



Campus de Santos . Av. D. Carlos I, 4, 1200-649 Lisboa | Portugal
Telf: (+351) 213 030 600 . iade@iade.pt

The Dynamics of Online Social Interactions

Mariana Troyack G da Costa



2022

2022

MESTRADO EM **DESIGN**
MANAGEMENT



Faculdade de Design,
Tecnologia e Comunicação
Universidade Europeia

**Mariana Troyack
Goulart da Costa**

**The Dynamics of Online Social
Interactions**

Masters in Design Management
2022

**MARIANA TROYACK
GOULART DA COSTA**

THE DYNAMICS OF ONLINE SOCIAL INTERACTIONS

Dissertation presented to IADE – Faculdade de Design,
Tecnologia e Comunicação of Universidade Europeia in Lisbon
to fulfill the requirements necessary to obtain a Master's degree in
Design Management, carried out under the supervision of Sérgio
Vinhas da Silva (PhD), assistant professor at IADE.

acknowledgements

First of all, I dedicate this work to my mother Rose, who has always supported my dreams and believed in me, and to my fiancé Daragh, who always stood by my side and inspires me every day to be better.

I would like to thank Professor Sérgio Vinhas da Silva for his feedbacks, suggestions, and dedication in the process of developing this investigation. And also, Professor Sara Gancho for all the assistance given to foreign students who had to return to their home countries due to the pandemic.

Lastly, I salute all my classmates for their hard work in this journey. In challenging times, we must celebrate our persistence and discipline that brought us to this moment.

abstract

As new technologies became an increasingly greater part of people's lives, consumers started to share their opinions, and experiences on the internet. This participatory culture generates a constant flow of a large volume of data on customers' activities, behavior, and attitudes towards products and brands, which provides marketers with the opportunity to conduct qualitative research online. Based on this context, this dissertation has as its main objective to understand the working dynamics of virtual communities of consumption while simultaneously exploring the applicability of netnography for the practice of marketing and its strategic benefits. Through an extended literature review, it was possible to establish that there is a direct correlation between the diffusion of information technologies and deep changes in consumers' behavior that compelled changes in market research towards computer-mediated social interactions. In order to expand the proposed investigation, a research was conducted through a netnographic analysis and an online survey in order to gather practical evidence on the nature of members' relationship with virtual communities of consumption. Results show that online reference groups are considered to be valuable sources of information on products and services and that members tend to trust their peers, which corroborates that there is great value for marketing in investing in netnography with the aim to better understand consumer behavior. Additional questions were also raised regarding the conditions that motivate consumers to actively engage in virtual communities and what leads members to developing a high level of involvement with them.

keywords

Netnography; Marketing Evolution; Consumer Behavior; Virtual Communities; Decision-Making; Digital Era.

table of contents

1. Introduction	8
2. Methodology	9
3. Literature Review	10
3.1 The Evolution of Marketing	10
3.2 Consumer Behavior in the Digital Age	16
3.2.1 What Influences Consumer Behavior.....	19
3.2.2 Decision Making and Digital Culture.....	23
3.2.3 Branding in the Digital Era.....	28
3.3 Doing Research Online.....	29
4. Research	32
4.1 Netnography	33
4.1.1 Netnographic Analysis	35
4.2 Conceptual Model	42
4.3 Survey.....	43
4.3.1 Structure.....	44
4.3.2 Sampling.....	49
4.3.3 Descriptive Results.....	49
4.3.4 Correlations	60
4.4 Final Considerations	71
5. Pre-conclusions	72
6. Conclusion.....	75
7. Limitations	76
8. Contribution	76
9. Suggestions.....	77
10. Bibliography.....	78
11. Appendixes.....	86
12. Glossary.....	211

figures

Figure 1: Netflix, Uber, and Spotify – Revenue (2020-2021)	13
Figure 2: Number of People Using Social Media Platforms (2010-2018).....	14
Figure 3: Global Social Media Users Over Time (2017-2021).....	16
Figure 4: Average Time Per Day Spent on the Internet (Users Aged 16 to 64)	17
Figure 5: Posts Distribution per Day of the Week	36
Figure 6: Posts Distribution per Tag	37
Figure 7: Likes and Comments Distribution per Tag	37
Figure 8: Conceptual Model.....	42
Figure 9: Sample Profile: Gender.....	50
Figure 10: Sample Profile: Generation.....	50
Figure 11: Usage: Hosting Platform.....	51
Figure 12: Usage: Frequency	51
Figure 13: Scale 3 (Credibility): Semantic Differential Chart	55
Figure 14: Scale 5 (Involvement): Semantic Differential Chart	59

tables

Table 1: The Marketing Eras by Philip Kotler	15
Table 2: Scale 1 (Community): Minimum, Maximum, and Mean.....	52
Table 3: Scale 1 (Community): Median and Mode.....	53
Table 4: Scale 2 (Cognitive): Minimum, Maximum, Mean, and Standard Deviation.....	54
Table 5: Scale 3 (Credibility): Minimum, Maximum, and Mean	55
Table 6: Scale 4 (Intention to Recommend): Minimum, Maximum, and Mean.....	56
Table 7: Scale 4 (Intention to Recommend): Median and Mode	57
Table 8: Scale 5 (Involvement): Minimum, Maximum, and Mean	58
Table 9: Scale 1 x Scale 4 (Positive Recommendation).....	61
Table 10: Scale 1 x Scale 4 (Negative Recommendation).....	62
Table 11: Scale 2 x Scale 4 (Positive Recommendation).....	63
Table 12: Scale 2 x Scale 4 (Negative Recommendation).....	64
Table 13: Scale 3 x Scale 4 (Positive Recommendation): Part 1	64
Table 14: Scale 3 x Scale 4 (Positive Recommendation): Part 2	65
Table 15: Scale 3 x Scale 4 (Negative Recommendation): Part 1	66
Table 16: Scale 3 x Scale 4 (Negative Recommendation): Part 2	66
Table 17: Scale 4 (Positive) x Scale 5 (Functional): Part 1	67
Table 18: Scale 4 (Positive) x Scale 5 (Functional): Part 2	67
Table 19: Scale 4 (Positive) x Scale 5 (Emotional): Part 1	68
Table 20: Scale 4 (Positive) x Scale 5 (Emotional): Part 2.....	68
Table 21: Scale 4 (Negative) x Scale 5 (Functional): Part 1	69
Table 22: Scale 4 (Negative) x Scale 5 (Functional): Part 2.....	69
Table 23: Scale 4 (Negative) x Scale 5 (Emotional): Part 1	70
Table 24: Scale 4 (Negative) x Scale 5 (Emotional): Part 2	70

abbreviations

UGC	user-generated content
eWOM	electronic word-of-mouth
DIY	do-it-yourself
AI	artificial intelligence
GDP	gross domestic product
MAU	monthly active user
WOM	word-of-mouth
EKB	Engel, Kollatt and Blackwell
C2C	consumer-to-consumer
CRM	consumer relationship management
CCRM	customer-to-customer relationship management
SMM	social media marketing
OP	original poster
MOTD	makeup of the day
OOTD	outfit of the day
PII	personal involvement inventory

1. Introduction

Understanding the complexity of consumer behavior has always been both a challenge and a necessity in order for businesses to develop solutions that appeal to their target audience. As new technologies started to become widely diffused with the commercial launch of the internet at the end of the 20th century, a broad transformation of society's values and habits was unleashed. Consequently, this growing digitalization of the consumer lifestyle impacts directly on how they select, choose, and make consumption choices.

A case such as the above requires marketers to deeply comprehend this multifaceted e-consumer and the impact virtual communities of consumption can have on them. Today, as people are increasingly willing to share their opinions and experiences on the internet, doing qualitative research online is perceived as a valuable resource for companies to collect enriched data that enables more assertive strategic decisions. In this field of study, one of the most reputed methodologies is netnography, developed by Robert V. Kozinets in 1997.

Based on this context, this dissertation has as its main objective to understand the working dynamics of virtual communities of consumption while simultaneously exploring the applicability of netnography for the practice of marketing and its strategic benefits. To guide this line of investigation, the following research questions and sub-questions were predetermined:

Research Question 1: what are the historical grounds that favour the use of netnography in marketing?

Sub-question 1: how has marketing changed its practice over the years in the face of technological advancements?

Sub-question 2: what is the impact the digital era has had on consumer behavior?

Research Question 2: what are the benefits of conducting netnography for the process of making strategic decisions in marketing?

Sub-question 3: what are the main advantages of online research methodologies?

Sub-question 4: what type of useful information can marketers extract from virtual communities?

Sub-question 5: what are the defining characteristics of the relationship between consumers and virtual communities?

The first section of this dissertation comprises an extensive literature review that explores previously published works on the subjects of the history of marketing, consumer behavior, and the method of netnography. Secondly, a primary research was conducted in order to obtain practical evidence on the working dynamics of virtual communities and identify the defining attributes that make them important reference groups for their respective members. By combining the information acquired through both primary and secondary research, the final conclusions of the dissertation were drawn.

The investigation revealed the contextual significance of using netnography as part of market research by demonstrating a direct relation between the popularization of information technologies and consequent changes in consumer behavior. Results also confirm the influence electronic word-of-mouth (eWOM) has over consumption decisions, as well as the ability of netnographic studies to provide marketers with data on how consumers judge products, services, and brands. This information allows businesses to anticipate trends, improve their performance, and identify market gaps that can provide them competitive advantage.

2. Methodology

The primary research presented in this dissertation was carried out using mixed methods, a type of research that combines the collection of quantitative and qualitative data to allow better analytical interpretation (Creswell & Clark, 2017). Considering one of the focuses of the investigation on exploring the applicability of netnography, this methodology was naturally chosen as the research technique to be used first (qualitative and explanatory). This approach was aimed at providing insights on how consumers behave when part of a virtual community and on the vast amount of information they individually and collectively share.

The beauty industry, which contemplates the areas of colour cosmetics, skin care, personal care, and fragrances, was selected as the central subject of discussion of the virtual

community examined due to its expected performance and global cultural relevance. This market is thriving as one of the fastest growing in the world, driven in particular by young consumers getting more buying power as they enter the workforce, as well as being reinforced by the influence of social media and e-commerce (Statista, 2021a).

In 2020, the industry's world revenue hit the mark of \$483 billion and is expected to grow annually by 4.75% between 2021 and 2025. Despite this promising expected performance, consumers will likely face economic difficulties after the COVID-19 pandemic as a result of the global economic recession. However, this has tended to cause pre-pandemic trends to accelerate, such as prioritizing digital channels, do-it-yourself (DIY) care, well-being offers, and shoppable social-media platforms (Gerstell et al., 2020), which shows that the beauty industry can be relatively resilient in times of crisis.

The netnographic analysis derived from combining statistics regarding the publications studied (e.g., likes, comments, and distribution) alongside a hermeneutic analysis of the discussion threads to accomplish a holistic understanding of the relationship members of the virtual community have with the group. Based on these finding and following the principles of inductive reasoning, a conceptual model was proposed as a general premise about how members' attitudes towards a virtual community can impact their level of engagement and involvement.

