNothing	#foundation#Doubl eWearOrNothing	#AdvancedNightRep air#PowerOfNight	#AdvancedNightRep air#PowerOfNight	#DoubleWear#DoubleWearOrNothing #EsteeEssentials#EsteeBeauties
People Famous	1	0	0	0	0
Video	1(28.262)	0	0	1(34.841)	0
Photo	0	1	1	0	1
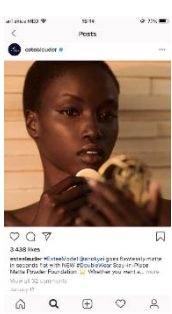
Attachment 6.4: Estée Lauder's Instagram Account – Comments categorized

	Post 24	Post 25	Post 26	Post 27	Post 28	Post 29
Number of likes	9829	7220	8666	4403	15159	6422
Number of comments	83	46	99	54	108	65
Number of responses to consumers	9	5	14	9	16	5
Hashtags used in every post	#DoubleWear #DoubleWearOrNothing #PureColorEnvy	#MakeupMood: #DoubleWear #foundation #PureColorEnvy #Palette#AdvancedNight Repair	#DoubleWear #foundation #DoubleWearOrNothin g	#DoubleWear#foundati on#DoubleWearOrNot hing#EsteeModels	#foundation##Double Wear#DoubleWearOr Nothing	#EsteeModel#Double Wear#DoubleWearOr Nothing
People Famous	0	0	0	0	0	0
Video	0	0	0	1(49.770)	0	0
Photo	1	1	1	0	1	1

Attachment 6.5: Estée Lauder's Instagram Account

	Post 30	Post 31	Post 32	Post 33	Post 34	Post 35	Post 36
Number of likes	12654	3438	4633	13260	16276	14179	18370
Number of comments	142	32	48	106	110	68	140
Number of responses to consumers	22	2	5	6	6	3	18
Hashtags used in every post	#DoubleWear#Foundation#makeup#DoubleWearOrNothing	#EsteeModel#DoubleWear#foundation#DoubleWearOrNothing	#EsteeModel#DoubleWear#EsteeBeautyDirector#DoubleWearOrNothing	#EsteeEssenctial#AdvancedNightRepair#BronzeGoddess#DayWear	#SupremeSkin#UnlockTheBeautyOfNow	#SupremeSkin#DayWear	#EsteeBeautyDirector#PureColorEnvy#EsteeLauderxViolette
People Famous	0	0	0	0	0	0	0
Video	0	0	1(59.255)	0	0	0	0
Photo	1	1	0	1	1	1	1
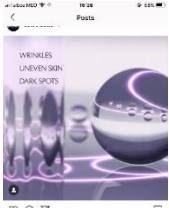
Attachment 6.6: Estée Lauder's Instagram Account

	Post 37	Post 38	Post 39	Post 40	Post 41	Post 42
Number of likes	7683	10601	13322	26200	14397	18729
Number of comments	57	77	226	371	239	161
Number of responses to consumers	10	8	33	18	31	20
Hashtags used in every post	#EsteeBeauties#EsteeBeautyDirector#EsteeLauderxViolette	#EsteeBeautyDirector#EsteeLauderxViolette	#DoubleWear#foundation#DoubleWearOrNothing	#lipstick#PureColorEnvy#PureColorLove	#SupremeSkin#AdvancedNightRepair	#EsteeEssentials#AdvancedNightRepair#PureColorEnvy
People Famous	0	0	0	0	0	0
Video	0	0	0	0	0	0
Photo	1	1	1	1	1	1

Attachment 6.7: Estée Lauder's Instagram Account

	Post 43	Post 44	Post 45	Post 46	Post 47	Post 48
Number of likes	13229	2693	6099	2249	3717	6820
Number of comments	69	17	26	23	47	57
Number of responses to consumers	8	0	0	2	5	7
Hashtags used in every post	#AdvancedNightRepair	#EsteexAmbaLiving	#EsteexAmbaLiving	#EsteexAmbaLivingEsteeStories	#MeetThePros#PerfectionistPro#EsteeModel	#PerfectionistPro#MeetThePros
People Famous	0	0	0	0	0	0
Video	0	1(25.849)	0	1(18.771)	1(31.669)	0
Photo	1	0	1	0	0	1

112

Attachment 6.8: Estée Lauder's Instagram Account

	Post 49	Post 50	Post 51	Post 52	Total
Number of likes	8627	6053	8283	15919	487913
Number of comments	103	82	67	183	5008
Number of responses to consumers	19	20	6	3	547
Hashtags used in every post	#PerfectionistPro#MeetThePros	#DayWear#Skincare#skincareroutine	#DayWear	#EsteeEssentials	
People Famous	0	0	0	0	1
Video	0	1(51.711)	0	0	12
Photo	1	0	1	1	40

Attachment 7: Estée Lauder's Instagram Account – Comments categorized

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Post 7	Post 8	Post 9	Post 10	Post 11	Post 12	Post 13
Number of comments complementing the brand	16	28	40	15	22	9	50	54	36	110	63	12	25
Number of comments asking about products, price or place to buy	1	11	1	0	1	0	8	7	4	30	4	2	29
Number of comments criticising	0	3	0	0	0	0	1	0	0	2	0	0	1
Number of comments stating a desire to buy the product	2	3	4	0	0	1	4	3	1	3	1	1	5
Number of comments giving feedback about products	3	7	0	0	0	3	7	6	0	21	6	2	0
Number of comments promoting themselves	2	1	2	1	2	1	2	3	3	3	2	0	2
Spam	7	24	13	6	6	6	28	19	20	85	30	7	48
Total without spam	24	53	47	16	25	14	72	73	44	169	76	17	62
Total	31	77	60	22	31	20	100	92	64	254	106	24	110

