

INSTAGRAM ANALYSIS OF LUXURY COSMETICS BRAND

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Abstract. Luxury brands are facing challenging situations as major changes caused by social media started to change the trend and market situations. As the characteristic of luxury brand and social media are different, there are many hesitations happened. Nevertheless, the opportunities for the development from social media toward luxury brand industry can not be ignored. One of social media platform, Instagram, enables luxury brands to interact and have two-way communication with the wider market without any time or distance barrier and it is the best platform with the highest engagement level nowadays. Consequently, many luxury fashion company started to expand their business by shifting to luxury cosmetic industry and having their own Instagram account for it. However, there is still no sufficient literatures that specifically discussed regarding the implementation of luxury brand values by using Instagram effective and efficiently as marketing efforts channel for building engagement between consumer and brands. Thus, researcher exploit luxury cosmetic brand's Instagram values (functional, hedonic, symbolic, financial, and relational) adopted from the related journals. Then, researcher used both qualitative and quantitative methods. Qualitative data could be got by using direct content analysis towards Instagram's practice of five luxury cosmetics brand (YSL Beauty, Chanel Beauty, Dior Make Up, Gucci Beauty, and Tomford Beauty) by evaluating their performance and gain insights for suggesting recommendation content for luxury cosmetics brand which can level up customer engagement. The result indicates interactions (likes and comments) showed up more in photo rather video post, but video viewers has the highest number among other interactions. All brand have been verified and connected to website for further information regarding the price tag, product explanation, etc. Then, many features like IGTV, IG shopping, or Instagram Story to support accessibility and updated content to purchase the product has mostly implemented by the brand. Majority photo and video post on weekdays are high in symbolic value mainly focused on authenticity and emphasis on product exclusivity and uniqueness, followed by functional and financial value, also hedonic value which are collaboration content with third parties like models, celebrities, etc and provide exclusive online product offerings and information which impact to high number of likes, views and comments as engagement to the brand. But supported by quantitative data collection using Cross-Tabulation analysis from SPSS, there is no tendency more post, earlier launch date, number of following and time frame to post result in more followers. Also number of followers did not indicate the brand will get more interactions, but active posting content about luxury values significantly affects customer engagement. Thus, the findings expected to enhance the luxury brand's understandings regarding relation of digital social media platform (Instagram) for increasing customer engagement and maximizing the usage of it.

Keywords: social media; Instagram; luxury cosmetics brand; customer engagement; content analysis

INTRODUCTION

Luxury is dream and desirable as mostly luxury items not just sell goods but lifestyle that can express customer's personality (Berthon *et al.*, 2009) and represent social status such as identity, wealth, success or satisfaction toward exceptional quality and exclusive design of the luxury product. So, images of luxury brands must be maintained using the trend of digitalization refers to the used of social media platforms that impact to the fulfilment of customer needs, engage with the customers and as marketing efforts to build up brand's performances. As trend can be made by brand itself, nowadays market trend only have short lifespan. So, in this digitalization era, shifting to expand business in different sector indeed challenging specially for the luxury market.

Looking to that current condition, luxury brand market has compromising value which had increased in the past 10

years (Fionda & Moore, 2009). To anticipate the emerging trend, two-way communication platforms in delivering luxury values to customer is important. According to Ahmad, Salman, and Ashiq (2015), social media as online platforms is beneficial for sharing information between people in the world without distance and time barrier. Lately, most of luxury brands are pouring million dollars into their marketing communication plans to make attractive and different visual appealing content which can differentiate one brand than other. It is vital to understanding a cosmetic brand's relationship with social media. The best social media platform for marketing with highest engagement level among other social media platform is Instagram. Since it was debuted in October 2010 with around 500 million active users and it has many features available, many luxury brand are trying to have their own Instagram accounts for providing accessibility to beauty lovers and cosmetic enthusiast to look up trends, trendy looks, and customers could feel experiencing product into experiencing model and eventually Instagram could be a mediator between luxury brand in delivering and communicating their values with the results of increase engagement between customers and the brand itself. But, there are several dilemmas and hesitations (Ng, 2014) as there are some contradictions between characteristics of luxury brands and social media in terms of communication and distribution aspects (Larraufie & Kourdoughli ,2014) especially for Indonesian market which tend to have growing of middle to upper economic class, modern young people, and brand- savvy professional. For Indonesian market, many analytics predict Indonesia fit to become the top five Asian markets for cosmetics industry in the next 10 to 14 years with indications many luxury brands are being supplied into malls in Indonesia. As accessibility to purchase offline and online are being accommodated, it is a highly competitive situation and new wave for global luxury cosmetics to achieve new potential market and expand the business wider.

