The Power of Instagram Brand Communities: An Overview About Cosmetic Brands On Instagram[1]

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Abstract

Companies on Instagram have been focusing on brand communities in the last years knowing that it's a smart way to emerge the technology and the brand with creating a value for both, customers and the companies. Since Instagram brand communities cheers on the member to have commitment and become faithful to the brand. This result is launching on creating a strong online brand community. For companies, establishing brand communities online strengthen the relation between the customer and the company, these communities are used to reach information searched for by members about a cosmetic brand, and also exchange experiences and opinions. Influencers play an important role in the purchase intention of cosmetic brands. Since companies encourage infuencers by sharing a post of them using the product on their feed, this increases the purchase intentions traffic of cosmetic brands. This research focuses on the role of the central members of the brand communities in the emergence and structuring of these communities and the links they have with their environment. This research aims to understand the factors including engagement, loyalty, and attachment for the consumers by reviewing the related literature and some example cases.

Keywords: *Brand Community, Purchase Intentions, Cosmetic Brands*

INTRODUCTION

Today, the main tool that allows the community to dialogue is social media. It is therefore important not to neglect the importance of the technological component. It must also be considered that the universe of the social media represents a state of mind that has an undeniable impact on how to interact with each other and the brand with its community. Instagram, founded in 2010 (Instagram.com, 2019), is a relatively new modern platform of communication and has been seen to have a huge impact on companies product branding. Companies can reach millions of users instantly (Fournier & Avery, 2011), and share that no cost sophisticated creations to increase their influence on social media. Illustration via Instagram allow companies to have a visual platform to promote a product or a brand, and it is an important and a useful tool to comunicate a brand (Yan, 2011). The number of users of social media is ever increasing (Yan, 2011) and the potential customers is exposed to various approaches of brand communication as the world gets more and more connected through social media.

Brand communities on Instagram is taking off, it has becomes a new trend for people to join cosmetic communities and this phenomenon is fascinating, no matter what is the nature of the product it seems necessary to try it or at least to see it in store, the consumer trends indicate the opposite. Back on this trend, for the beauty industry, one of the biggest advantages of Instagram is video. Often, cosmetics brands create small video advertisements that show step by step to users how to use a product and get the desired effect. Video has the ability to direct consumers on how to choose and use products. Posted on Instagram, these videos are like tutorials, both fast and hypnotic. It doesn't only educate customers but also increase their level of satisfaction towards the products.

LITERATURE REVIEW

What is a "brand"? A term, design, a symbol, name or a feature that differentiates one vendor services or goods from another, this is how the American Marketing Association defines it. It would appear to be a relatively simplistic definition of a brand as seen from the seller's point of view that adresses the core motivation for branding which is to provide added value for a customer by distinguishing your product from that of a competitor's. The defenition also ensures legal protection of a brand. A brand name that states the individual features of your product. A brand is

not only a name, it is greater than a feature that it means to differentiate the product and give it a value (Keller, 2012). Brand creates a conscience, reputation, significance, particulary for marketers…, this explaination catches better consumers feedbacks in a market place (Keller, 2012).

A brand present a vital role in customers' phychological and social need, it enables customers to communicate and tell what they feel and what they need (Laroche et al. 2013). Everyone has a need and customers express in having a self-idendity. Being a member of this brand community helps customers to face their needs. For them to build this self-identity, customers search for a way to communicate with others, and how they want to be identified and who they want to be (Laroche et al. 2012).

The notion of community as quoted by Muniz and O'Guinn (2001), is a connection of social relations requiring emotional binds. Using marketing as a communication tool, brand communities on the network are more involved into customers' daily lives, eitheir private or professional. The commitment is the first motive that make brand communities play a major role among the members of the community, this commitment improve through the share of information, and the influence displayed by members of the community of behaviors and attitudes (Williams and Cothrell et al., 2000).

THE SPECIFIC CHARACTERISTICS OF THE COMMUNITY
A brand community is a voluntary place, where members feel free to share ideas, experiences, and related to the consuming of the brands' services or products, it is called brand community. A community, part of a social network with special carecteristics, is applicable to explain the community components. Several researchers have proposed factors explaining the notion of community. Durkheim proposes a solution which distinguishes six elements classified in a first subset "with structural nature" and a second subset "with cultural essence" (Brint, 2001).