Attachment 7.1: Estée Lauder's Instagram Account – Comments categorized

	Post 14	Post 15	Post 16	Post 17	Post 18	Post 19	Post 20	Post 21	Post 22	Post 23	Post 24	Post 25	Post 26	Post 27
Number of comments complementing the brand	27	87	25	85	64	20	103	70	30	42	50	16	41	28
Number of comments asking about products, price or place to buy	1	26	2	2	27	3	38	15	9	6	9	3	15	8
Number of comments criticising	0	0	0	0	6	0	2	0	0	1	1	0	0	0
Number of comments stating a desire to buy the product	0	4	3	4	7	0	3	2	4	2	1	1	1	3
Number of comments giving feedback about products	0	8	1	4	7	0	3	5	5	5	1	0	1	1
Number of comments promoting themselves	1	3	0	2	2	1	2	4	1	2	2	2	3	1
Spam	12	37	2	22	85	8	97	31	25	16	19	24	38	13
Total without spam	29	128	31	97	113	24	151	96	49	58	64	22	61	41
Total	41	165	33	119	198	32	248	127	74	74	83	46	99	54

Attachment 7.2: Estée Lauder's Instagram Account – Comments categorized

	Post 28	Post 29	Post 30	Post 31	Post 32	Post 33	Post 34	Post 35	Post 36	Post 37	Post 38	Post 39	Post 40	Post 41
Number of comments complementing the brand	44	30	53	21	22	60	56	45	74	28	42	95	117	106
Number of comments asking about products, price or place to buy	16	5	25	2	6	6	9	5	19	10	8	33	19	30
Number of comments criticising	0	1	0	0	0	1	0	2	0	0	0	3	59	0
Number of comments stating a desire to buy the product	7	5	4	2	2	4	4	0	1	1	12	1	4	2
Number of comments giving feedback about products	3	2	2	0	0	3	6	2	0	0	0	7	3	6
Number of comments promoting themselves	3	2	4	3	1	3	3	5	3	1	2	4	3	1
Spam	35	20	54	4	17	29	32	9	43	17	13	83	166	94
Total without spam	73	45	88	28	31	77	78	59	97	40	64	143	205	145
Total	108	65	142	32	48	106	110	68	140	57	77	226	371	239
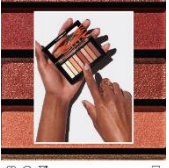
Attachment 7.3: Estée Lauder's Instagram Account – Comments categorized

	Post 42	Post 43	Post 44	Post 45	Post 46	Post 47	Post 48	Post 49	Post 50	Post 51	Post 52	Total
Number of comments complementing the brand	73	33	10	24	13	24	28	35	27	40	124	2392
Number of comments asking about products, price or place to buy	20	9	0	0	2	4	4	21	20	6	5	546
Number of comments criticising	0	0	0	0	0	0	0	1	0	0	0	84
Number of comments stating a desire to buy the product	3	2	1	0	0	2	3	2	2	4	4	135
Number of comments giving feedback about products	3	1	0	0	0	0	0	4	0	2	6	146
Number of comments promoting themselves	3	1	1	0	1	1	1	2	0	3	4	105
Spam	59	23	5	2	7	16	21	38	33	12	40	1600
Total without spam	102	46	12	24	16	31	36	65	49	55	143	3408
Total	161	69	17	26	23	47	57	103	82	67	183	5008
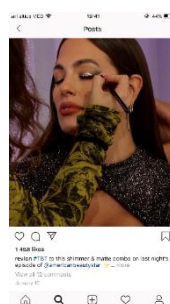
Attachment 8: Revlon's Instagram Account

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6
Number of likes	1288	2429	1525	1777	1593	2433
Number of comments	12	30	15	15	21	39
Number of responses to consumers	2	1	0	0	3	2
Hashtags used in every post	#RevlonCandid	#LiveBoldly	#ABSRevlonGlamKit	#ABSRevlonGlamKit	#LooksBook	#LooksBook
People Famous	0	0	0	1	0	0
Video	0	0	0	0	0	0
Photo	1	1	1	1	1	1
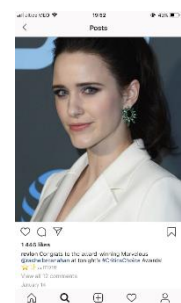
Attachment 8.1: Revlon's Instagram Account

	Post 7	Post 8	Post 9	Post 10	Post 11	Post 12
Number of likes	1986	6282	1421	1458	4001	2952
Number of comments	42	125	17	12	69	34
Number of responses to consumers	0	10	0	1	6	1
Hashtags used in every post	#LooksBook	#SuperLustrous	#ABSRevlonGlamKit	#ABSRevlonGlamKit	#KissCushion	#LookBook#ColorStay
People Famous	0	0	0	1	0	0
Video	0	0	0	0	0	0
Photo	1	1	1	1	1	1
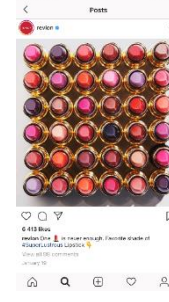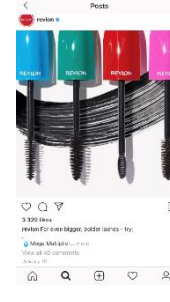
Attachment 8.2: Revlon's Instagram Account

	Post 13	Post 14	Post 15	Post 16	Post 17	Post 18
Number of likes	1764	1318	1446	2016	1835	2990
Number of comments	37	8	12	48	17	26
Number of responses to consumers	6	2	1	8	1	2
Hashtags used in every post	#RevlonCandid	#Volumazing#Revlon	#CriticsChoice#Volumazing#Revlon#ColorStay#LookBook	#ColorStay	#Looksbook	#ColorStay
People Famous	0	1	1	0	0	0
Video	0	0	0	1(13.726)	0	0
Photo	1	1	1	0	1	1
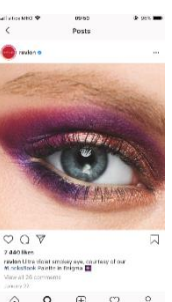
Attachment 8.3: Revlon's Instagram Account

	Post 19	Post 20	Post 21	Post 22	Post 23	Post 24
Number of likes	1832	12665	20848	3741	6413	3329
Number of comments	14	214	374	32	99	40
Number of responses to consumers	0	14	13	0	0	4
Hashtags used in every post	#ABSRevlonGlamKit	#blush#highlighter	#PhotoReady	#LiveBoldly	#SuperLustrous	
People Famous	1	0	0	0	0	0
Video	0	0	0	0	0	0
Photo	1	1	1	1	1	1