To test the model's ability to reflect an expanded understanding on the subject, an online survey (quantitative and descriptive) was incorporated to the research. The survey was directed to the general public without distinction of either gender or age. However, it was mandatory to be a member of a virtual community of consumption to be able to complete the questionnaire. Five marketing scales described in the work of Bruner II (2009) were used to measure the respondents' attitudes, their level of engagement and their level of involvement with the online groups. The data collected was then analysed using the SPSS software to calculate the appropriate statistical indicators.

3. Literature Review

3.1 The Evolution of Marketing

According to the American Marketing Association (2017), "marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large". The

organization commits to reviewing this definition every 3 years to ensure it is up to date with recent developments that might have influenced, or even disrupted, industries and the practice of marketing. Yet, the institution's scholars have maintained the current statement till the present day.

Given the dynamic and ever-changing nature of marketing, its role has undergone significant transformations over the years as a result of several contributing factors, such as the economy, shortage of environmental resources, and technological advances (Miklosik & Evans, 2020). Accordingly, during the past seven decades, marketing has become an increasingly important topic of study and “a never-ending pursuit for skilful performances that require adaptability in these changing times” (Kotler & Keller, 2016, p. 26).

Even though the concept of marketing as it is known only started to be shaped in the late 18th century with the First Industrial Revolution (1760-1830), some theorists suggest that its history began long before that, approximately 8,000 years ago (Sheth & Parvatiyar, 1995, as cited in Edwards et al., 2020). This speculation is fairly sensible considering that ever since people have had something to exchange, trade or sell, someone has always been in the role of either the marketer – who seeks a response – or the other party, the prospect (Kotler & Keller, 2016).

However, the history of marketing is more commonly explored from the Industrial Age onwards, as there are only a few studies that exist which elaborate on its role prior to this stage. Edwards et al. (2020) stated that dividing the evolution of marketing into eras is flawed, for they believe it fails to acknowledge different facets of the field, generalizes assumptions, and oversimplifies transitions. Despite being a valid argument, the use of terminologies is important for academic purposes, as it helps to explain consumer behavior, analyse milestones, and predict trends.

One of the most reputed studies on the history of marketing was developed by Philip Kotler, widely acknowledged as the father of modern marketing. According to the author (2010, 2017, 2021), there have been five different eras leading up to the present day: Marketing 1.0, Marketing 2.0, Marketing 3.0, Marketing 4.0, and Marketing 5.0, the current era. Each denomination refers to a specific time period in which a set of practices and events marked the craft of marketing. The evolution from one era to the other happens when significant changes take place and impact market attitudes and consumer behavior.

Historically, technology has shown itself as one of the main drivers for these changes. Since the rise of the Information Age in the late 20th century, the speed of its advancement is increasing and “forcing organizations to change their traditional operations, adjust their

processes, adopt new informational systems, and keep their existing systems up to date” (Miklosik & Evans, 2020, p. 101284). Today, technology is a large and integral part of life (Kumar et al., 2021), and society keeps adapting to it (Baines, 2017).

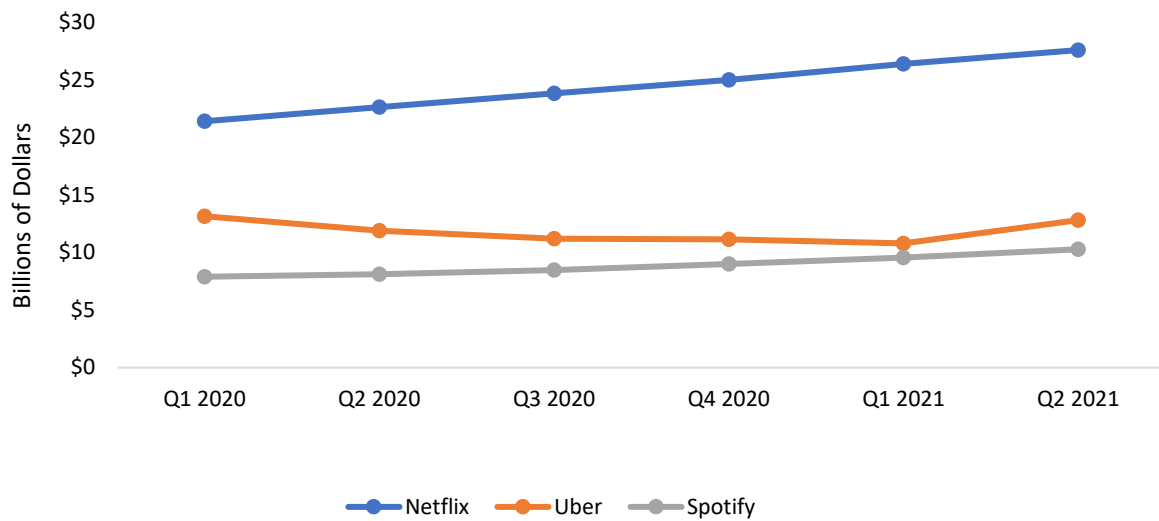
The increasing digitalization of markets introduced significant challenges for companies due to complex and agile changes that happened beyond their control (Sahut et al., 2019). In this context, marketing has a key role in understanding these issues to help enhance companies’ performances. However, marketing was not always considered such a crucial practice in businesses, which indicates that its implementation gained prominence in parallel with the development of new technologies.

During the course of the 21st century the world has been through radical transformations, especially with the advent of social media (Baines, 2017). Along with cheaper personal computers and mobile phones, technology allowed “individuals to express themselves and collaborate with others” (Kotler et al., 2010, p. 5). Digital platforms (e.g., Wikipedia, Reddit, Facebook, Twitter, and YouTube) made it possible for people to not only consume content but also produce and disseminate it at an unprecedented level (Pournaras & Lazakidou, 2008, as cited in Sahut et al., 2019).

The rise of the digital economy disrupted key industries and challenged long-established businesses to reinvent themselves (Kotler et al., 2017). As a result, a new breed of digital native companies has emerged as big players in their respective markets (Figure 1), such as Netflix (entertainment), Uber (transportation), and Spotify (music). As the rise of technologies, such as artificial intelligence (AI) and automation, generate new opportunities and increase productivity, an additional \$13 trillion could be added to the world’s gross domestic product (GDP) by 2030 (McKinsey Global Institute, 2019).

Figure 1

Netflix, Uber, and Spotify - Revenue (2020-2021)



Note. Source: Macrotrends.

Hence, when companies improve their business models by becoming more digitally oriented, they are able to differentiate themselves from other competitors and to deliver better customer experiences (Sahut et al., 2019), especially by involving them in the process of co-creation of products and services to reinforce the value proposition (Nosalska & Mazurek, 2019). Those who fail to envision the future and challenge the status quo might not survive the era of Digital Darwinism¹ (Goodwin, 2018). Therefore,

We must not dilute the importance of this transformation as a strategic imperative that requires accelerating investments within companies in the expertise, ownership, and implementation of digital innovations. The proliferation of mobile devices and the uniqueness of the Internet in everyday life have radically changed the expectations, preferences, and behaviours of customers. (Sahut et al, 2019, p. 63)

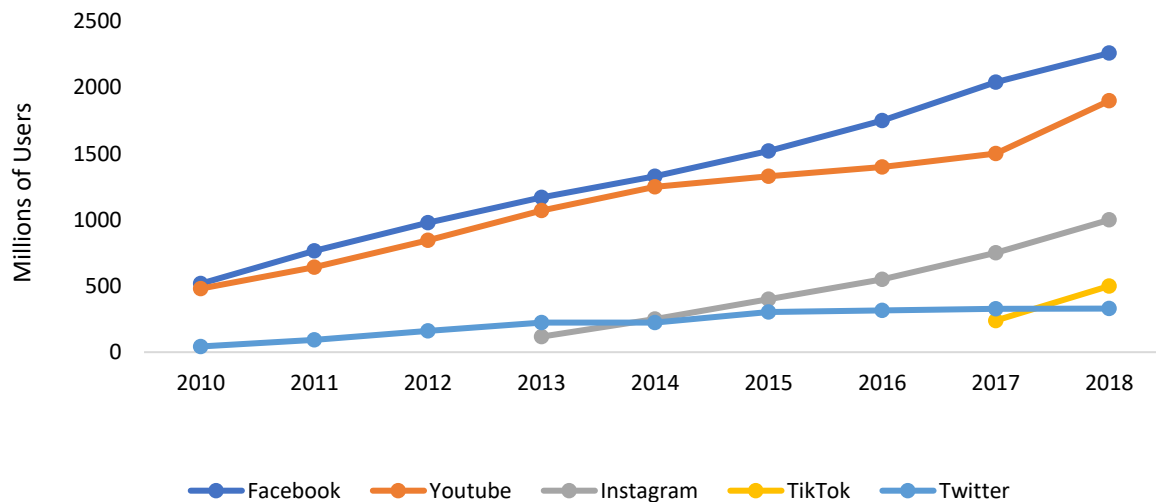
Social media platforms also continued to grow in influence over the last decade (Figure 2). From 2010 to 2018, Facebook gained over 1.74 billion new users, and TikTok, the newest trendy platform launched in 2016, hit the mark of 500 million users in just 2 years. The transparency and connectivity brought by the internet development allow customer

¹ A reference to the Darwinian theory of the biological system, the Digital Darwinism corresponds to the need for businesses to adapt to the changing environment in order to survive the present and future market.

communities to be more vocal and has helped shift the world's power structure from being vertical, exclusive, and individual to being more horizontal, inclusive, and social (Kotler et al., 2017).

Figure 2

Number of People Using Social Media Platforms (2010-2018)



Note. Statistics correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in the platform during the past 30 days. Source: Our World in Data.

This vast digital environment generates massive amounts of data regarding people's preferences and opinions that can assist brands in creating customized offers and communication materials that are personally relevant to consumers (Kumar et al., 2021). On the other hand, to provide this level of personalization, organisations need to adopt a data-driven approach so the information collected can be transformed into useful knowledge to support marketing activities (Miklosik & Evans, 2020).

Deep transformations in the field of marketing are happening faster than ever before, and it tends to continue this way. There is no doubt it is imperative for companies to keep adapting to this ever-changing environment as a means to maintain its competitiveness. However, it is worth noting that greater than adopting new marketing practices over the years is understanding the social context that leads to them. The following table summarizes the key points of the marketing eras registered up to this date (Table 1).