Some of these groups include consumers on the basis of a common brand attachment: these are "brand communities" (Muniz, 1997; Muniz and O'Guinn, 2001). These brand communities found an interesting collective spaces to study links that consumers have with brand and more particularly the complex dynamics of consumer loyalty. They initiate an interesting

aim of research, in particular because they make complex processes more visible, often imperceptible, and provide a field of investigation to understand the links between the individual and the social in consumption. The brand community is, for its part, more of a recent concept to understand the consumption of individuals. (Amine and Sitz, 2004), they define it as "a non-geographically defined group of consumers who share certain values, norms, representations and recognize each other with strong links of belonging, of each one with each one and with all the members on the basis of a common attachment to a particular brand". This definition brings a concrete reality to the brand community, determined and sustainable group.

KEY ELEMENTS OF ONLINE BRAND COMMUNITIES

Brand Commmunity Attachment

In an interpersonal approach, attachment brings a sense of security. In a marketing vision, it is a long-term emotional predisposition of the consumer towards the brand. It is then presented in two dimensions, temporal (connection with past or recent events in the consumer's life) and identity (symbolic dimension of objects, carriers of emotions). It is an independent concept of a particular buying context, a sign of a psychological proximity to the brand, requiring congruence between the consumer's self-concept and the brand's personality (Onkvisit & Shaw, 1987).

Brand community Trust

Trust is conceptualized as "a belief, in keeping with the tenets of social psychology research, or as willingness or behavioral intention" (Hess, 1995). In marketing literature, brand trust is delineated as the "willingness of the average consumer to rely on the capacity of the brand to act its stated function" (Chaudhuri & Holbrook, 2001). Trust has an important role in the brand community context, it is to decrease the information asymmetry and confusion and make the client happy and satisfied with the brand (Chiu et al, 2010) and it reduces the decision-making time for the customers (Crosby and Taylor, 1983). Hess (1995) linked trust and commitment with each other, calling them 'key determinants' in the exchange network between a company and its various partners, as in a relation trust has an affirmative influence on its steadiness and rise the people' readiness to join and attach to the brand. In addition, it generates a globally positive attitude (Morgan & Hunt, 1994).

INSTAGRAM AS AN IMPORTANT TOOL FOR BRAND COMMUNITIES

Instagram is currently the most popular social media application among young people around the world. Instagram is a non payment application, based on virtual content that can be important to customers, it concentrates mainly on people taking selfies or photographs of a thing they like (products, favourite brand and etc) and sharing it in their feed, the pictues can adjusted into desired size and edited with convenable filters to create a different effect. Picture scan be posted in your feed, once someone scrolls through Instagram, your photograph can appear in their feed, in a reverse chronological procedure with the newest uploaded photo can be shown on the top of the feed. The person who shares the photo can tag others and add location or write a description, also you can add hashtags and metion about prices in the photo, if you have a business account (marked with a hashtag sign # and @). Instagram also show how brands communicate and reinforce the relation with their clients by re-gramming users pictures, debating with them in a direct way in their feedbacks, by also mentioning their names to encourage customers to buy the product as it breaks that wall of disconnection and build a trust between the brand and the customer.

Role of Instagram for Brands

Social media is considered one the most important components of Marketing communication, due to the greater number of users, as Yan (2011) defends, social media is an efficient engine for marketers to advertise their brands. The word Instagram has a meaning as any other word, it means instant telegram (Instagram.com, 2019). It is an useful application for companies to promote their brands, it allows them to share short footages on how to use the product, what is it for, and also to share awarness between users (Instagram.com, 2019). Miles (2014) claim that it's good to have an influential and creditable profile, he adds while connecting in this application for branding aims, because there is a huge pressure on the mobile devices. Creating a profile on Instagram is not sufficiant, but it craves for a productivitty maintenance, and that's all to gain followers, especially at the start (Miles, 2014). It is easy for a brand to be famous and successful on Instagram, by being socially productive and sharing customers' photos who are using the brand, liking, commenting, answering questions in reach of your niche (Miles, 2014). Declared by (Avery & Fournier, 2011) and (Yan, 2011) when creating a community it

should also create a feeling of « we » in order to engage others and also to be able to associate with customers, which is considered as a strong egagement with the brand.