Attachment 8.4: Revlon's Instagram Account

	Post 25	Post 26	Post 27	Post 28	Post 29	Post 30
Number of likes	5380	2134	1486	1975	2224	2440
Number of comments	162	18	8	23	16	26
Number of responses to consumers	8	0	0	0	0	2
Hashtags used in every post	#ColorStay	#RevlonBeautyTools	#RevlonBeautyTools	#RevlonBeautyTools		#LooksBook
People Famous	0	0	0	0	1	0
Video	0	0	0	0	0	0
Photo	1	1	1	1	1	1
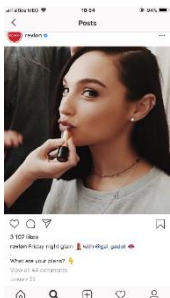
Attachment 8.5: Revlon's Instagram Account

	Post 31	Post 32	Post 33	Post 34	Post 35	Post 36
Number of likes	1388	1934	2455	825	898	1002
Number of comments	7	27	22	9	18	6
Number of responses to consumers	1	0	3	1	3	1
Hashtags used in every post			#ABSRevlonGlamKit		#RevlonBeautyTools	#RevlonBeautyTools
People Famous	0	0	1	1	0	0
Video	0	1(12.136)	0	1(6.200)	1(9.285)	1(12.469)
Photo	1	0	1	0	0	0

Attachment 8.6: Revlon's Instagram Account

	Post 37	Post 38	Post 39	Post 40	Post 41	Total
Number of likes	820	3107	1512	1426	3535	123883
Number of comments	13	44	21	18	45	1835
Number of responses to consumers	2	5	0	0	6	109
Hashtags used in every post	#RevlonBeautyTools		#SuperLustrous	#SuperLustrous#LiveBoldly	#ColorStay	0
People Famous	0	1	0	0	0	9
Video	1(9.345)	0	1(17.736)	0	0	7
Photo	0	1	0	1	1	34

Attachment 9: Revlon's Instagram Account – Comments categorized

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Post 7	Post 8	Post 9	Post 10	Post 11	Post 12	Post 13	Post 14	Post 15
Number of comments complementing the brand	7	17	9	13	10	21	26	88	13	11	17	17	19	5	8
Number of comments asking about products, price or place to buy	0	1	3	0	1	5	2	4	1	0	17	3	4	0	0
Number of comments criticising	0	3	2	0	0	1	0	1	0	0	1	0	0	0	0
Number of comments stating a desire to buy the product	0	0	0	0	1	0	0	3	0	0	5	5	2	0	0
Number of comments giving feedback about products	0	0	0	0	1	1	0	3	0	0	1	0	1	1	0
Number of comments promoting themselves	1	1	1	1	0	1	7	1	1	0	4	2	2	0	0
Spam	4	8	0	1	8	10	7	25	2	1	24	7	9	2	4
Total without spam	8	22	15	14	13	29	35	100	15	11	45	27	28	6	8
Total	12	30	15	15	21	39	42	125	17	12	69	34	37	8	12

125

Attachment 9.1: Revlon's Instagram Account – Comments categorized

	Post 16	Post 17	Post 18	Post 19	Post 20	Post 21	Post 22	Post 23	Post 24	Post 25	Post 26	Post 27	Post 28
Number of comments complementing the brand	20	11	12	7	51	110	26	80	26	90	10	6	7
Number of comments asking about products, price or place to buy	7	0	2	0	21	18	0	0	2	20	5	0	4
Number of comments criticising	0	0	0	4	1	8	0	1	0	2	0	0	0
Number of comments stating a desire to buy the product	1	1	0	0	16	20	1	3	2	8	1	1	1
Number of comments giving feedback about products	1	0	1	0	0	0	1	1	1	1	0	0	0
Number of comments promoting themselves	1	1	4	0	4	1	0	0	0	3	0	0	1
Spam	18	4	7	3	121	217	4	14	9	38	2	1	10
Total without spam	30	13	19	11	93	157	28	85	31	124	16	7	13
Total	48	17	26	14	214	374	32	99	40	162	18	8	23

Attachment 9.2: Revlon's Instagram Account – Comments categorized

	Post 29	Post 30	Post 31	Post 32	Post 33	Post 34	Post 35	Post 36	Post 37	Post 38	Post 39	Post 40	Post 41	Total
Number of comments complementing the brand	15	14	5	16	14	3	6	2	4	28	16	14	22	896
Number of comments asking about products, price or place to buy	0	0	0	4	1	0	1	1	3	4	1	1	4	140
Number of comments criticising	0	2	0	0	0	0	0	0	0	0	0	0	0	26
Number of comments stating a desire to buy the product	0	0	0	4	0	0	0	0	1	0	1	0	3	80
Number of comments giving feedback about products	0	0	0	0	0	0	0	0	0	0	0	1	0	15
Number of comments promoting themselves	0	1	0	0	1	0	1	0	0	0	0	0	1	41
Spam	1	9	2	3	6	6	10	3	5	12	3	2	15	637
Total without spam	15	17	5	24	16	3	8	3	8	32	18	16	30	1198
Total	16	26	7	27	22	9	18	6	13	44	21	18	45	1835

Attachment 10: L'Oréal's Instagram Account

	Post 1	Post 2	Post 3	Post 4	Post 5
Number of likes	8543	10530	22506	13534	20260
Number of comments	98	60	158	81	147
Number of responses to consumers	2	1	4	2	3
Hashtags used in every post	#lorealparis#makeup#makeupexpert#redlips#newyear#eyeliner#glitter#lipstick#nye	#lorealparis#lipink#redlips#redlipstick#ink#rougesignature#lessismore	#lorealparis#lipink#redlips#redlipstick#ink#rougesignature#lessismore	#lorealparis #lipink#redlips #redlipstick #ink#rougesignature #lessismore	#lorealparis #lipink#redlips #redlipstick #ink#rougesignature #lessismore
People Famous	0	0	0	0	0
Video	1(101.164)	0	0	0	0
Photo	0	1	1	1	1
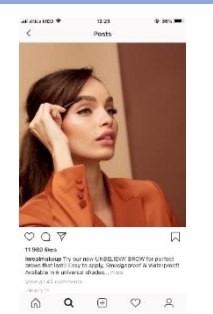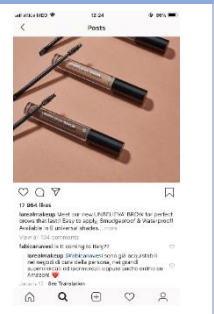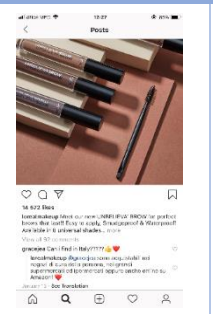
Attachment 10.1: L'Oréal's Instagram Account