Table 1*The Marketing Eras by Philip Kotler*

	Marketing 1.0	Marketing 2.0	Marketing 3.0	Marketing 4.0	Marketing 5.0
Definition	Product-driven	Customer-oriented	Human-centric	Transition from traditional and digital marketing	Tech-driven
Objective	Sell products	Satisfy and retain consumers	Make the world a better place	Adapt companies to the digital economy	Use technology for the good of humanity
Enabling forces	Industrial Revolution	Information Age	New wave technology	Digital economy	COVID-19 pandemic
Key marketing concept	Product development	Differentiation	Values	Hybrid strategies	Advanced technologies

Note. Source: “Marketing 3.0: From Products to Customers to the Human Spirit” by P. Kotler, H. Kartajaya and I. Setiawan, 2010, “Marketing 4.0: Moving from Traditional to Digital”, by P. Kotler, H. Kartajaya and I. Setiawan, 2017 and “Marketing 5.0: Technology for Humanity”, by P. Kotler, H. Kartajaya and I. Setiawan, 2021.

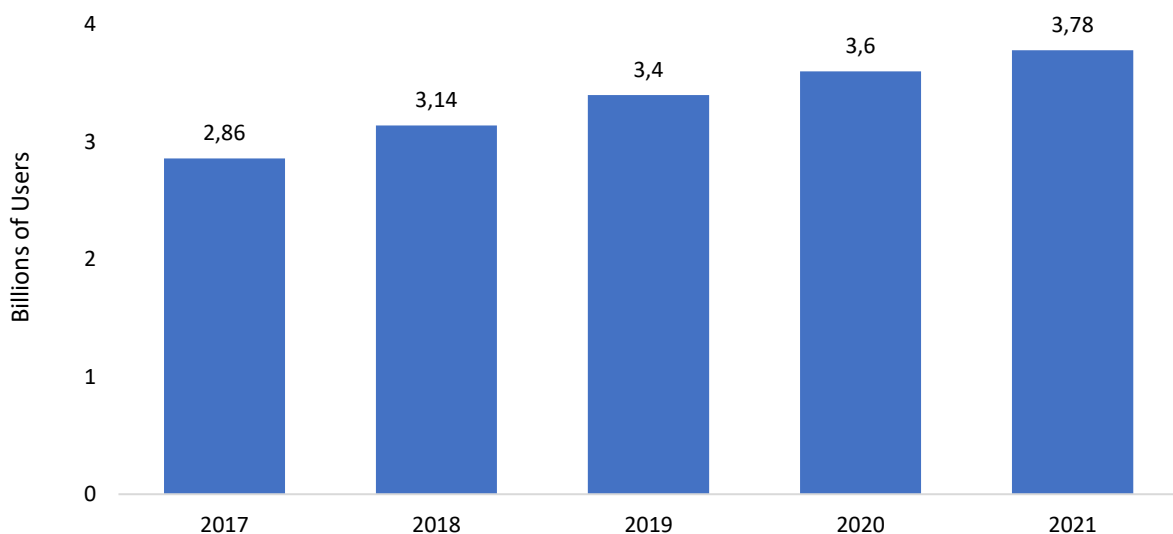
3.2 Consumer Behavior in the Digital Age

The Information Age and further technological advancement have had a profound impact on everyday life as consumers around the world developed new capabilities, which accelerated the pace of change. As digital innovations continued to grow in popularity, expanded access to information, communication, and mobility empowered consumers to explore unlimited options of retail shops, research sources, and social communities.

In a hyperconnected world, the so-called e-consumers (Solomon, 2019) or iConsumers (McKinsey & Company, 2013) live a digital-oriented life. According to Statista (2021b), the number of global social network users has been progressively rising since 2017, with close to 1 billion new users being added to the count in the past 3 years (Figure 3). The average amount of time per day spent online has also showed a progressive evolution (Data Reportal, 2021), equating to approximately 2 full days every week (Figure 4).

Figure 3

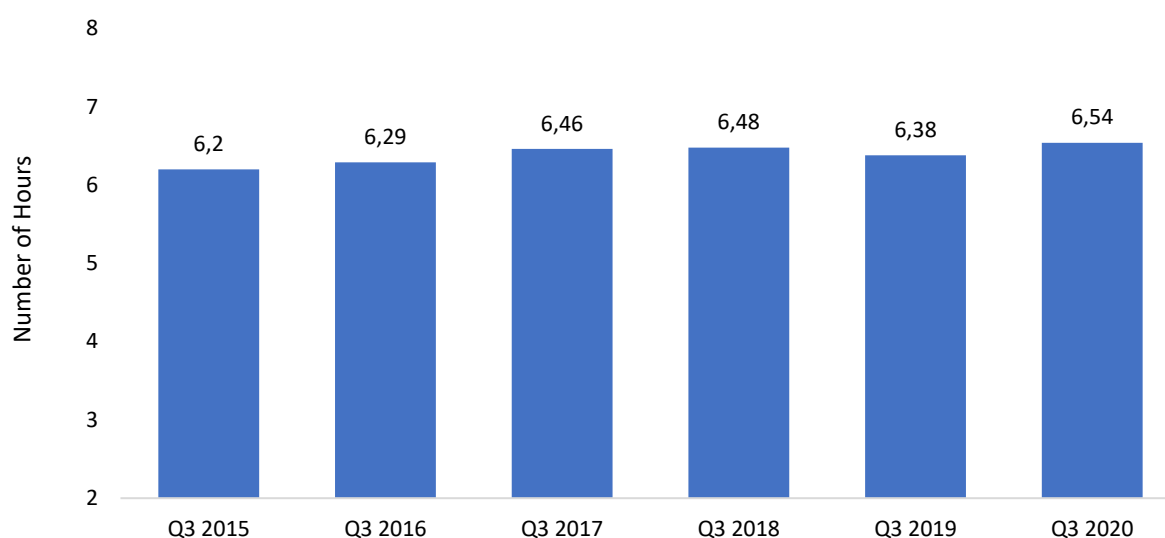
Global Social Media Users Over Time (2017-2021)



Note. The data correspondent for the year of 2021 is projected. Source: Statista.

Figure 4

Average Time per Day Spent on the Internet (Users Aged 16 to 64)



Note. Source: Data Reportal.

As the internet became a social and interactive medium in the era of Web 2.0, consumers have found a way to voice their personal opinions on a variety of subjects through social media platforms. The Netizens, or citizens of the internet, are both influential and influenced as they create, share, and receive information online (Kotler et al., 2017). This phenomenon, called user-generated content (UGC), supports a participatory culture which emphasizes consumers' roles as both contributors and producers of value.

Naturally, the digitalization process has not only impacted how consumers behave but has also shifted the global economy, since connectivity has the power of disrupting long-established industries. As more advanced technologies are incorporated in society, collaborative business initiatives that involve consumers as active co-producers keep strengthening their competitive position in the market with the popularization of the sharing economy (Dellaert, 2018).

Additionally, analysis from Statista (2021c) show that online shopping currently accounts for 19.5% of total sales worldwide, being predicted to reach 21.8% in 2024. Further, under the circumstances of the COVID-19 pandemic, online shopping has increased significantly across many categories, especially in everyday essentials and home-entertainment, and research studies point that this trend is most likely going to stick even after the crisis (Charm et al., 2020).

One of the main influential factors on the growth of the digital economy is the emergence of a new generation of customers: the digital natives. The modern understanding of generations dates back to sociologist Karl Mannheim (1928), who theorized in his work that generations are formed in response to major historical events. Mannheim stressed that birth year alone is insufficient to classify someone as part of a specific generation, but rather it is their experience and participation in the defining events of that time.

This theory differs from Strauss and Howe's approach (1992), who defended a span of time of about 20 years associated with the emergence of a generation. This process would occur in response to the struggles of the previous generation, favouring a cyclical turn of archetypes, categorized as heroes, artists, prophets, and nomads. Although criticized for disregarding the role of historical events, the Strauss-Howe Generational Theory has had a big influence on how generations are perceived nowadays.

However, there is no official consensus on what label or birth date classify a generation. Yet, usually one tends to gain popularity after being used in books, magazines, or articles. For the purpose of this dissertation, the definitions proposed on recent generation studies by the Pew Research Center (2019) will be used as referential. The digital natives refer to the generations Y, or Millennials, born between 1981 and 1996, and Z, or Homelanders, born between 1997 and 2012.

Similar to how Baby Boomers (1946-1964) were named after the post-World War II increase in birth rate, Millennials received this label because they grew up at the turn of the new millennium, a time deeply associated with technological progress. Because of the Great Recession that struck the world in the early 2000s many Millennials' life choices have been shaped by economic struggle. Thus, this generation tends to feel pressured to succeed despite having been sheltered by their parents.

According to Kotler et al. (2021), Millennials in general are considered to be more well educated and culturally diverse than their predecessors. Due to that, this generation tends to be more open-minded and idealistic, they do not aim at accumulating wealth but rather they seek to acquire meaningful life experiences. Having learned about the internet at such a young age, Millennials are open to express themselves online and often search for validation and approval from their peers.

What is most unique about Generation Z is that all of the digital innovations that Millennials have seen explode have been a part of their lives from the start. While the previous generation is understood as being tech-savvy, Gen Z are technology dependent. Growing up in an always-on world brought both positive and concerning implications for

youth behaviors and lifestyles. As an example, they tend to have a high emotional connection to social issues, but they also have an increased level of anxiety and depression.

Many members of Generation Z have witnessed the financial struggle their parents and older siblings had to face in previous years, which made them be more financially conscious and concerned about economic stability (Kotler et al., 2021). Unlike Millennials, Gen Z tends to be more pragmatic and value portraying a more unfiltered version of themselves on social media as they consider manufactured images to be fake.

Nowadays, Millennials and Homelanders account for the two largest generation cohorts in the world. A study by Drapers (2020) shows that as consumers both groups have social media as a big influence on their purchase decisions. Young adults have tendency to be mobile, which allows them to make purchase decisions anywhere and anytime. With the COVID-19 pandemic 24% of Millennials and 28% of Gen Z plan to shop online even more often than before.

The unprecedented level of connectivity deeply shapes these generations' consumer behavior. They make decisions that match their ideals and expect that brands take a stand on topics and issues as an act of civic responsibility. Older generations still hold the highest buying power, but Millennials' and Gen Z's influence on the global economy is growing more each year. In 2020, Millennials alone wield around \$1.5 trillion of spending power, and Gen Z already accounted for 40% of all consumers.

3.2.1 What Influences Consumer Behavior

According to Solomon (2019), consumer behavior is an ongoing process which includes the issues that influence an individual's purchase decisions before, during and after the moment of transaction between company and customer. These issues include three major factors that exert different levels of influence on consumer behavior: cultural, social, and personal (Kotler & Keller, 2016).

Cultural factors, such as the culture per se, subcultures, and social class, express the broadest and deepest influence since they are fundamental determinants of a person's behavior, which extends to consumption acts withal. It is possible to determine the importance of these factors by observing how countries have different views on subjects, such as success, freedom, and individualism, and to what degree they condition their values and rituals.

Consumers are also influenced by their personal characteristics. Their own set of psychological traits helps the decision-making process based on the accordance those choices have with their self-concept and the way in which they wish to present themselves to others. This influence can change over time according to critical life events that give rise to new needs and transform how individuals view themselves and the world around them.