The borders between the customer and the brand will be blurred out and that can unlock the door for brand to build a strong and powerful relation with their clients due to the feeling of « we » in the community, and it can bring members closer to each others. (Miles, 2014) approves that Instagram can form a strong membership in the community, which support the brand's messages. Before moving forward we need to target an audience, it is benificial to know what's your niche, thus customers can help with giving their opinions which photo to share or what do they want to see next. (Miles, 2014)

Instagram, nowadays, is all about how you take photos, how you edit, because it attracts the attention of prospect, so it is relevant to share photos of good quality (Miles, 2014), it could be debated that Instagram as a platform is small to use it as tool to advertise your brand, despite that you need to have an attractive feed, and be creative, which this latter is approved by Krake (2005). Miles (2014) also approves that if the quality of the photos in your feed is high, that can bring huge success and attractiveness to the company. The supplementary that can add more success to the brand is the hashtags, which also help to put your brand in trending (Miles, 2014). Miles (2014) declares that while using Instagram to communicate your brand, you should regard further lineaments, the apparent and visual factors. These factors can presice a slogan or a name that can point to oneness Miles (2014). If this elements merge the customers' prospective experience with the brand, and are tested accurately, Instagram is a huge opportunity to manage and keep the brand (Miles, 2014). When the brand creates an attractive content, it affects the customers emotinally which make them share that photo or the messsage in turn (Avery & Fournier, 2011).

Most of the brands on Instagram has the shopping bag icon on their photos, which means you can purchase directly just by tapping on the bag icon, which makes the account gain traffic (followers, visitors) to the website and probably they'll end up buying the product (Miles, 2014). Furthermore, generating traffic to Instagram can be a challenge for the brand, but if it happens that can increase awareness of the brand and give it more value.

As discussed above, Instagram allows marketers to show a more private side of the brand, and show behind the scenes photos directly the do not display the brand's product, but nonetheless say something about the brand, it gives value, and sense of humor (Walter & Gioglio, 2014). Instagram allow the users to share a story about their brand which makes it more personalized for the customers, and it makes it more accessible, approachable and personable (Walter & Gioglio, 2014), and it makes the communication between the brand and the consumer easier (Kohli et al., 2015; Peters et al., 2013; Walter & Gioglio, 2014).

Creating videos on Instagram today is popular, because it gives it more value than the photos do, it leads the customers to be more attached to the brand (Walter & Gioglio, 2014). A video lasts 15 secondes and play directly when scrolled. The sounds and the movements in a video can tells the story of the brand differently, it adds that special factor to the communication (Walter & Gioglio, 2014). Despite the fact that video is offering the brand an exceptionnel method via which brand can achieve customers and communicate with them the new features of the brand, this study is based on debating visual communication theory as it relates to photos. Yet the purpose of this study is to discover what type of visual brand content consumers like to commit with on Instagram, video content will not be left out from this research and may greatly emerge as an essential element of the results.

Instagram as an E-commerce Platform

After advertising, there is e-commerce in its pursuit of monetization, Instagram has recently launched a "buy" button that allows its users to order products unearthed on the platform for sharing photos and videos. "We've developed this solution to continue to inspire, but also to improve the buying intent and send traffic to the websites of brands that are present on Instagram," says Julie Pellet, brand development lead at Instagram for the Southern Europe. "This format, tested in the United States with twenty actors, is a completely free product."

For the social network, it is a matter of expanding the tools developed for professionals. And for good reason, social networks are engaged in a commercial and technological battle to attract advertising advertisers. In this tussle, Instagram wants to convince them to spend their marketing budgets at home, rather than at the competition like Snapchat.

Attitude Towards the cosmetic product and Intention to Purchase
The relationship between attitude and intention to purchase has been established and validated by many researchs on online consumer behavior. Zheng et al., 2015 have found that the attitude could to have an impact significant on the intention to purchase online. In addition, several researchers suggest that the electronic WOM has a great influence on consumers' buying intention in the extent that the information gathered from WOM electronics has an impact on the attitude towards the product and ultimately affect positively the purchase intent of the user who has been exposed to this WOM.