	Post 6	Post 7	Post 8	Post 9	Post 10	Post 11
Number of likes	22218	11938	12451	15090	14505	8130
Number of comments	168	74	66	78	68	43
Number of responses to consumers	4	2	1	0	2	0
Hashtags used in every post	#lorealparis #lipink#redlips #redlipstick #ink#rougesignature #lessismore	#lorealparis #lipink#redlips #redlipstick #ink#rougesignature #lessismore	#lorealparis #lipink#redlips #redlipstick #ink#rougesignature #lessismore	#lorealparis #lipink#redlips #redlipstick #ink#rougesignature #lessismore	#lorealparis #lipink#redlips #redlipstick #ink #rougesignature #lessismore	#lorealparis #lipink#redlips #redlipstick #ink #rougesignature #lessismore
People Famous	0	0	0	0	0	1
Video	0	0	0	0	0	0
Photo	1	1	1	1	1	1
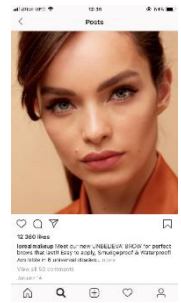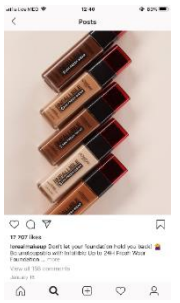
Attachment 10.2: L'Oréal's Instagram Account

	Post 12	Post 13	Post 14	Post 15	Post 16	Post 17	Post 18
Number of likes	9505	6507	11499	11980	17964	14572	6032
Number of comments	122	46	67	42	104	92	69
Number of responses to consumers	2	0	0	0	3	3	1
Hashtags used in every post	#lorealparis #lipink#redlips #redlipstick #ink#rouge signature #lessis more	#lorealparis #lipink#redlips #redlipstick #ink#rouge signature #lessis more	#beunbelievable# brow #browsonfleek #lorealparis	#beunbelievable# brow #browsonfleek #lorealparis	#beunbelievable# brow #browsonfleek #lorealparis	#beunbelievable# brow #browsonfleek #lorealparis	#beunbelievable# brow #browsonfleek #lorealparis
People Famous	0	1	0	1	0	0	1
Video	1(82.424)	0	0	0	0	0	1(78.604)
Photo	0	1	1	1	1	1	0

Attachment 10.3: L'Oréal's Instagram Account

	Post 19	Post 20	Post 21	Post 22	Post 23	Post 24
Number of likes	10016	7906	14360	8020	17707	11665
Number of comments	66	78	50	60	158	101
Number of responses to consumers	0	3	0	0	0	0
Hashtags used in every post	#beunbelievable#brow #browsonfleek #lorealparis	#beunbelievable#brow #browsonfleek #lorealparis	#beunbelievable#brow #browsonfleek #lorealparis	#beunbelievable#brow #browsonfleek #lorealparis	#infaillible #makeup #new#makeupexpert #foundation	#infaillible #makeup #new#makeupexpert #foundation
People Famous	0	0	1	0	0	0
Video	0	1(81.443)	0	0	0	0
Photo	1	0	1	1	1	1

Attachment 10.4: L'Oréal's Instagram Account

	Post 25	Post 26	Post 27	Post 28	Post 29	Post 30
Number of likes	13584	57934	6714	31643	64942	19537
Number of comments	169	386	59	165	1403	96
Number of responses to consumers	4	8	0	3	6	1
Hashtags used in every post	#infaillible #makeup #new#makeupexpert #foundation	#lorealparis #lipink #redlips #redlipstick #ink#rougesignature #lessismore #plum	#lorealparis #lipink #redlips #redlipstick #ink#rougesignature #lessismore #plum	#lorealparis #lipink #redlips #redlipstick #ink#rougesignature #lessismore #plum	#lorealparis #lipink #redlips #redlipstick #ink#rougesignature #lessismore #plum	#lorealparis #lipink #redlips #redlipstick #ink#rougesignature #lessismore #plum
People Famous	0	0	0	0	0	0
Video	0	0	1(65.459)	0	1(606.010)	0
Photo	1	1	0	1	0	1

Attachment 10.5: L'Oréal's Instagram Account

	Post 31	Post 32	Post 33	Post 34	Post 35	Post 36
Number of likes	40374	16154	14187	33684	36850	11091
Number of comments	198	68	126	263	213	107
Number of responses to consumers	3	1	3	6	2	3
Hashtags used in every post	#lorealparis #lipink #redlips #redlipstick #ink#rougesignature #lessismore #plum	#lorealparis #lipink #redlips #redlipstick #ink#rougesignature #lessismore #plum	#lorealparis #lipink#redlips #redlipstick #ink#rougesignature #lessismore #plum	#lorealparis #lipink #redlips #redlipstick #ink#rougesignature #lessismore #plum	#lorealparis #lipink#redlips #redlipstick #ink#rougesignature #lessismore #plum	#lorealparis #lipink #redlips #redlipstick #ink#rougesignature #lessismore
People Famous	0	0	1	0	0	0
Video	0	0	1(252.768)	0	0	1(92.997)
Photo	1	1	0	1	1	0