Based on Smith & Colgete (2007) and Tynan, McKechnie & Chhuon (2010) there are some luxury values need to be delivered in practices using social media which are functional, hedonic, symbolic, financial, and relational value. The used of content analysis method as part of qualitative approach will be used to analyze the performance of luxury cosmetic brand's Instagram in delivering luxury values to its customer (in this context, potential customers are brand's Instagram followers), find out which value has dominated the Instagram users market, then the researcher will give some recommendation of the suitable Instagram content and what value need to be improved of those five luxury cosmetics brand (Gucci beauty, Chanel beauty, YSL Beauty, Tomford Beauty, and Dior Make Up) that could level up engagement between customers and the brands. Also quantitative approach is being implemented using Cross Tabulation analysis to find out the detailed elements in luxury cosmetic's Instagram account that majority influence increase in engagement by giving comments, likes or views to the content significantly.

LITERATURE REVIEW

The definition of luxury can be varied depend on the consumer's judgement, it is identically has image of being globally widespread with its exclusive design and superior quality with high price suitable for middle to upper economic class and well-distirbuted in develop countries (controlled area). As luxury brands could represent social status which link to wealth, power, and prestige, the brands tend to maximation their value such as symbolic and hedonic value through customer experiences and emotional appeals. For luxury brands, exclusivity indicates the rarity, limited edition, and only selective people could purchase the product as it has premium price; as for excellent quality and aesthetic design refers to high durability material made by specialized technician (Chevalier & Mazzalovo, 2008) and with innovative ideas as luxury values is part of customers benefits of what they have been paid. Based on Smith & Colgate (2017); Tynan, McKechnie & Chhuon (2010), characteristics of luxury brands and its practices on social media can be concluded in list below.

Characteristics of luxury brands and its practices on social media

- (1) *Functional values:*
- Brand information and knowledge
 - Product improvement based on consumer feedbacks
- (2) *Hedonic values:*
- Interaction with selective group of people like high-status people, celebrities, models, etc

- Customer involvement in design and mix-and-match products
- Unique buying experience
- Entertainment
- (3) *Symbolic value:* - Emphasis on product exclusivity and uniqueness
- Authenticity (products & information)
- (4) *Financial values:* - Exclusive online product offerings
- Exclusive online sales promotion
- (5) *Relational values:* - Information sharing within community
- Community member's interaction
 - Special events for the community members

By trends and dawn of the civilization, cosmetics as majority of the users are women, used for beautifying purposes. As number of influencers and channeling trends could drive creation to beauty products, many luxury cosmetics brand are trying to coverage every demographic to expand market and increase customer preferences toward the brand.

Many variations of social media is keep growing by utilization of high speed internet and large number of internet users. Social media employ mobile and web-based technologies, so users is not just receiving information only, but actively engaged with the brand communication activities to share, discuss and communication between brand and consumers. Also, social media help several companies to increase company's visibilities on internet and establish social networks and information exchanging directly with consumers. One considerable and suitable social media platform for luxury cosmetics brand is Instagram.