Cosmetics were an inherent part of Egyptian hygiene and health. Creams and oil were used for protection from the hot egyptian sun and dry winds. Different kinds of oil (chamomile, aloe vera, rose, olive oil, cedar, lavender, lily, peppermint…) were provided the besic ingredients for most perfumes and Egyptians used them for religious ritual matters. Women used to apply to their lips, cheeks and nails, a clay which was mixed with water called « red ochre ». women used to store their make-up in special jars that were kept in special make-up boxes, and they used to take the boxes with them to parties and keep them under their chairs. Egyptians used a cleansing cream instead of soap, it was made of animal or vegetable oil mixed with powdered lime and perfume. Perfumed oil were used to protect the skin from the hot weather of egypt and the harsh climate. Everyone regardless of age and gender, wore make-up. From early on the marketing of the make-up cosmetics industry has been driven by visual content. The first colored make-up advertisements in the 1920s. Color advertisements made it substantially easier for make-up brands to sell color cosmetics. The advertisements included women wearing particular looks, short make-up tutorials, and celebrities promoting make-up. TV advertisements started to appear later on as well. This marketing approach still applies today, however it has transferred over to the social media platforms, such as Facebook, Instagram and YouTube. This evolution started around 2000 and has developed fast since then (Edosomwan, et al., 2011). The main difference between traditional marketing approaches and the social media marketing approach is that social media allows two way communications, meaning that brand and customers can interact. Instagram, with its focus on images and videos quickly became a popular and appropriate social media platform for the make-up cosmetics industry.

The strategy, and the pattern that beauty brands follow on Instagram has gone out of control in the positive way, but the most successful ones are the models that post the close up shots of their facec using their favorite cosmetic brand, or a glossy brand shot.

Below, there are eight different brand cases that were reviewed as representative examples on how they work and manage their profile like a business manager (Criteo.com, 2019). Everyone can be their own boss by following these Instagram marketing beauty hacks:

MAC Cosmetic: Connect with the Professional Community
MAC has a bold writing, with white letters, and their Instagram is quite intersting but in addition to the glittery eyes and hyper-pigmented lips, it also celebrates the makeup artist community by regramming MAC artists and promoting hashtags like #MACArtistChallenge and #MyArtistCommunity. MAC Pro Membership enables the make up professional to look to MAC for more than simply satisfying product needs. The program provides exclusive offerings including the highest level of artistry services, unique educational experiences and the most comprehensive selection of professional makeup. Part of the Estée Lauder Companies since 1994, MAC is sold today in over 120 countries around the world. It remains committed to developing new categories, products and over 50 collections each year, all of which continue to serve the demand of consumers and professional makeup artists alike. MAC is a proud community of professional makeup artists working together to bring our vision to life.

Anastasia Beverly Hills Cosmetic: Let your Followers be your Brand Ambassadors
Today's look is all about the brows, and most of Instagram videos is full with Anastasia' brows tutorials (mostly regrams) for creating perfect arches. Its a win-win – Anastasia gets to show the amazing transformations their products make possible without having to create the tutorials themselves, and followers follow the exact steps to achieve the looks at home. In terms of Instagram followers, these celebrities dwarf Anastasia's current 19.5 million-strong following. Barbadian singer Rihanna started her Fenty Beauty line in 2017 and has more than 70 million Instagram fans. Still, Anastasia continues to roll out new products and 2019 has been its biggest year for launches, including the Alyssa Edwards palette, named for an

American drag performer. The question is whether Anastasia can continue benefiting from being a first-mover with its social media strategy.

Benefit Cosmetic: Get Them to Share
Benefit is known as one of the most instgrams that encourage interactions between their followers, thanks to that they won a prize lately. They invite followers to tag their friends, and to keep their fans to remember the brand all the time, in the Benefits community followers feel free to ask questions, also sometimes they add some videos of people using their products that can add value to the brand, Savvy cross-promotion with Snapchat also helps build followings on both channels. They are smart about their regrams too, detailing the specific benefit products used in each look.

In 1976, Benefit Cosmetics co-creators Jean and Jane Ford opened a tiny make-up shop in San Francisco and introduced "dummy", playful, and fast beauty solutions to busy girls around the world (Benefit.com, 2018). Since then, Benefit has continued to evolve to become a key brand for eyebrow products, while remaining true to the belief that laughter is the best in beauty products. Known for its somewhat teasing product names and a playful approach to serious makeup, the Benefit brand inspires women around the world to "fake it 'til they make it" (simulate until they get there) with cult products, such as Benetint, Hoola Matte Bronzer and a range of quick solutions for each of your eyebrow problems.