Attachment 10.6: L'Oréal's Instagram Account

	Post 37	Post 38	Post 39	Post 40	Post 41	Post 42
Number of likes	69446	15746	18269	26452	25162	16181
Number of comments	388	87	120	176	152	99
Number of responses to consumers	6	2	4	5	0	0
Hashtags used in every post	#lorealparis #lipink# redlips #redlipstick # ink#rougesignature # lessismore #plum	#lorealparis #lipink# redlips #redlipstick # ink#rougesignature # lessismore #plum	#lorealparis #lipink# redlips #redlipstick # ink#rougesignature # lessismore	#lorealparis #lipink# redlips #redlipstick # ink#rougesignature # lessismore	#paradise#volume # mascara	#volumemascara#ma scara #lashparadise # paradise
People Famous	0	0	0	0	0	0
Video	0	0	0	0	0	0
Photo	1	1	1	1	1	1
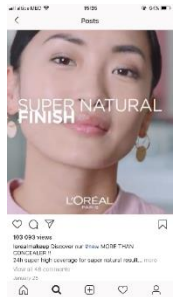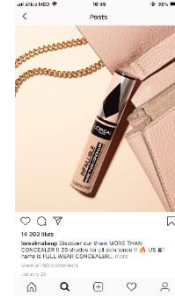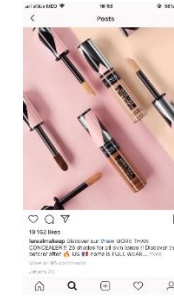
Attachment 10.7: L'Oréal's Instagram Account

	Post 43	Post 44	Post 45	Post 46	Post 47	Post 48
Number of likes	8264	12330	8993	17416	8422	11520
Number of comments	59	91	30	146	114	66
Number of responses to consumers	1	5	0	2	5	1
Hashtags used in every post	#paradise #volume #mascara	#new #mascara #unlimited#lashlift #instantlashlift	#new #mascara #unlimited #lashlift#instantlashlift	#new #mascara #unlimited#lashlift #instantlashlift	#lorealparis #concealer	#lorealparis #concealer
People Famous	0	0	0	0	0	0
Video	1(51.633)	0	0	0	1(90.331)	0
Photo	0	1	1	1	0	1

Attachment 10.8: L'Oréal's Instagram Account

	Post 49	Post 50	Post 51	Post 52	Post 53	Post 54
Number of likes	6055	14467	7648	14303	19162	25313
Number of comments	48	67	87	60	85	185
Number of responses to consumers	0	1	1	0	0	3
Hashtags used in every post	#lorealparis #concealer	#lorealparis #concealer	#lorealparis #concealer	#lorealparis #concealer	#lorealparis #concealer	#lorealparis #concealer
People Famous	0	0	0	0	0	0
Video	1(103.093)	0	1(111.590)	0	0	0
Photo	0	1	0	1	1	1

Attachment 10.9: L'Oréal's Instagram Account

	Post 55	Post 56	Post 57	Post 58	Post 59	Post 60
Number of likes	8535	9358	10141	13267	26746	16206
Number of comments	181	27	31	111	251	141
Number of responses to consumers	1	0	0	2	8	4
Hashtags used in every post	#lorealparis #concealer	#lorealparis #concealer	#lorealparis #concealer	#lorealparis #concealer	#MakeYourMark#RougeSignature	#MakeYourMark #RougeSignature
People Famous	0	0	0	0	0	0
Video	1(96.458)	0	0	0	0	0
Photo	0	1	1	1	1	1

137

Attachment 10.10: L'Oréal's Instagram Account

	Post 61	Post 62	Post 63	Post 64	Post 65
Number of likes	19410	27675	14273	20538	12035
Number of comments	160	244	336	110	74
Number of response to consumers	7	7	3	1	0
Hashtags used in every post	#MakeYourMark #RougeSignature				#liner #linergoals#eyeliner #eyelineronpoint
People Famous	0	0	0	0	0
Video	0	0	1(172.463)	0	0
Photo	1	1	0	1	1

Attachment 10.11: L'Oréal's Instagram Account

	Post 66	Post 67	Total
Number of likes	20628	15886	1193979
Number of comments	95	99	9269
Number of response to consumers	0	0	142
Hashtags used in every post	#new#redlipstick	#liner #linergoals#eyeliner #eyelineronpoint	
People Famous	0	0	6
Video	0	0	18
Photo	1	1	49

Attachments 11: L'Oréal's Instagram Account – Comments categorized

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Post 7	Post 8	Post 9	Post 10	Post 11	Post 12	Post 13	Post 14	Post 15
Number of comments complementing the brand	56	10	84	39	82	73	40	37	45	46	32	64	33	38	32
Number of comments asking about products, price or place to buy	6	4	11	11	12	25	7	9	6	7	2	16	11	6	2
Number of comments criticising	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Number of comments stating a desire to buy the product	0	3	8	2	8	5	1	2	5	2	0	2	0	2	0
Number of comments giving feedback about products	0	0	3	1	1	1	0	2	0	2	0	0	0	1	0
Number of comments promoting themselves	9	4	7	9	9	3	4	2	2	0	3	2	2	7	2
Spam	27	38	45	19	35	61	22	14	20	11	6	38	0	13	6
Total without spam	71	22	113	62	112	107	52	52	58	57	37	84	46	54	36
Total	98	60	158	81	147	168	74	66	78	68	43	122	46	67	42

Attachment 11.1: L'Oréal's Instagram Account – Comments categorized

	Post 16	Post 17	Post 18	Post 19	Post 20	Post 21	Post 22	Post 23	Post 24	Post 25	Post 26	Post 27	Post 28	Post 29	Post 30
Number of comments complementing the brand	51	42	25	26	19	38	31	65	74	68	191	39	89	741	48
Number of comments asking about products, price or place to buy	15	15	6	8	11	0	8	23	6	32	44	3	17	409	10
Number of comments criticising	0	2	0	0	0	0	0	2	1	0	0	0	0	0	0
Number of comments stating a desire to buy the product	4	4	3	7	4	0	5	8	0	5	10	3	4	50	3
Number of comments giving feedback about products	3	0	0	0	1	0	0	3	5	2	1	0	1	2	1
Number of comments promoting themselves	3	2	4	4	5	5	5	7	2	5	13	2	7	5	10
Spam	28	27	31	21	38	7	11	50	13	57	127	12	47	196	24
Total without spam	76	65	38	45	40	43	49	108	88	112	259	47	118	1207	72
Total	104	92	69	66	78	50	60	158	101	169	386	59	165	1403	96