Instagram as *the 'King of Engagement'*, is one of the most popular social media platform and it predicted become "the future of social media". This statement might true since Instagram has more than 800 M monthly users, around 500 M daily active accounts, and 300 M Instagrammers are now using the new features in Instagram which improved the performance for the users who used it such as the availability of new features such as filters, Instagram stories, IGTV, Instagram shopping, etc. Instagram is making a great place to build relationship with all kinds of engaged communities from fashionista to high-end consumers. With around 56% users of Instagram tend to see brand's news collection from this platform, Instagram helps people specially for people that follow the brand to access information and make interactions by giving likes, comments, or views video post content that could increase engagement level without distance and time barrier. Nevertheless, research about Instagram in relation with customer engagement still on its early stage (Sheldon and Bryant, 2016).

After consumers gained something from the brand and get their need satisfied, they will engage with the brand. Customer engagement is important for further understandings regarding luxury brand's social media effectiveness (Kontu & Vecchi, 2014), as customer who have engaged with the brand more likely to give good feedback about their experience in using the products which generate good word-of-mouth spread to tight the relations and become loyal customers. Based on the previous study, Different level of engagement caused by different type of post which could represent the vividness or dept of messages regarding product specifications, time frame (when and how many times the brand posted in a week), and theme post (many brands tend to make their feeds with specific tone colors, background, elements, etc) to make it different with others. Then supported by De Vries et al., (2012), based on the entertaining or informational post , brand post popularity can be measured through number of likes and comments (engagement) after consumers has related with the brand.

METHODOLOGY

In this study, researcher will analyze effect of Instagram content toward the engagment between luxury cosmetics brand and its followers as potential customers. The process starts from problem identification, literature review,

research approach, data collection method, data analysis, findings / results, analysis and discussion, conclusion and recommendation. For the research approach, it will use both quantitative and qualitative research to dig deeper into the problems by conducting content analysis to gain broad understandings about each of five brand's performances for delivering luxury values by using Instagram by absorbing the data from Socialbakers software and subjective analysis on Instagram visual profile. Social baker's has several metrics components which divided into three parts: followers, content, and engagement overviews. Each of the overviews has different elements provided by the software:

(1) Followers overview: Total Followers, absolute and relative change in followers, max change of follower, and avg. followers change per day **(2) Content overview:** total posts, average posts per day, and moving 7 & 30- day average of interactions per 1000 followers. **(3) Engagement overview: Activity overview:** Max and min interactions per 1000 followers, **Interactions overview:** total interaction, max. & min. interactions, and average interactions per day, and **Distribution of interactions:** Likes and comments

In content analysis data collection, researcher will analyze (1) brand's Instagram profile which divided into brand current condition and Social bakers metrics. Brand current conditions are listed of five brand's such account verification, number of followers and following, total posts, Instagram features usage such as IGTV, Instagram shopping, put link in bio which connected to website, and stated first account's launch date. Then, all luxury brands values (functional, hedonic, symbolic, financial, and relational) and each post metrics with relation to customer engagement (post type, time frame, theme post, tags and mentions status, average comments, likes, and views, etc) will be analyzed through each post during one month period (June-July) as in that period, all the brands tend to use Instagram features and it is more updated data since recent updated features has been launched. Also, all research subject have similar target market and same background as brand produced by luxury fashion company. The popular and global brand name is expected to be sufficient sample to represent luxury cosmetic brand's Instagram practice in this research.

Then, in quantitative data collection, researcher will use SPSS (Statistical Package for the Social Sciences Software) by conducting cross-tabulation method. This analysis provide wealth of information to understand between luxury values elements (brand, post type, luxury values, and number of posts contains of luxury values which is significantly affects customer engagement (total views, likes, and comments), and which is not. Then, researcher will conduct further exploration using calculation and assessment by linking brand's current profile and socialbakers metrics relation between social media and luxury values linkage with engagement to gain insights regarding the brand's current performance, and last but not least to evaluate which value that have not been delivered well to the customer and suggest recommended type or kind of posts that will high engagement level with customer.