Lastly, there are social factors that too have the power to affect consumer behavior and influence purchase decisions. As stated by Solomon (2019):

Humans are social animals. We belong to groups, try to please others, and look to others' behavior for clues about what we should do in public settings. In fact, our desires to "fit in" or to identify with desirable individuals or groups is the primary motivation for many of our consumption behaviors. (p. 393)

Reference groups are a prominent part of this social influence. They are characterized as "an actual or imaginary individual or group that significantly influences an individual's evaluations, aspirations or behavior" (Parker & Lessing, 1977, as cited in Solomon, 2019, p. 395). Furthermore, Kotler and Keller (2016) highlighted that reference groups are able to expose individuals to new lifestyles, influence their attitudes, and create pressure for conformity, all of which may affect consumption choices.

These groups can vary in their level of influence over consumer behavior depending on the proximity they have with an individual and depending on the consumption activity that is being regarded. The reference groups considered to be primary are the ones with whom the consumer interacts continuously and informally, such as family and friends, whereas secondary groups are those which tend to be of more formal and of sporadic contact, like work colleagues.

It is important to note that consumers do not need to belong to a reference group to be influenced by it. As individuals aspire to emulate the attitudes and behavior of others they admire, they are subjected to an aspirational group persuasiveness. The same process occurs with groups that have values they disagree with and reject, the so-called dissociative groups. The social power they exert on individuals is constantly enabled by their will to be socially accepted.

These three categories of influencing factors have always been part of consumers' life despite differing on how they affect their behavior. From them, individuals gather valuable information by observing, talking, and thinking about all of the conformities they wish to

comply with. However, over the years, emerging social transformations started to impact directly on how consumers approach brand experiences.

The proliferation of user-driven technologies, collectively called social media, such as blogs, social networks, and video-sharing platforms, has revolutionized consumers' relationship to content and information as they have enabled the rise of a global community where users can connect and discuss their opinions on products and services (Smith, 2009; Powers et al., 2012; Solomon, 2019).

Traditionally, this exchange of information is denominated as word-of-mouth (WOM), which is considered to be a primary source for consumers buying decisions as the recommendations come from those who are part of a close social circle (Kimmel & Kitchen, 2013; Kotler & Keller, 2016). Inevitably, the internet transformed and gave new prominence to this person-to-person communication in the form of electronic word-of-mouth (eWOM), such as online comments and reviews (Voramontri & Klieb, 2019).

This quick and easy access to informational UGC can positively or negatively affect an individual's purchase intention since it helps to set expectations and reduce risk – a role in the past performed mostly by companies through traditional advertisement (Kostyra et al., 2016). In this regard, Sethna & Blythe (2016) and Erkan and Evans (2016) stated that consumers tend to trust online reviews and anonymous opinions more than friends' recommendations on social media.

The rapid speed and scope with which information can be transmitted on the internet has also facilitated the development of virtual communities that may act as important reference groups to whom participants turn to for advice or to share their own experiences and opinions. The concept of virtual communities has been characterized by several different authors (Gefen & Ridings, 2017), but it can be generally defined as “an aggregation of individuals or business partners who interact around a shared interest, where the interaction is at least partially supported and/or mediated by technology” (Porter, 2017, para. 10).

According to Akerkar et al. (2017), virtual communities have the potential to support a wide variety of activities and types of interactions, which supports the existence of virtual communities' typologies. The authors propose that these online groups can be divided in five categories: task-centric (when members share the same task and a common goal), topic-centric (when members share a topic of interest), supervision-oriented (when the objective is to create conditions for interaction and control of people or systems), ephemeral (when the existence of the community is limited within a spatial and/or temporal space), and implicit (when users of an internet-based application share the same behavior).

Porter (2017) presented another perspective where five attributes could be used by researchers to help characterize different communities: purpose (shared interest), place (extent of technology mediation), platform (design of interaction), population interaction structure (pattern of interaction), and profit model (tangible economic value). Based on that, her proposal for a typology of virtual communities establishes first if the community is either member-initiated or organization-sponsored. Then, at the second level of the typology, the virtual communities are categorized based on their general relationship orientation. In member-initiated communities this relationship can be either social or professional, and in organization-sponsored communities this relationship is both among members and between members and the organization itself.

Regarding what motivates individuals to enter virtual communities, Gefen and Ridings (2017) stated that some of those reasons are very similar to the dynamics of traditional face-to-face communities. The most cited reason is to access information, as knowledge is considered to be a valuable currency and social resource. Another reason is the social support virtual communities can provide, which may also be linked with individuals' need for a sense of belonging, affiliation, and friendship. As a source of entertainment, people could also choose to enter virtual communities for recreational purposes since they find them fun and enjoyable.

The essential difference between virtual and traditional reference groups is that involvement in virtual communities is a voluntary and conscious choice, while membership in other groups may be imposed by social norms. This might make virtual communities an even more influential reference group since individuals opt to be a part of it due to the like-mindedness among its members. However, it is important to mention that the existence of these communities depends expressly on users' contributions.

Fundamentally, members' behavior in virtual communities are defined by its level of interaction (Burnett, 2000). It can be assumed that all members participate in the activities of the group as they are at least readers of its content. However, this type of behavior can be classified as non-interactive. Contrarily, interactive behavior requires active posting and commenting, which can be collaborative, when members have a positive and pacific approach to the group, or hostile, when members engage in a negative way with the group by causing unnecessary and aggressive conflicts.

Valck et al. (2009) also contributed to this discussion by studying what they call virtual communities of consumption, groups whose online interactions are based upon their common interest for a specific product, service, or activity and their respective knowledge of

it. Their observations agree with Burnett's classification of behaviors cited previously, a dichotomy between posters (interactive members) and lurkers (non-interactive members). Recognizing the nuances that exist in these two categories of users, Valck et al. (2009) created six clusters to classify a virtual communities' members.

The clusters were created based upon a quantitative analysis that measured the members' following attitudes: frequency of visits, duration of visits, retrieve information, supply information, and discuss information. The first and smallest cluster of members are the core members, the most active participants within the community, whose scores are above average in every variable analysed. The second cluster are the conversationalists, who make frequent but short visits to the community and always engage in discussing information.

The third cluster is the informationalists, participants who enjoy accessing and supplying information but do not engage a lot in discussing it with other members. The hobbyists present an interest behavior as they spend a lot of time checking the virtual community, but their active engagement is discreet. The fifth cluster, the functionalists have as their main objective to just retrieve information from the virtual community to their desire. And finally, the opportunists tend to not only have a non-interactive behavior, but also hardly access the virtual community.

Regardless of the type of virtual community, Solomon (2019) described this high level of connectivity between internet users as a horizontal revolution, since "communications no longer just flow top-down from companies and established media" (p. 419). As the influence of social media grows over time, new digital platforms continue to be launched, and more people join virtual communities, making the consumer decision-making a more complex process for marketers to manage.

3.2.2 Decision-Making and Digital Culture

The consumer decision-making process can be defined as "behavior patterns of consumers that precede, determine, and follow on the decision process for the acquisition of need satisfying products, ideas or services" (Du Plessis et al., 1991, as cited in Voramontri & Klieb, 2019, p. 212). Thus, all marketers face the challenge to uncover how they can influence consumers' choices in favour of their products and services (Stankevich, 2017). To explain this process, many research models have been developed over the years.

These models differ in complexity and approach, ranging from a rational perspective, where "people calmly and carefully integrate as much information as possible with what they

already know” (Solomon, 2019, p. 323), to cognitive models (e.g., Pavlovian model, Simon model), and psychological models (e.g., Maslow’s Pyramid, Smith & Rupp’s model) that regard decision-making as a process that involves more complex mental tasks, such as learning, motivation, and memory.

Of the several frameworks available, the Engel, Kollatt, and Blackwell (EKB) model (1968) is considered to be one of the core theories in the field of consumer behavior (Ashman et al., 2015). This classic model establishes decision-making as a sequence of five stages: problem recognition, information search, evaluation of alternatives, purchase, and post-purchase. Because it is a learning process, the likelihood of consumers making the same choice again will be based on how well a decision works out (Solomon, 2019).

However, in the opinion of Melumad et al. (2020), advanced technologies have reshaped how consumers think, interact, and decide. The decision-making process has become far more complicated since technology has done more than merely expand the variety of informational platforms – it has also become an integral part of the process itself, through intelligently guiding, constricting, and supplanting consumer preferences.

The consumer decision-making process starts when the individual experiences a discrepancy between their current state of affairs and their ideal state (Kotler & Keller, 2016; Solomon, 2019). This acknowledgement can arise in two ways: when there is a decline in the quality of the consumer’s actual state and there is a need recognition (e.g., running out of gas while driving), or when the consumer moves their ideal state upwards, which leads to an opportunity recognition to upgrade their actual state (e.g., wishing to buy a new car).

This shift in the consumer’s state is influenced by internal stimulus, a basic impulse such as hunger and thirst, or by external stimulus, an outside influence like advertisement. Marketing operates in this phase of the decision-making process to create an intentional imbalance in the consumer’s perception of their actual state. Through the use of promotion tactics, marketers try to develop a scenario in which the consumer is driven to products and services as a means to achieve a desired state (Stankevich, 2017).

Higgins (1987) explained that people are motivated to eliminate the gap between their actual and ideal state to reduce emotional vulnerabilities. The rise of social media has deeply contributed to an increase in social comparison that makes people downgrade themselves in relation to others (Warrender & Milne, 2020). As unrealistic standards of life are promoted online, consumers are constantly triggered to perceive an imbalance in their selves, which foments more events of problem recognition.

After identifying a problem, the consumer moves to the phase of information search, looking for appropriate data to make the best decision to solve their need. The amount of time spent on this stage of the decision-making process will vary depending on the complexity of the purchase, which changes based on the level of involvement and knowledge the person has with and of the product or service, as well as the financial investment that will be required (Voramontri & Klieb, 2019).

Solomon (2019) stated that there is an inverted-U relationship between product knowledge and search effort, making the people with moderate information the ones who dedicate more time to gather it. This is attributed to the fact that consumers with limited expertise may not feel competent enough to do a specific type of information search, while experts on a subject would be able to do it more selectively and efficiently.

The consumer will look for this information through internal and external sources (Stankevich, 2017). In an internal information search the consumer consults their own memory and previous learning to assemble past experiences about it. Likewise, they also consider external information such as friends' advice, and marketing-controlled communication.

The widespread use of personal technological devices over the past decade, such as smartphones, has changed the way consumers browse products and search for information (Warrender & Milne, 2020). This participatory digital culture has empowered the decision-making process since it "has shifted our reliance away from professional sources of marketing information in favour of non-professional sources such as consumer reviews, search engines, blogs, branded social media pages or customer-created photo feeds" (Ashman et al., 2015, p. 135).

Yet, Solomon (2019) stated that rather than taking advantage of the many sources that the internet provides, machine-learning algorithms developed by companies like Facebook and Google attempt to learn the consumer's preferences from past choices and select search results based upon the collection of personal data. Pariser (2011) called this phenomenon filter-bubble, a personalized digital world that allows consumers to receive targeted content that matches their interests and can help to solve their problems.