Attachment 11.2: L'Oréal's Instagram Account – Comments categorized

	Post 31	Post 32	Post 33	Post 34	Post 35	Post 36	Post 37	Post 38	Post 39	Post 40	Post 41	Post 42	Post 43	Post 44	Post 45
Number of comments complementing the brand	100	42	55	156	116	38	174	51	76	105	85	83	28	48	23
Number of comments asking about products, price or place to buy	19	5	13	18	14	10	6	13	10	21	12	0	4	5	0
Number of comments criticising	0	0	5	1	2	0	1	0	1	1	1	0	0	1	0
Number of comments stating a desire to buy the product	5	0	1	11	3	7	7	2	2	4	2	3	3	3	0
Number of comments giving feedback about products	0	0	1	0	0	0	1	0	1	1	8	4	2	5	1
Number of comments promoting themselves	9	8	4	3	5	3	7	6	6	7	3	7	8	5	3
Spam	65	13	47	74	73	49	192	15	24	37	41	2	14	24	3
Total without spam	133	55	79	189	140	58	196	72	96	139	111	97	45	67	27
Total	198	68	126	263	213	107	388	87	120	176	152	99	59	91	30

Attachment 11.3: L'Oréal's Instagram Account – Comments categorized

	Post 46	Post 47	Post 48	Post 49	Post 50	Post 51	Post 52	Post 53	Post 54	Post 55	Post 56	Post 57	Post 58	Post 59
Number of comments complementing the brand	70	41	46	18	35	27	32	47	95	57	14	16	40	110
Number of comments asking about products, price or place to buy	11	15	4	6	9	9	12	8	24	12	2	3	23	34
Number of comments criticising	5	0	0	0	0	0	0	0	0	0	0	0	0	0
Number of comments stating a desire to buy the product	7	5	3	2	4	4	4	8	11	5	5	2	5	9
Number of comments giving feedback about products	3	2	2	0	0	0	1	0	1	2	2	1	1	2
Number of comments promoting themselves	6	3	3	3	4	4	2	5	13	4	4	1	2	4
Spam	44	48	8	19	15	43	9	17	41	101	0	8	40	92
Total without spam	102	66	58	29	52	44	51	68	144	80	27	23	71	159
Total	146	114	66	48	67	87	60	85	185	181	27	31	111	251
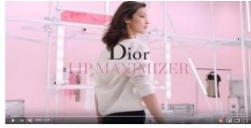
Attachment 11.4: L'Oréal's Instagram Account – Comments categorized

	Post 60	Post 61	Post 62	Post 63	Post 64	Post 65	Post 66	Post 67	Total
Number of comments complementing the brand	102	72	111	124	53	47	53	66	4714
Number of comments asking about products, price or place to buy	2	30	40	22	13	2	10	3	1186
Number of comments criticising	0	0	0	0	0	0	0	0	24
Number of comments stating a desire to buy the product	2	8	13	6	3	1	3	0	313
Number of comments giving feedback about products	0	1	2	2	0	1	2	0	79
Number of comments promoting themselves	5	4	5	5	3	6	6	6	326
Spam	30	45	73	177	38	17	21	24	2627
Total without spam	111	115	171	159	72	57	74	75	6642
Total	141	160	244	336	110	74	95	99	9269

Attachment 12: Dior's YouTube Channel

	Post 1	Post 2	Post 3	Post 4	Post 5
Number of likes	119	590	101	412	79
Number of dislikes	6	19	3	20	2
Number of views	9028	37507	7225	20051	7325
Number of comments	2	35	0	6	0
Number of responses to consumers	0	0	0	0	0
Hashtags used in every post	#diormakeup	#diorlipglow#diorlipmaxxizer	0	0	0
People Famous	1	1	0	0	0
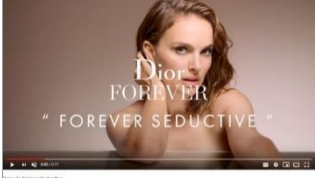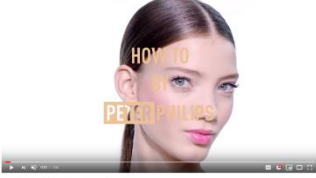
Attachment 12.1: Dior's YouTube Channel

	Post 6	Post 7	Post 8	Post 9
Number of likes	87	258	43	30
Number of dislikes	5	50	5	0
Number of views	4877	12168929	4409	2349
Number of comments	1	8	0	0
Number of responses to consumers	0	0	0	0
Hashtags used in every post	0	#diorforever	0	0
People Famous	0	1	1	1
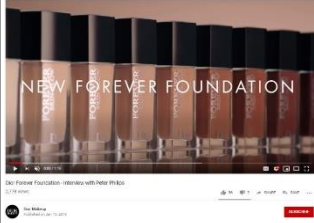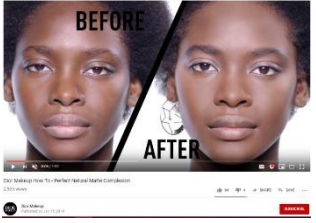
Attachment 12.2: Dior's YouTube Channel

	Post 10	Post 11	Post 12	Post 13	Post 14
Number of likes	35	47	43	140	101
Number of dislikes	3	6	3	2	3
Number of views	2989	4525	3826	6349	4343
Number of comments	0	0	0	1	3
Number of responses to consumers	0	0	0	0	0
Hashtags used in every post	0	0	0	0	0
People Famous	1	1	1	0	0
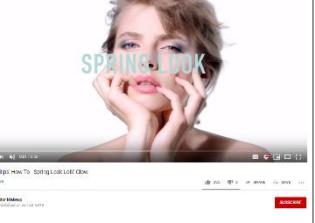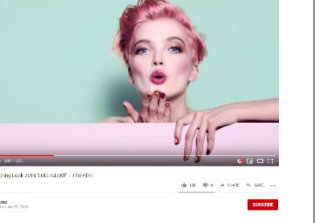
Attachment 12.3: Dior's YouTube Channel

	Post 15	Post 16	Post 17	Post 18	Post 19
Number of likes	56	64	101	158	76
Number of dislikes	2	4	1	1	4
Number of views	2778	2925	5825	4790	4174
Number of comments	1	1	0	4	0
Number of responses to consumers	0	0	0	0	0
Hashtags used in every post	0	0	0	#diorforever	#DiorCouture #DIORSHOW #DIORBACKSTAGE
People Famous	1	0	0	0	0