FINDINGS AND ARGUMENT

Based on brand's Instagram profile, (1) all brands has been verified on Instagram as there is (V = blue check) near the brand name, means the brands are authentic presence of global brands; (2) most of the brands have put link in bio which connected with Instagram story, IGTV and IG Shopping features for purchasing accessibility and increase brand information by providing brand catalogue and price tag there. It indicates, all brands have already used the new Instagram features trend to support their performances, not just for seller but increase information adoption and accessibility for customer. Many brands tend to have better enhancement of followers than last month, but still there is inconsistent for brand to post content which might low engagement happened (number of people that gives likes and comments) in whole month, significantly productive only happened during 1 week period. Looking into the brand condition, there is no tendency more posts, earlier launch date, number of following, and time frame to posts could increase number of followers the brand will get.

The brand has used the recent Instagram features but not used it effectively as interactions between the brands and its followers still in low level, even it is dominated by giving likes rather than comments , but still improvement

needed. As high of followers does not compromise brand has many interactions, all depends variatives content the brand could provide in their post whether in the form of video or photo post or sometimes Instagram stories. Constantly provide content in different time frame (preferably weekday) could seek more followers and interactions, all depends on the stabilization to giving content that keep up the trend and still maintain the values of brand itself. And for more deeper content analysis, based on the detailed calculation of luxury values, researcher will analyze several variables relate with customer engagement :five brand's name, post type (photo or video post), total luxury value which generated from number of posts each day, and type of value related with engagement that customer could give based on total likes and comments, also total views (for video content only) toward the brands.

Table 1 Cross Tabulation analysis result

Variable	d.f	Asymptotic Significance (2-sided)	Assumptions
Brand → Total likes	168	0.250	Rejected
Brand → Total views	72	0.177	Rejected
Brand → Total comments	164	0.264	Rejected
Post type → Total likes	42	0.290	Rejected
Post type → Total views	18	0.461	Rejected
Post type → total comments	41	0.324	Rejected
Luxury values → total likes	168	0.368	Rejected
Luxury values → total views	72	0.413	Rejected
Luxury values → total comments	164	0.289	Rejected
Total luxury values → total likes	924	0.000	Accepted
Total luxury values → total views	198	0.001	Accepted
Total luxury values → total comments	902	0.000	Accepted

Based on crosstabulation test results shown in table 1, mainly focused on the significance part, we found that total luxury values which generated data from number of posts each brand conducted per day affects the customer engagement which represented by total likes, views and comments per post. Total luxury values affects several interactions (1) total likes ($\chi^2(df) = 924, p = 0.000 < 0.05$), (2) total views in video post content ($\chi^2(df) = 198, p = 0.001 < 0.05$), and (3) total comments ($\chi^2(df) = 902, p = 0.000 < 0.05$) for both photo and video posts, but other variables in used by Instagram of luxury cosmetic brands does not affect the engagement from brand's followers. Liking, viewing, and commenting are significant to be actions which customer did after they have seen the contents from brand's Instagram which provide many combinations values in one post. In this industry, the dominant practices value are symbolic in all forms of Instagram content provided by the brand.

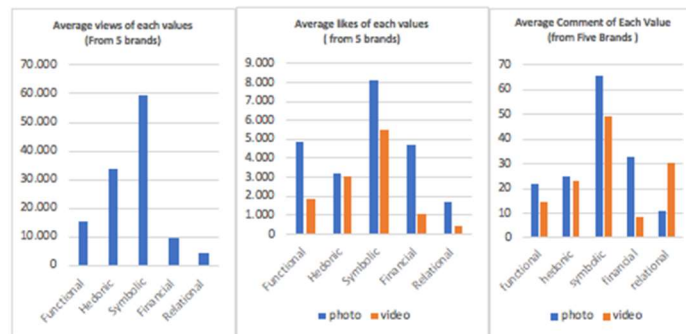


Figure 1 Average interactions of each values results

Based on interactions from each values practices in form of likes, views, and comments from five brands, it is dominated by symbolic values which are emphasis on product exclusivity and uniqueness also authenticity of products and information given by the brands to its consumer. Mostly, in terms of like and commenting photo post might dominated the engagement, but in terms of number interactions, views from video post is the most engaging ones. It is applied not just in post but happened in Instagram stories too. Videos are mostly related with make up