Upon having enough information on their potential purchase, the consumer starts the evaluation of alternatives. First, they create an evoked set of alternatives, which consists of all the brands they know of in a given category of product or service. After, based on eliminating characteristics, they further shrink the possible choices to a consideration set, which

contemplates all the brands that will be seriously considered to be chosen (Kotler & Keller, 2016; Solomon, 2019).

During this moment, consumers will go through a series of deliberations to choose a final product (Stankevich, 2017). This process is considered to be extremely personal as each consumer has their own criteria of what attributes are more relevant, which can include price range, brand reputation, and quality, among others. This stage of the decision-making process is intricately intertwined with information search, “and consumers often move back and forth between the two” (Voramontri & Klieb, 2019, p. 214).

Melumad et al. (2020) claimed that the strong bond many consumers form with their smartphone is a psychological comfort in moments of stress. To the extent that the human-technology engagement is a source of positive affect, “consumers making choices on their smartphones may be more prone to seek variety, be more open to considering innovations, and be more likely to assume risk” (p. 93).

Other enriched visualization technologies have been recently adopted on e-commerce retails to allow customers a more augmented experience while shopping online, such as virtual dressing rooms that simulates what clothing items would look like on oneself (Melumad et al., 2020). Consumers can also customize their online environment using tools available on digital platforms that enable tangible categorisation of the alternatives available for a desired purchase (Ashman et al., 2015).

After forming preferences, the consumer decides on a purchase intention and additional decisions may be necessary, such as when and where to buy (Kotler & Keller, 2016). Stankevich (2017) stated that there might be a delay between the formation of a purchase intention and the actual purchase depending on the decision. Solomon (2019) supported this fact recalling that “the decision rules that guide our choices range from simple and quick strategies to complicated processes that require a lot of attention and cognitive processing” (p. 328).

According to Blazquez (2014), the shopping experience is fundamental to create perceptions of value and not dissuade the consumer from their choice. Kotler and Keller (2016) highlighted two general factors that can intervene up to the moment the purchase is finalized: the attitude of others towards the consumer’s choice (e.g., receiving negativism and bad critics), and unanticipated situational factors (e.g., lack of stock and price increase).

The digital economy has expanded consumers’ options in both where they shop and what they shop for. At the touch of a screen, they can access multiple marketplaces around the world and have products from practically anywhere delivered to their door. Platforms that

present recommender systems, comparison matrixes, and ranking lists may also play an important role in getting validation for the consumer's decision and reducing possible functional, social, and financial risks (Ashman et al., 2015).

The fifth and last stage of the decision-making process is the post-purchase evaluation, in which consumers experience the product or service selected and decide whether it meets their expectations (Solomon, 2019). By comparing presumptions to the actual performance, a certain level of satisfaction or dissatisfaction is achieved. According to Ashman et al. (2015), consumers can have three types of reaction to the decision's outcome: positive disconfirmation, neutral response, or negative disconfirmation.

If the consumer considers the product or service to have matched or exceeded their expectations, it increases the chances of it being purchased again. In the case of negative feedback, the consumer might never buy from the brand again and may also not recommend it to their peers (Stankevich, 2017). However, it must be noted that consumer satisfaction relies on the whole decision-making experience, which makes it necessary for marketers to draw attention to the entire process.

The participatory culture allows consumers to give feedback on their shopping experiences, influencing numerous other users. Having the internet as an increasingly reliable source of information, more participative users have started to analyse products and services to post on social media. The popularization of this type of content has given several people a large online following that allows them to monetize their content and become their own personal brand as digital influencers (Ashman et al., 2015).

However, today post-purchase evaluation works for both customers and service providers through the process of social scoring (Solomon, 2019). On sharing economy platforms like Airbnb and Uber, users get rated on their behavior, which can influence their future attempts to book a room or order transportation. This new transparency makes the relationship between customer and service provider more equal in terms of their rights and duties to one another.

Furthermore, social media has also been used for consumers to validate their purchases, since they engage in a digital self-presentation to enhance their identities. Therefore, individuals may use their profiles to display possessions and experiences expecting to receive approval from their peers. The feedback received may impact the consumers' final level of satisfaction and future behavior, since individuals also make decisions wishing to fit into their reference groups. Consequently, this high level of online influence has demanded changes in how companies approach their target audience.

3.2.3 Branding in the Digital Era

The scale with which technology affects consumer behavior required adaptation in terms of the manner with which marketers manage consumer-brand relationships, as they are crucial for companies' success (Fournier, 1998). At a basic level, brand loyalty provides financial benefits as it makes consumers more willing to pay a higher price, buy more often, and be more receptive to new offers. However, strong consumer-brand relationships carry a higher level of complexity and importance as they have a great deal of social meaning that helps shape consumers' lives and influencing interactions (Keller, 2012).

The increased mobility and connectivity powered by social media changed the way consumers interact with brands (Swaminathan et al., 2020). Traditionally, marketers had the job to curate and control all messages and content surrounding a brand and its products and services, which was transformed with the rise of digital participatory culture where consumer-to-consumer (C2C) interactions freely take place through UGC (Kim & Thompson, 2015).

Accordingly, most organizations were compelled to investigate these digital platforms to design, develop, and promote their social media presence in accordance with their brand equity (Vithayathil et al., 2020). This process has revolutionized marketing since implementing social media strategies has enabled a rapid spread of information to a large audience (Baum et al., 2019) and has also facilitated relational exchange through consumer engagement (Harrigan et al., 2018).

Gómez-Suárez et al. (2017) outlined that nowadays most companies understand the importance of consumer engagement and know that it needs to be at the centre of their marketing strategy. This is imperative for businesses because, through social media, engaged consumers become online brand advertisers, and the information propagated in the form of UGC is pervasive in shaping fellow consumers' attitudes, cognition, and behavior (Sheng, 2019).

Hence, hyperconnectivity has led to great changes in branding. Companies had to acknowledge the concept of shared ownership, as heightened access to information has empowered more stakeholders to co-create brand experiences and meanings alongside traditional brand owners, a phenomenon Swaminathan et al. (2020) called the "blurring of branding boundaries". In this process, new marketing approaches arose as a response to this challenging scenario by actively involving consumers in companies' activities.

Kim & Thompson (2015) defended that traditional customer relationship management (CRM) strategies, which aim at engaging consumers in one-to-one relationships, are

impractical in the digital environment due to how relationships are established. Instead, marketers must employ what he defined as customer-to-customer relationship management (CCRM) strategies, “which require marketers to select the appropriate role they wish to assume within a consumer community” (p. 186).

Another activity that became crucial for enhancing business performance is the use of social media marketing (SMM). Felix et al. (2017) defined SMM as an interdisciplinary and cross-functional concept that combines social media and other communication channels to achieve organizational goals by creating value to stakeholders. This practice can take many forms (e.g., responding to consumers’ comments and developing exclusive content) and seeks “to motivate consumers to actively participate and contribute to the marketing activities as pseudo-marketers” (Harmeking et al., 2017, p. 312, as cited in Sheng, 2019, p. 42).

The challenges introduced by digital culture reinforced that understanding consumer behavior is good business. Technology has enabled a great set of capabilities to help companies respond to the changing environment, permitting the collection of information about markets, customers, prospects, and competitors. As “spheres of interaction and influence become more and more virtual” (Valck et al., 2009, p. 185), it increases the need for marketers to invest in research methods that are able to extract specific knowledge on how consumers behave online.

3.3 Doing Research Online

The proliferation of social networks promotes an environment of consumer participation where a large volume of data is created (Sharma et al., 2018). As more people use the internet as a sophisticated communication device, a growing number of online communities and other technology-mediated cultures have become a greater part of contemporary society (Bowler, 2010; Kozinets, 2010). Consequently, marketers found that in order to maintain a successful business practice, following customers’ activities online is key (Heinonen & Medberg, 2018).

Since much of the information available online is public, collecting and analysing this vast data resource can be used for better decision-making and improvement of products and services (Heinonen & Medberg, 2018; Sharma et al., 2018). Therefore, emergent methods in social research started being developed to enable organizations to remain flexible and open to modifications in traditional methods (Hesse-Biber & Leavy, 2008).

One of the most important research methodologies to study the realm of the virtual world is netnography, developed by Robert V. Kozinets in 1997. This approach consists of “a specialized form of ethnographic research adapted to the unique computer-mediated contingencies of today’s social worlds” (Kozinets, 2010, p. 1). Developed in the area of marketing and consumer behavior, netnographic studies rapidly gained popularity over the years among both researchers and practitioners (Kozinets, 2015).

Originating from ethnography, netnography uses a participant-observational approach to understand a cultural or communal phenomenon through the immersion of the researcher in the life of the subject studied (Kozinets, 2010). Due to its similarities with how ethnographic studies are conducted some authors regard netnography simply as an extension of ethnography itself (Gaston, 2011; Grincheva, 2014), although “the more established view is that netnography is a distinct research method, with its own set of methodological guidelines” (Heinonen & Medberg, 2018, p. 658).

Kozinets (2010) argued that referring to netnography as a practice beyond ethnography is significant since face-to-face and computer-mediated social interactions are highly distinct from each other. He exposed those crucial differences in four aspects. First, is the alteration in the nature of the social interactions being carried out, which follows the rules of the technological medium used. Next is the anonymity that the internet allows to its users and the wide accessibility of many and simultaneous interactions. Lastly, there is the archiving of those conversations and data shared online, which does not automatically occur with in-person interactions.

Accordingly, it must be noted that netnography can be incorporated into other methods of study to help reach the researcher’s objectives and questions. Additionally, netnographic studies can also opt to use complementary techniques and approaches to examine multiple facets of online activity. The use of netnography – as a main or additional methodology – signals “not only the presence but the gravity of the online component” for the subject of study (Kozinets, 2010, p. 60).

Thus, netnography aims to provide a view into the symbolic world people inhabit as they use the web through a vast amount of information that can be individually or collectively produced and registered in many forms, such as text, photos, videos, and music (Kozinets, 2015). This type of data is often described as being naturalistic and unobtrusive, which allows an accurate depiction of consumers’ everyday life, opinions, habits, and behavior (Sharma et al., 2018; Heinonen & Medberg, 2018).

Not surprisingly, netnography has been applied in the marketing field of research to various phenomena of interest. Over the years, as consumers have become more active online, netnography has also broadened its usage beyond studying virtual communities. Its great accessibility to a broad cohort of data makes netnography a flexible method that can be successfully applied in understanding topics such as online branding, consumption experiences, co-creation, consumer identity, brand communities and even anti-consumption movements (Heinonen & Medberg, 2018).

This way, the usage of netnography in the area of marketing aids companies in probing the consumer' subconscious in order to understand their expectations and derive insights on market gaps (Sharma et al., 2018). Yet, Kozinets (2010) emphasized that for marketers to conduct this type of research it is important to follow ethical protocols. This transparency is perceived as necessary since the regulation of the internet is still an open subject that brings issues regarding privacy and how online data should be treated.