Attachment 12.4: Dior's YouTube Channel

	Post 20	Post 21	Post 22	Post 23	Total
Number of likes	61	170	225	120	3116
Number of dislikes	3	3	3	4	152
Number of views	2828	6484	8035	8125	12329696
Number of comments	1	2	3	3	71
Number of responses to consumers	0	0	0	0	0
Hashtags used in every post	#diorwinter#diorbackstage	0	0	0	
People Famous	0	0	0	0	9

Attachment 13: Dior's YouTube Channel – Comments categorized

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Post 7	Post 8	Post 9	Post 10	Post 11	Post 12	Post 13	Post 14	Post 15
Number of comments complementing the brand	0	6	0	3	0	1	2	0	0	0	0	0	1	2	1
Number of comments asking about products, price or place to buy	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0
Number of comments criticising	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
Number of comments stating a desire to buy the product	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Number of comments giving feedback about products	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Number of comments promoting themselves	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Spam	1	29	0	2	0	0	4	0	0	0	0	0	0	0	0
Total without spam	1	6	0	4	0	1	4	0	0	0	0	0	1	3	1
Total	2	35	0	6	0	1	8	0	0	0	0	0	1	3	1
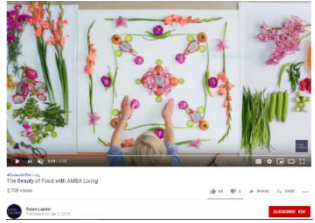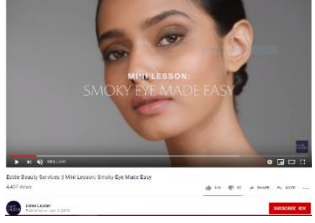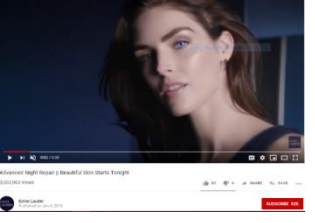
Attachment 13.1: Dior's YouTube Channel – Comments categorized

	Post 16	Post 17	Post 18	Post 19	Post 20	Post 21	Post 22	Post 23	Total
Number of comments complementing the brand	1	0	4	0	1	1	1	2	26
Number of comments asking about products, price or place to buy	0	0	0	0	0	0	1	0	3
Number of comments criticising	0	0	0	0	0	1	0	0	3
Number of comments stating a desire to buy the product	0	0	0	0	0	0	1	0	1
Number of comments giving feedback about products	0	0	0	0	0	0	0	0	1
Number of comments promoting themselves	0	0	0	0	0	0	0	0	0
Spam	0	0	0	0	0	0	0	1	37
Total without spam	0	0	0	0	0	2	3	2	28
Total	1	0	4	0	1	2	3	3	71
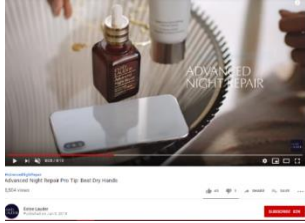
Attachment 14: Estée Lauder's YouTube Channel

	Post 1	Post 2	Post 3	Post 4
Number of likes	68	146	85	58
Number of dislikes	2	10	4	2
Number of views	2708	4407	3003963	4487
Number of comments	7	2	18	5
Number of responses to consumers	1	0	1	2
Hashtags used in every post	#EsteexAMBALiving			
People Famous	0	0	0	0
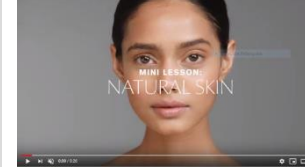
Attachment 14.1: Estée Lauder's YouTube Channel

	Post 5	Post 6	Post 7	Post 8
Number of likes	45	147	63	213
Number of dislikes	1	13	0	4
Number of views	3504	8929	4821	19739
Number of comments	1	12	2	23
Number of responses to consumers	0	1	0	2
Hashtags used in every post	#AdvancedNightRepair	#DoubleWear #foundation	#AdvancedNightRepair #serum	
People Famous	0	0	0	0

Attachment 14.2: Estée Lauder's YouTube Channel

	Post 9	Post 10	Post 11	Post 12	Total
Number of likes	234	275	55	89	1478
Number of dislikes	8	9	2	5	60
Number of views	11589	22014	5006	5219	3096386
Number of comments	21	19	1	11	122
Number of responses to consumers	0	3	0	3	13
Hashtags used in every post			#PerfectionistPro #MeetThePros	#AdvancedNightRepair #DoubleWear	
People Famous	0	0	0	0	0

Attachments 15: Estée Lauder's YouTube Channel – Comments categorized

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Post 7	Post 8	Post 9	Post 10	Post 11	Post 12	Total
Number of comments complementing the brand	3	2	6	1	0	2	2	7	18	7	1	3	52
Number of comments asking about products, price or place to buy	1	0	0	0	0	0	0	1	1	3	0	4	10
Number of comments criticising	0	0	1	0	0	3	0	0	0	1	0	0	5
Number of comments stating a desire to buy the product	1	0	0	0	0	0	0	0	0	1	0	0	2
Number of comments giving feedback about products	0	0	1	0	0	1	0	0	0	1	0	0	3
Number of comments promoting themselves	0	0	0	0	0	0	0	0	0	0	0	0	0
Spam	2	0	10	4	1	6	0	15	2	6	0	0	46
Total without spam	5	2	8	1	0	6	2	8	19	13	1	0	65
Total	7	2	18	5	1	12	2	23	21	19	1	11	122

Attachment 16: L'Oréal's YouTube Channel

	Post 1	Post 2	Post 3	Post 4	Total
Number of likes	0	0	0	0	0
Number of dislikes	0	0	0	0	0
Number of views	130551	3898	11125	8897	154471
Number of comments	12	1	25	14	52
Number of responses to consumers	0	0	0	0	0
Hashtags used in every post	0	0	0	0	
People Famous	0	1	1	1	3