Glossier: Make friends with your followers.
Glossier's Instagram is so friendly, you want to reach out and hug it. The fanatically followed beauty brand mixes promotional content with just-for-fun posts, while taking special care to engage with followers through plenty of regrams. They creatively reinforce their branding by posting photos featuring their signature pink shade, whether it's a shot of their packaging, a sunset, or a random pink ceiling. Glossier's Instagram account has an impressive 1.6 million followers, with a posting frequency of about once or twice per day (Glossier.com, 2019).

Considering that Instagram is such a core pillar of the brand's social media marketing strategy, that's not all. The brand also tends to overflow into two other related Instagram accounts: the account for Weiss' still-popular lifestyle site, Into the Gloss, and Weiss' own personal Instagram account. Glossier is totally nailing their Instagram presence.

NYX: Highlight your mission

NYX is older than people probably think, it was founded in 1999. The Los Angeles native, who moved to California from South Korea when she was 13, grew up learning about fabrics and wholesale beauty while working in her family's business, but quickly realized there was a gap between the quality of drugstore and luxury beauty products. She started NYX in an attempt to lessen the gap (and it obviously worked!). At first, she focused on selling quality, cheap eye and lip pencils to local makeup artists and at trade shows, but word spread like wildfire that she had a special vision.

NYX encourages Instagram users to tag #nyxcosmetics to be featured in creative ways, and there's no shortage of beautiful looks showcasing their products. Bonus points for the fact that their products are all cruelty-free, which they emphasize with the #crueltyfreebeauty hashtag. NYX enjoys a working relationship with beauty bloggers and vloggers — One of the reasons the company is so wildly successful is because it values its partnership with online beauty influencers. Bloggers and vloggers are often invited to the company's LA headquarters to sample products and provide feedback.

Too Faced: Build up anticipation and demand

Too Faced has been around for almost 20 years. Even though every product seems to be flying off the shelves, that wasn't always the case. Some of too faced first products are unrecognizable compares to the new ones. The Too Faced Instagram is a great example of how to roll out a new product. Teaser posts announcing when the new product will be available build interest, and once released, a series of posts with product-specific hashtags highlight each new item. Because each post is different, they're able to reinforce without fear of message fatigue. For Too Faced devotees, their sneak peeks of products, special offers, and giveaways make it well worth the follow.

Lush: Make it a customer research tool

For more than 20 years, LUSH has been creating fresh handmade cosmetics for customers all over the world. However it wasn't always this way. In fact, Humble beginnings brought them to where they are today. Lush's whimsical bath creations are a perfect fit for Instagram. They're just so

much fun to look at, whether on the shelf or dissolving in the tub. Their feed keeps the fun going, while also gaining valuable customer intelligence, by asking followers questions like, "Bath or shower, which team are you on?" or "what's your favorite Lush rose product?".

Urban Decay: Show them how it works
Our story opens nearly 20 years ago, when pink, red and beige enslaved the prestige beauty market. Heaven forbid you wanted purple or green nails, because you'd have to whip out a marker. Sandy Lerner (cofounder of Cisco Systems) made a bold decision: if the cosmetic industry's "big boys" couldn't satisfy her alternative makeup tastes, she'd satisfy them herself.

Urban Decay's Insta amps up the interest with plenty of videos, from product ads to makeup hacks and tutorials. It is one thing to own a product and quite another to use it successfully. UD's videos help its followers apply their products like a pro. They look good by helping you look good.

CONCLUSION
In the last years, the increase of research to the brand communities has been a trend. Whilst this study sought to understand community processes. The observations, however, make it possible to precise the outlines. Moreover this study does not only apply this concept into a social networking site in terms of Instagram brand communities, but it is also extended into a different matter; considering cosmetic product purchase intentions through brand community commitment.

As it is known that building a brand community is important for brands to increase their profit and specially in a spot like Instagram. Because social media now attracts people's intention from different ranges, which is considered an attractive market for brands. And these brands that create a brand community aim to target these people to make them loyal customers by sharing interesting content and various information. It is also important for these Instagram brand communities to help customers make decisions about the cosmetic product of a particular brand and it also facilitates the management between the customers and the authorized people of the brand. It can also help the brand to extend their cosmetic brand, and for customers to stay loyal and active.

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