For balance, it must be noted that there are limitations and critics to the applicability of netnography. Prior and Miller (2012), as cited in Toledano (2017), stated the method fails to capture the offline interactions among users of social networks, which could produce a dissonant understanding on how people behave in the 'real world' compared to how they portray themselves online. Moreover, Heinonen and Medberg (2018) pointed that netnography "takes more time and requires more skill than traditional customer satisfaction surveys, feedback forms or online polls" (p. 670).

Mkono (2013) also raised concerns regarding the suitability of netnography for research that is sensitive to demographic factors since it is more difficult to establish those filters through online information. Indeed, ensuring a proper selection of how research material will be collected is crucial to guarantee quality of information and to avoid generalizing its findings to groups outside the chosen sample.

In fact, being such an adaptable methodology has not only expanded netnography's popularity throughout the years in marketing research but also has resulted in a dilution of its traditional principles. Nevertheless, Kozinets (2015) recognized that a reinvention of the method is inevitable due to the fact that as consumers' use of technology evolves, so do the concepts of culture and community. However, he defended that this should not be left up to individual claim because adherence to a standard set of practices helps to aggregate common knowledge.

Hence, a renewed methodological view on netnography must constantly be conducted in order to discuss broader applications and approaches than initially envisioned in the late

1990s (Kozinets et al., 2018). Coombes & Jones (2020) argued that this leaves room for the expansion of auto-netnography, an approach that “allows researchers to capture their own online experiences as a consumer would through their own social observation” (p. 662).

Kozinets (2015) had already pictured auto-netnography as a progressive extension of his original method and claimed that performing a self-reflection on their own behavior online can contribute to identifying market insights and understanding social phenomena. According to Villegas (2018), this approach can be applied autonomously or as a complementary method and enables managers to develop their introspective skills, which could open new areas of inquiry in the field of marketing and evolve management practices.

Another popular proposed approach to develop the netnographic methodology is the concept of more-than-human netnography. It recognises that researching technology-mediated social practices and sociability that operates across time and space, and involves human and non-human actors, is extremely complex and should not be reduced to clinical accounts of a methodological procedure (Lugosi & Quinton, 2018). On this matter, Lugosi and Quinton (2018) go against Kozinets’ defence for defining a set of standard techniques for the practice of netnography, as they support researchers should “embrace the messy and often serendipitous intricacies of knowledge creation” by innovating in their questions, domains, and techniques (p. 304).

By analysing some of the work that has been done on netnography, it became clear that as the subjects of study for marketing changed, so must the tools used to comprehend them. Just as any other framework of study, netnography must constantly evolve to still be able to attend to marketers needs in understanding consumer behavior. However, its contribution to the marketing landscape that has undergone great changes with the advent of the internet is undeniable.

4. Research

The literature review has demonstrated that the evolution of the practice of marketing is intrinsically connected to the emergence of new technologies that had the power to reshape society and consumption. As the digital environment grows each day as a fundamental part of peoples’ lives, marketers gained the opportunity to conduct qualitative research online. Thus, to further investigate this matter, this section of the dissertation presents a primary research conducted with the goal of illustrating the working dynamics of virtual communities and the relevance of netnography in practical terms.

The research followed the logic of inductive reasoning, whereby specific observations lead to general conclusions with the aid of analysis and empirical data. First, a netnography was conducted within a particular virtual community in order to gain insight into the group's activities. Based on the observations made, a pattern of attitudes and behaviors were identified which led to the forming of a proposition on the variables that impact the level of engagement and involvement of the community in question. Then, a survey was carried out in order to test the validity of the hypothesis when applied generally to a wide range of indeterminate virtual communities.

4.1 Netnography

The netnography conducted followed Kozinets' research guidelines (2010), which addresses successively the steps of definition of research questions, selection of fieldwork, entrée, data collection, data analysis, as well as its ethical concerns. Creswell (2009, as cited in Kozinets, 2010) asserted that ideal research questions should be selected in order to allow a broad exploration of the central phenomenon of interest. Therefore, this first part of the research concentrated on observing the following matters:

- How do members interact with each other and with the virtual community itself?
- What kind of information do members share with each other on the virtual community?
- What are the most prominent and standout subjects discussed on the virtual community?

In respect to the selection of a virtual community to investigate, Kozinets (2010) defended that an adequate fieldwork should fulfil some main characteristics. Primarily, it must be relevant by relating to the research focus and show recent and regular communications. Similarly important, the community's interactivity has to be substantial in terms of the number of heterogeneous participants. By ensuring the presence of these features, the researcher can have access to rich, detailed, and descriptive data.

After analysing several of the existent beauty communities on social media platforms, the forum r/beauty on Reddit was selected given its organization, diversity, and popularity. The community has over 380,000 members and it is self-described as “a guide for all things

beauty: makeup, fashion, health and wellness, tips, how-tos, and DIYs”. The publications’ content has been shown to be highly eloquent, which allows an unobtrusive observation of how members interact with one another.

The usability and performance of the hosting platform was also taken into consideration for this selection. Reddit is a network launched in 2005 that has accumulated over 430 million MAUs as of 2019, an increase 30.3% from the year before (Dean, 2021). Due to the fact that it is organized in communities, the platform is considered to be a great way to connect with people of similar views and interests. Users have the freedom to join, post, and comment in whatever forum they wish, as long as they follow the specific rules settled on by the moderators.

The r/beauty community has its whole content in English and does not have any indication of a primary location, which makes it widely international. However, it can be assumed that a large number of its members are based in the United States, since the majority of Reddit’s users are there (Statista, 2021d). The forum is moderated by nine people who are responsible for approving posts and ensuring members do not break any rules, which include the prohibition of spam, promotional messages, and pornography.

When posting in the community, users need to choose a title for the publication that will appear on the group’s main page. If necessary, a more extensive body of text, image, video, link, or poll can be added. To make the subject clearer, the original poster (OP) can also opt to choose from one of the 12 pre-selected tags that best fits the topic: Seeking Advice, Skincare, Haircare, Makeup, Nails, Fashion, Survey, Discussion, Video, Makeup Of The Day (MOTD), Outfit Of The Day (OOTD), or Random.

Kozinets (2010) stated that when a researcher joins the community under study – a step of the netnography called *entrée* – they should make their presence and intentions acknowledged. However, the author also pointed that there is no full consensus on this matter and that asking for consent to conduct the netnography can be exempt if the researcher preserves the members’ identity², if the community’s content can be easily accessed, and if the community does not broach controversial issues.

Nevertheless, it is important to emphasize that the process of data collection is interconnected with participation in the community, which means the researcher must not be invisible to other members but rather engage in some of the community’s activities. By doing

² In this respect, all members that were subsequently quoted in this dissertation are referred to using an alphabetical letter instead of their usernames.

so, the researcher has access to three significant types of data that help answering their questions: archival data that originates from pre-existing communications in the community, elicited data that is co-created with other members, and field note data that the researcher records by observing the community, its members, and their interactions.

This particular netnographic study was conducted over a 2-month period. To start, the researcher analysed all of the publications created during the 30 days prior to joining the forum. Once there was an initial understanding on how the group operates, the researcher began to occasionally actively participate in some discussions to get a personal sense of the community. The dataset was collected in the form of screenshots, printed, and afterwards archived for the process of interpretation (appendix A, p. 87).

The data analysis was done manually considering the researcher's preference to work this way and the fact that the dataset collected was not highly extensive. The publications were hand coded, clustered, and transferred to a digital spreadsheet for statistical purposes. Later, a hermeneutic analysis of the discussion threads was made aiming at a holistic understanding of the community and its impact on members as consumers. The main findings of the study are presented next.

4.1.1 Netnographic Analysis

4.1.1.1 High Level of Engagement

The archived data collected summed to a total of 606 publications of which 573 were members' own posts and 33 were paid promotions from Reddit, reaching a total of 109 paper print outs. Among the UGC, 13,380 likes and 8,404 comments were exchanged, which makes up for a general average of 23 likes and 14 comments per publication. Only eight discussion threads did not present any level of interaction (likes and comments = 0), while 63 surpassed the average (likes > 23 and comments > 14). Thirty-seven publications showed an outstanding engagement of over 100 likes, with 48% of them additionally receiving more than 100 comments.

The statistics do not indicate a big discrepancy in the group's activity during the week (Figure 5), which demonstrates that the community stays constantly active. Regarding the 12 tags available for members to use, it can be noted that 30% of the posts did not include one. The tags Video, MOTD and OOTD were not mentioned in the data collected, while Seeking Advice had over double the number of publications compared to the second most applied tag,

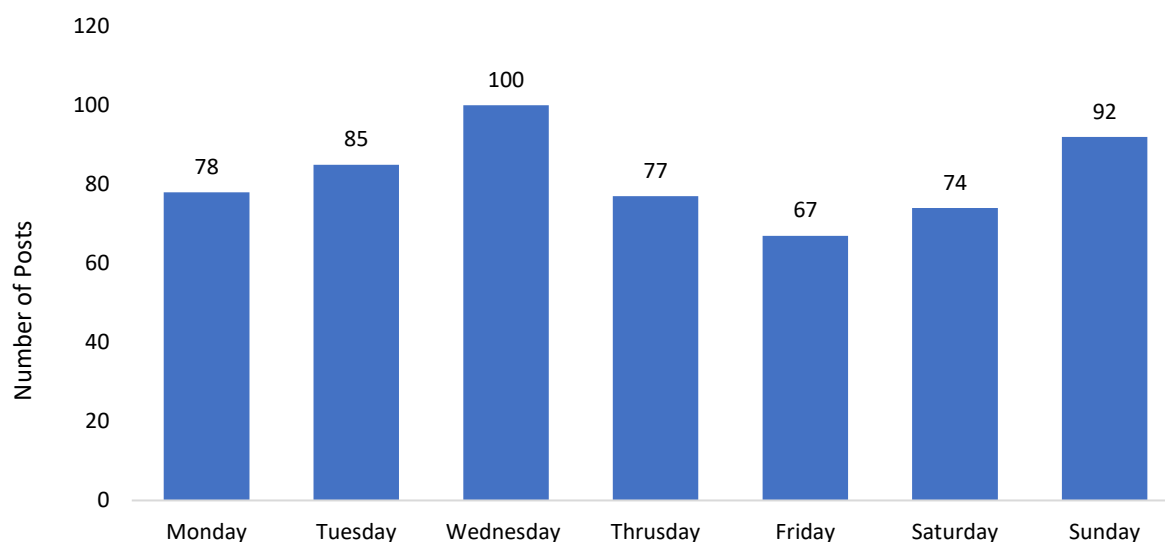
Makeup (Figure 6). Interestingly, although the tag Discussion only makes up for 8% of the total, its percentage of engagement is one of the highest (Figure 7).

By observing the working dynamics of the community, it was possible to attest that participants take time to read and respond, which generates a high organic engagement. They seek to fully understand the subject in question and are dedicated to answering in detail. It was also noted that after commenting on a post, some members tend to keep following what is being said by others, which encourages the emergence of independent debates within general publications ('threads within threads'). An example of this can be seen in a post with 191 likes and 169 comments made by Participant A who asks what members beauty hacks are.