Attachment 17: L'Oréal's YouTube Channel – Comments categorized

	Post 1	Post 2	Post 3	Post 4	Total
Number of comments complementing the brand	3	1	9	7	20
Number of comments asking about products, price or place to buy	4	0	2	1	7
Number of comments criticising	0	0	1	0	1
Number of comments stating a desire to buy the product	0	0	0	0	0
Number of comments giving feedback about products	0	0	0	0	0
Number of comments promoting themselves	0	0	0	0	0
Spam	5	0	13	6	24
Total without spam	7	1	12	8	28
Total	12	1	25	14	52
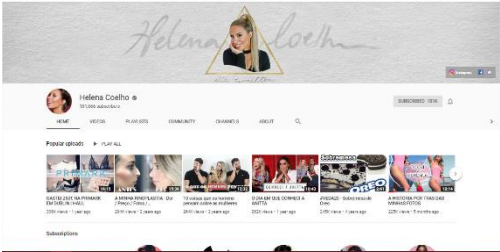
Attachment 18: Helena Coelho's Instagram Account

Number of followers	275000
Total number of posts	3101
Number of posts in 6 months	112
Number photos	112
Number of videos	0
Number videos IGTV	7

Attachment 19: Helena Coelho's YouTube Channel

Number of followers	181640
Nmber total of posts	291
Number total of views	17.794.520
Number of posts in 6 months	29
Quando aderiu	16/05/2012

Attachment 20: Helena Coelho's Instagram Account

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Post 7	Post 8	Total
Number of likes	19794	14752	23916	12581	28523	16175	15445	20413	151599
Number of comments	90	103	48	182	161	123	367	61	1135
Number of responses to consumers	13	13	1	4	12	8	16	4	71
Hashtags used in every post	0	#aHelenaEnsinoume	0	#falcon#adidasfalcon #goldfalcon#falconw	0	0	0	#ad #primark	
Video	0	0	0	0	0	0	0	0	0
Photo	1	1	1	1	1	1	1	1	8
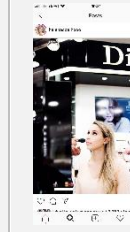
Attachment 21: Helena Coelho's Instagram Account – Comments categorized

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Post 7	Post 8	Total
Number of comments complementing the blogger	41	62	37	81	111	34	100	48	514
Number of comments asking about products, price or place to buy	15	12	2	7	5	12	23	1	77
Number of comments criticising	0	0	0	1	0	0	0	0	1
Number of comments stating a desire to buy the product	3	0	0	5	0	0	0	0	8
Number of comments giving feedback about products	4	5	0	3	0	0	0	0	12
Number of comments asking the blogger to create certain kinds of videos/ tutorials/ reviews	1	0	0	0	0	0	2	0	3
Spam	26	24	9	85	45	77	242	12	520
Total without spam	64	79	39	97	116	46	125	49	615
Total	90	103	48	182	161	123	367	61	1135

Attachment 22: Helena Coelho's Instagram Account

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Post 7	Post 8	Post 9	Total
Number of likes	514	860	1020	1016	989	1210	835	1517	3787	11748
Number of comments	7	33	63	22	32	22	27	20	9	235
Number of responses to consumers	0	10	25	1	9	2	3	3	1	54
Hashtags used in every post	0	0	0	0	0	0	0	0	#70yearsDior	0
Video	0	0	0	0	0	0	0	0	0	0
Photo	1	1	1	1	1	1	1	1	1	9

Attachment 23: Helena Coelho's Instagram Account – Comments categorized

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Post 7	Post 8	Post 9	Total
Number of comments complementing the blogger	0	11	15	3	3	10	1	2	7	52
Number of comments asking about products, price or place to buy	0	7	15	4	9	7	8	5	1	56
Number of comments criticising	0	0	0	0	1	0	0	0	0	1
Number of comments stating a desire to buy the product	0	0	0	2	0	2	0	4	0	8
Number of comments giving feedback about products	5	0	2	9	2	0	7	4	0	29
Number of comments asking the blogger to create certain kinds of videos/ tutorials/ reviews	1	0	2	1	3	0	0	0	0	7
Spam	1	23	34	3	14	3	11	5	1	95
Total without spam	6	18	29	19	18	19	16	20	8	153
Total	7	33	63	22	32	22	27	20	9	235

Attachment 24: Helena Coelho's YouTube Channel

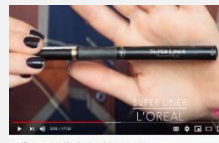|	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Total
Number of likes	3800	6100	4200	3900	4200	5 000	27200
Number of dislikes	47	81	27	24	52	46	277
Number of views	59352	97368	73067	46000	51838	86178	413803
Number of comments	78	226	134	137	115	132	822
Number of responses to consumers	7	20	30	32	2	14	105
Hashtags used in every post	0	0	0	0	0	0	0

Attachment 25: Helena Coelho's YouTube Channel - Comments categorized

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Total
Number of comments complementing the blogger	44	178	64	66	91	71	514
Number of comments asking about products, price or place to buy	10	11	24	22	4	26	97
Number of comments criticising	1	0	0	0	0	0	1
Number of comments stating a desire to buy the product	0	0	0	0	0	0	0
Number of comments giving feedback about products	1	0	0	0	0	0	1
Number of comments asking the blogger to create certain kinds of videos/ tutorials/ reviews	0	0	1	2	0	1	4
Spam	22	37	45	47	20	34	205
Total without spam	56	189	89	90	95	98	617
Total	78	226	134	137	115	132	822

Attachment 26: Helena Coelho's YouTube Channel

	Post 1	Post 2	Post 3	Post 4	Post 5	Total
Number of likes	554	742	3900	2000	5200	12396
Number of dislikes	13	13	62	29	47	164
Number of views	30661	26547	85283	33434	63863	239788
Number of comments	17	20	196	64	106	403
Number of responses to consumers	0	4	24	13	23	64
Hashtags used in every post	#VEDA21	#VEDA27	0	0	0	0

Attachment 27: Helena Coelho's YouTube Channel - Comments categorized

	Post 1	Post2	Post 3	Post 4	Post 5	Total
Number of comments complementing the blogger	14	8	125	28	48	223
Number of comments asking about products, price or place to buy	1	1	17	9	13	41
Number of comments criticising	0	1	0	0	1	2
Number of comments stating a desire to buy the product	1	2	1	9	5	18
Number of comments giving feedback about products	1	3	3	1	1	9
Number of comments asking the blogger to create certain kinds of videos/ tutorials/ reviews	0	0	2	1	3	6
Spam	0	5	48	16	35	104
Total without spam	17	15	148	48	71	299
Total	17	20	196	64	106	403