implementation tutorial, backstage make up, photoshoot with model, etc. It means symbolic value remains as the most engaging value as it is the leading photo and video content in attracting customer interactions followed by functional (brand knowledge and information) or financial value (exclusive online product offerings), and hedonic value (collaboration with third parties). To sum up, luxury cosmetic brands tend to provide Instagram content which not focused on the product close-up look only, but different visualization and brief detail explanation that relate with products is more attractive in the customers's mind.

CONCLUSIONS

In identifying the relationship between elements in luxury brand values on customer engagement, cross-tabulation analysis using SPSS shows that number of posts significantly influence number of interactions (like, comments, and views) the brand got from its followers as potential consumers. It shows that it is important for luxury cosmetics brand to put more efforts in providing content with innovative and creativity, when to post is not important, as video somehow is more engaging than a photo and likes and comments interactions are dominated by the photo content, it means that video and photo posts must be combined in content post. The more active the brand to post the content, it might not affect the number of followers could rise up high easily, but it could represent the account is active to update the brand trend and product collection. If they update to post it, it could increase exposure of positive information and interests to get more closer with the brand from the followers which lead to engagement in giving likes and comments or views the post as part of customer responds toward the brand Instagram post.

The luxury brand's social media attributes are expressed through several practices and values. According to direct content analysis result from the Instagram profile and Socialbakers results, below are the practices that have been frequently delivered:

Functional value: brand knowledge and information

Hedonic value: interactions with high-status people, entertainment.

Symbolic: emphasis on product exclusivity and uniqueness, authentic (products and information), and other symbolic

Financial: exclusive online product offerings

Relational: information sharing within community

Symbolic value specifically in emphasis on product uniqueness, exclusivity, and authenticity appears to be the most effective value in engaging proven by its highest frequency in terms number of posts, then average like and comments also views for video post only. However, researcher found that there are some practices still rarely or not implemented at all by five brands which are:

Functional value: product improvement based on customer feedbacks

Hedonic value: customer involvement in design and mix-and-match products, unique buying experience

Financial: exclusive online sales promotion

Relational: community member's interaction and special events for the community members

Luxury cosmetics brand is usually developed from the the exclusivity and unique design of the brand and made for specific occasion by partnership with high status figures to show the premium side the luxury cosmetics brand has. Also, along with brand has using Instagram shopping, IGTV and link to website channel to increase easy accessibility for users to see the product's price and make a purchase, and they have done several information sharing like most popular collection that won a reward, etc, it showed brand used technology trend wisely. But, luxury cosmetics brand do not really involve their customers either in designing and giving feedback for products improvement. Also, Instagram is not used by the brand for making unique buying experience as all brands provides the utilization of Instagram features similarly, only different in content and they are not used it for making any special promotion (discount or promo), so the financial value is not implemented too well, except the used of IG Shopping, and on the other hand, luxury cosmetics brand also rarely to show specific interaction with community face to face by making an event or interaction between members (lack of two-way communications).

After evaluating the five brand's Instagram performance, researcher comes up with some practical guide for luxury cosmetics brand to communicate their value through Instagram more effective and efficiently by highlighting exclusivity, uniqueness, and authenticity along with brand's interactions with high status people like, brand information and knowledgeable as famous brands trusted as the most influencing practices to the brand's engagement in terms of instastory, or photo and video posts. Thus, symbolic followed by functional, financial and hedonic value should be maintained as the brand's main content. The researcher also recommend luxury cosmetics brand to start putting more concern in relational value as it has not been implemented well through all the five brands. They can start by doing repost or regram thing to increase relationship and increase number of posts with followers contribution or once in a time made a gathering and special promotions for appreciating the followers for their trust to the brand.

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