Participant B starts by recommending: "I'm older and my eyebrows are thinning and getting, blonde, white...gray! So I saw this moustache dye for men at the dollar tree, put it on my eyebrows for 10 minutes, and I look better". She is backed-up by other members who have also tried the mentioned product, but Participant C takes the chance to question: "how's your thyroid? A lot of women lose eyebrows, FYI. Myself included", which results in a new conversation about medical problems and how events such as changes in hair appearance can actually be a sign of an underlying health condition.

Figure 5

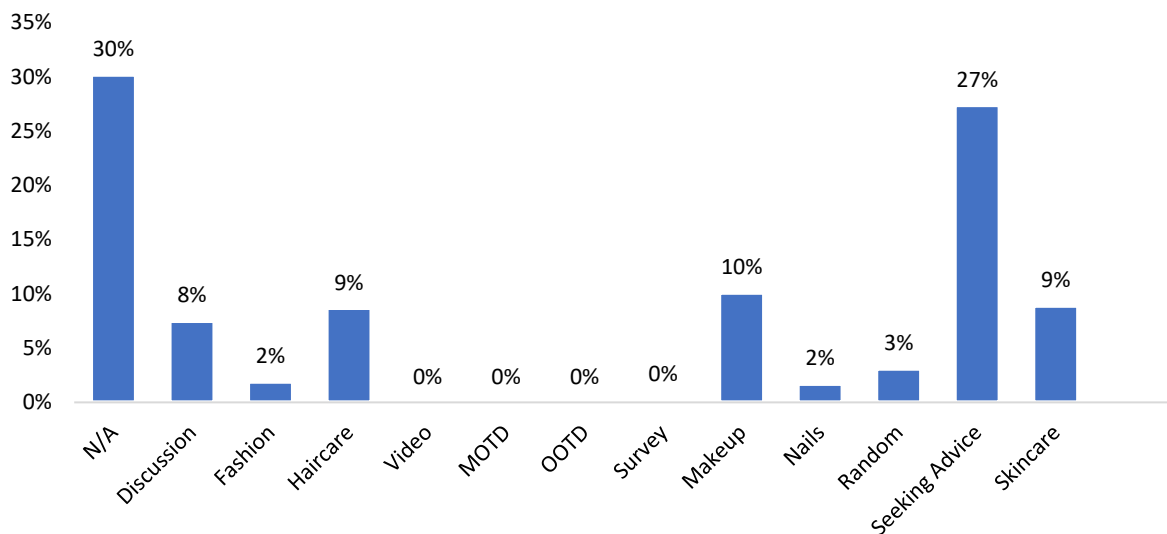
Posts Distribution per Day of the Week



Note. Source: data collected by the researcher.

Figure 6

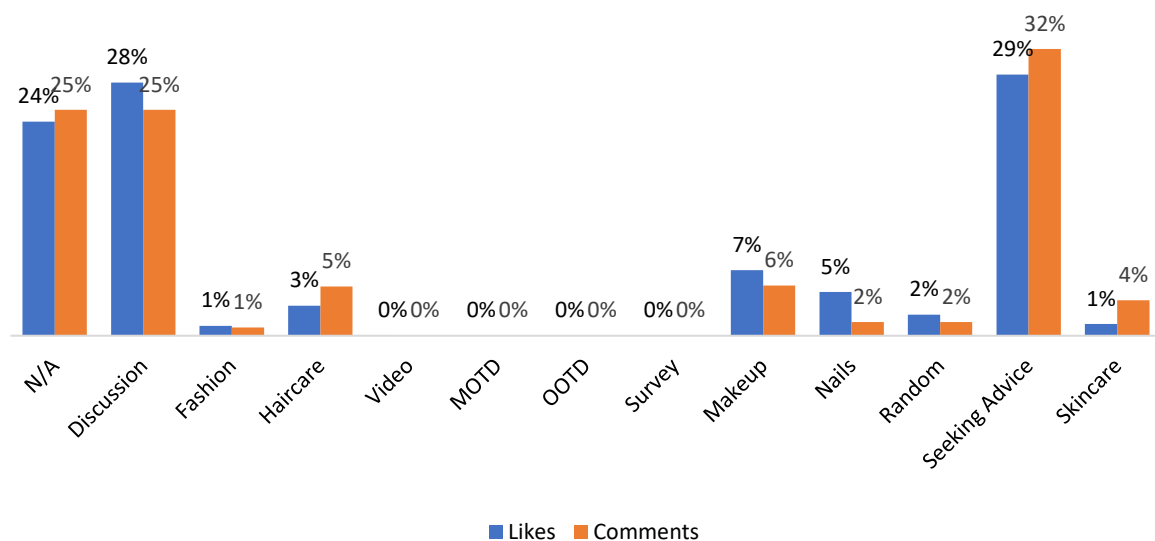
Posts Distribution per Tag



Note. Source: data collected by the researcher.

Figure 7

Likes and Comments Distribution per Tag



Note. Source: data collected by the researcher.

4.1.1.2 Exchange of Recommendations

The analysed publications contain extensive information about product usage of various categories. The community showed to have a strong culture of asking for advice,

which appears to be the main interest of members, since this type of discussion makes up for the massive majority of all of the 573 threads. Publications often presented expressions such as ‘how can I’, ‘how do you’, ‘the best’, ‘your favourite’, ‘your secret’, where members seek others’ hacks and tips. Users who choose to engage in the discussions are willing to share their expertise by giving detailed advice on the subject.

This evidence shows that members of the community tend to do research and be influenced by their peers in the decision-making process when looking for a beauty item. This seems to occur because products of personal care do not have just a practical purpose for consumers but also play a direct role in how they mind themselves and are perceived by others. Thus, getting recommendations from a group they believe to be credible can have a direct impact on their purchase intentions.

Examples of both positive and negative influences can often be found in the discussion threads collected in this netnography. A post created by Participant D asks: “what is your favorite deodorant for hot weather?”. Brands such as Dove, Old Spice, Mitchum, Ban, and Native are mentioned as having great products that work in keeping the consumer feeling fresh and clean on a warm day. Another example has Participant E questioning on what the best waterproof mascara remover is, which leads to members making positive recommendations for products from Kiss Me Heroine, Garnier, Lancôme, and Clinique.

At the opposite extreme, there are also extensive discussions on products that members did not have a good experience with. Consider, for example, the following discussion started again by Participant D: “what expensive beauty product is/was the biggest waste of money to you?”. In 193 comments, members detail their opinions on why certain products are not worth of what they are charged for. This showed to be categorically detrimental to high-end brands since consumers had expectations about them that were not fulfilled. Their sentiments are put into words as follows:

“All La Mer products were a huge let down. I returned them all to Sephora after a splurge and the girl ringing me up couldn’t believe I would possibly return La Mer!”
(Participant F)

“Jo Malone Lotions - they don't last long and always end up smelling like play doh-adjacent on my skin.” (Participant G)

“Drunk Elephant products, specifically their C-firma. It’s expensive, it stinks, it’s sticky, it leaves a gross smell on my hands and it oxidises way too quickly. I purchased a bottle of Paula’s Choice Vitamin C serum for less than half the price and it does a much better job.” (Participant H)

“Caudalie. I bought many products from the brand and all of them were shit. No difference at all on my skin, not even feeling moisturized or hydrated. Seems I’m applying dirty sink water to my face.” (Participant I)

4.1.1.3 A Place of Trust

Naturally, the forum participants extensively discuss their beauty experiences as previously demonstrated. However, evidence shows that there is a relation of trust in the community that goes beyond the exchange of information on products. It was noted during the study that participants feel comfortable in openly sharing their personal insecurities when it comes to their appearance to other members. This constitutes an important finding in the investigation due to the high engagement that these publications received.

In total, there were 11 posts that broached debates on matters regarding problems of self-esteem, which represents just 2% of all of the threads studied. However, these 11 posts together add up to a total of 1,957 likes and 530 comments – an average of 178 likes and 48 comments, a significant figure compared to the general average of 23 likes and 14 comments. More impressively, five of these posts have over 100 likes or comments. In fact, the two publications with the highest engagement of all the 573 discussions analysed touch on insecurity problems.

One of them, with 572 likes and 119 comments, was started by Participant J, who shared that she is feeling anxious about no longer wearing a face mask since she enjoys having to hide her face. The comments that followed show other members sympathizing with the situation and saying they can relate to it. As the conversation continued, being in a judgment free space appeared to make the OP and other members feel less pressured as they realized more people are facing the same dilemma:

“I am definitely with you, as someone with not-perfect teeth, wearing a mask definitely helped me feel more comfortable out in public.” (Participant K)

“Same – I prefer to wear the face mask in public and I plan to continue wearing it.”
(Participant L)

“Same here! I have bad social anxiety and pretty shaky self-confidence 9/10 days so wearing a mask was like a godsend!” (Participant M)

The most expressive publication collected during this netnography, which has 664 likes and 116 comments, was initiated by Participant N, who expressed dissatisfaction with having a distorted perception of her own appearance when looking at pictures of herself in comparison to what she sees in the mirror. By the number of members following the discussion it is possible to acknowledge the great interest others have on the subject. Some commentators weighed on some possible justifications for why people can feel this way, while others communicated their personal experiences with it:

“Some people are more ‘photogenic’ because they have angular faces and an amazing complexion which capture light better on camera. They may also know their angles and how to pose better in photos.” (Participant O)

“I don’t think cameras or cell phones capture what you really look like. Take people you know for example...I can think of photos of my family or friends where they don’t look like they do in the photos, especially selfies.” (Participant P)

“I have the same issue! Glad to hear I’m not alone.” (Participant Q)

“Are you me? I always feel this. I hate when people take pictures of me because I know I’m going to be sad because of how I look. Plus, I’ve noticed that when I smile with teeth, I look like I’m in pain lol.” (Participant R)

The data interpretation indicates that participants open up about their vulnerabilities aiming at connecting with people who feel the same way and to find comfort in others’ advice, since there is a great sense of unity in the group. It is worth mentioning that the majority of members adopt a username and avatar that does not tend to disclose their real identities, which could work as a safety net that makes them feel more comfortable in sharing personal experiences to strangers.

4.1.1.4 Unveiling Market Gaps

Historically, most beauty and personal care brands have almost exclusively favoured attending and promoting female Western beauty standards. However, over the last decade consumers started to increasingly demand diversity and inclusion practices from brands. An article from Business of Fashion (2020) stated that almost two-thirds of consumers self-proclaim themselves as belief-driven buyers, which means they will choose or avoid a brand based on how much they identify with them.

The existent marketing literature shows that to construct a strong brand equity it is imperative for companies to participate in debates that are culturally relevant to the industry in which they are inserted. Being aware of the trends that have the greatest impact on the market helps brands in promoting identification, developing meaningful bonds, and understanding how the industry is evolving. This netnographic analysis reinforces this movement, as it has revealed that the virtual community is a place where members approach issues that are growing in importance for the industry.

It was observed that participants addressed subjects that have the potential to provide insights over consumer targets that are not normally contemplated by beauty brands but that consume their products, trending features that consumers take in consideration when deciding on a purchase, as well as market gaps. Some examples of discussion threads that present a context that are of particular interest for businesses touch on subjects such as: male usage of cosmetics, search for natural products, DIY care, cruelty free brands, sustainability, and LGBTQIA+ representativeness.

“19 male here. I have no skin routine – undereye dark circles”. (Participant S)

“Is it socially acceptable for men to wear lip gloss if it’s a nude color?” (Participant T)

“Cruelty free liners for wings?” (Participant U)

“I’m a 33 yo transgender woman. I just started my journey to the womanhood. I want to be as feminine as possible and strengthen my womanliness in every level, outside and inside. What is your advice for me? I need guide for [sic] real women.”

(Participant V)

“Is the Dr Organic argan oil 100% pure argan oil like it claims?” (Participant W)

“Is sustainable beauty a fad? Is sustainability a trend, or do we think it’s here to stay?”
(Participant Y)

“I’m looking for some recommendations for clean, non-toxic products. I have a family member who just had a scan and found a mass on one of their organs and it has shifted my perspective to try to be more conscientious of the products I am using.”
(Participant X)

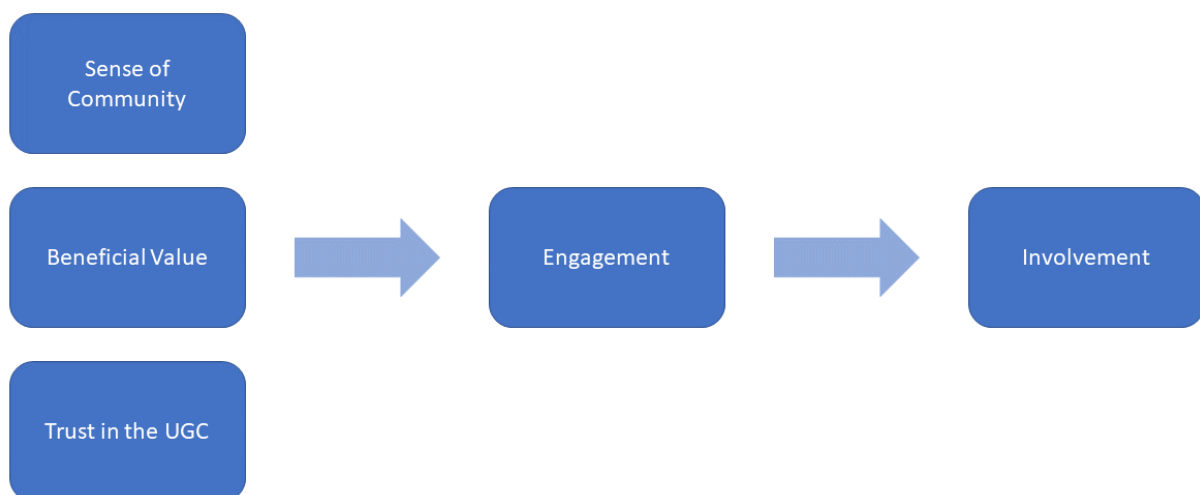
“22M Can u advise me good self tanners for face and body? I m starting to self tan as a routine, don’t want to look pale anymore.” (Participant Z)

4.2 Conceptual Model

Through the key findings of the netnographic analysis conducted within the r/beauty community presented previously, three main attitudes were identified that seem to influence how members interact with the group and with each other: the belief in a sense of community, the perception of beneficial value in the community, and the trust in the community’s UGC. In turn, these three attitudes appear to be directly related to the level of engagement and involvement shown in the group (Figure 8).

Figure 8

Conceptual Model



The conceptual model proposes that a strong sense of community, a high perception of value, and a significant trust in the UGC influence the level of engagement and involvement a member has within a virtual community. Following the principles of induction, this model is therefore taken as a generalization that may hold true for all virtual communities. In order to test its validity, a survey was undertaken to gather empirical data that measures the correlation between the variables as follows:

Hypothesis 1: the belief in a sense of community influences a member's likelihood to engage in the virtual community.

Hypothesis 2: the perception of beneficial value in the virtual community influences a member's likelihood to engage in the virtual community.

Hypothesis 3: the trust in the community's UGC influences a member's likelihood to engage in the virtual community.

Hypothesis 4: the level of engagement a member has with the virtual community influences the level of involvement the member has with the virtual community.

4.3 Survey

Since the model's proposition relies primarily on the members' attitudes towards an online group, the survey targeted any person who participates in a virtual community of consumption. It was imperative to specify that the forum needed to have its focus on a shared interest for a consumption activity as the hypothesis under test were made based upon the observations derived from the r/beauty community, which falls under this category.

An online survey was the methodology chosen for this exploration since it is considered to be a great complement to netnography in gaining an overview on online social experiences (Kozinets, 2015). The survey was made available on the platform Qualtrics, where it is possible to create tables and charts that summarize the data collected and also export it to the software SPSS by IBM, which calculates more advanced statistics on the questions. The questionnaire (appendix B, p. 196) was openly shared on Facebook, Reddit, and Survey Circle from 6th of October 2021 to 20th of October 2021.

4.3.1 Structure

- Part 1: Filtering

This section of the survey was aimed at selecting valid respondents to the research, which targeted people who are members of a virtual community of consumption.

- 1) Are you a member of a virtual community of consumption? (multiple choice/yes or no/required)

☐ Yes – *follow to the next question*

☐ No – *end of the survey*

Part 2: Usage

This section of the survey was aimed at gathering information on the platform that hosts the virtual community the respondent is a member of and the frequency with which they access the online group.

- 2) What type of platform hosts the virtual community you are a member of? (multiple choice³/categories/required)

☐ Social Media

☐ Internet Forum/Message Board

☐ Paid Mobile App

☐ Brand Website

☐ Other – *insert text*

- 3) On average, how often do you access the virtual community you are a member of? (multiple choice/categories/required)

³ Since people can participate in more than one virtual community, it was requested for respondents to consider the one they access the most to avoid conflicts of opinion during the survey.

- () More than once a day
- () Once a day
- () Every couple of days
- () Once a week
- () Monthly
- () Almost never
- () Never

- Part 3: Attitudes

This section of the survey was aimed at measuring the respondents' attitudes that constitute the conceptual model being tested. For each one of the three attitudes, one marketing measurement scale was used as reference but adapted when necessary to be in accordance with the object of study.

a) Attitude #1: belief in the sense of community

To analyse this attitude, the scale chosen was 'attitude toward the website (community)', developed by Srinivasan, Anderson, and Ponnnavolu (2002) as part of a large set of studies developed on the grounds of e-loyalty. The scale originally contains five seven-point Likert-type statements (strongly disagree/strongly agree) that measure the extent to which a person believes the website provides consumers with the opportunity to share useful information (Bruner II, 2009). The focus of the statements was changed from 'website' to 'virtual community'.

4) To what extent do you agree with the following statements regarding the virtual community you are a member of? (Likert/statements/required)

ST1: Members share experiences about products/services with other members of the community

ST2: The community is not useful for gathering information on products/services

ST3: Members of the community benefit from the information found in it

ST4: Members of the community share a common bond with one another

ST5: Members of the community are not strongly affiliated with one another

b) Attitude #2: perception of beneficial value in the virtual community

To analyse this attitude, the scale chosen was ‘attitude toward the website (cognitive)’, developed by Sundar and Kalyanaraman (2004). The scale originally contains five seven-point unipolar items (describes very poorly/describes very well) that measure a person’s attitude about a certain website with a slight emphasis on the cognitive aspect of the attitude (Bruner II, 2009). The focus of the question was changed from ‘website’ to ‘virtual community’.

- 5) To what extent do the following features describe the virtual community you are a member of? (slider/items/required)

Informative

Useful

Positive

Favourable

Good

c) Attitude #3: trust in the community’s UGC

To analyse this attitude, the scale chosen was ‘attitude toward the website (credibility)’, used by Rodgers (2004). The scale originally contains 11 seven-point semantic differentials that measure the degree to which a person believes that the information provided at a website is trustworthy (Bruner II, 2009). The focus of the question was changed from ‘website’ to ‘virtual community’, and only six of the 11 features were chosen in order to avoid ambiguity in the responses.

- 6) How would you describe the information provided in the virtual community you are a member of? (bipolar/semantic differentials/required)

Untrustworthy/Trustworthy

Not credible/Credible

Not knowledgeable/Knowledgeable

Not qualified/Qualified

Unethical/Ethical
Not objective/Objective

- Part 4: Level of Engagement

This section of the survey was aimed at measuring the level of engagement respondents have with the virtual community they are a member of. To analyse this matter, the scale ‘intention to recommend’, was used as reference. It originally contains three seven-point Likert-type statements (highly unlikely/highly likely) that are used to measure a customer’s likelihood of suggesting a product or brand to others (Bruner II, 2009). However, since the survey does not focus on any specific type of recommendation, a decision was made to adapt the first statement of the scale to broaden the scope of the questions being proposed to respondents.

7) How would you characterize the following statements regarding your engagement in the virtual community you are a member of? (Likert/statements/required)

ST1: How likely are you to share a positive recommendation about a product/service in the virtual community?

ST2: How likely are you to share a negative recommendation about a product/service in the virtual community?

- Part 5: Level of Involvement

This section was aimed at measuring the level of involvement respondents have with the virtual community they are a member of. To analyse this matter, the Personal Involvement Inventory (PII) developed by Zaichkowsky (1985) was used. This scale originally contains 20 seven-point semantic differentials that are easily customized and measures the enduring and intrinsic relevance of an object to a person (Bruner II, 2009). The focus of the question was changed from ‘website’ to ‘virtual community’, and 14 of the 20 features were chosen in order to avoid ambiguity in the responses.

8) How would you describe the relevance of the virtual community to you?
(bipolar/semantic differentials/required)

Unimportant/Important
Irrelevant/Relevant
Means nothing to me/Mean a lot to me
Useless/Useful
Worthless/Valuable
Trivial/Fundamental
Not beneficial/Beneficial
Doesn't matter/Matters to me
Insignificant/Significant
Boring/Interesting
Unexciting/Exciting
Nonessential/Essential
Not needed/Needed
Uninvolving/Involving

- Part 6: Profiling

This section of the survey was aimed at gathering information on basic demographic information on the respondents for statistical purposes.

9) Your gender: (multiple choice/categories/required)

- ☐ Female
- ☐ Male
- ☐ Non-binary/Third gender
- ☐ Prefer not to say

10) Your generation: (multiple choice/categories/required)

- ☐ Gen Z (1997-2012)
- ☐ Millennials (1981-1996)
- ☐ Gen X (1965-1980)
- ☐ Boomers (1946-1964)
- ☐ Silent (1928-1945)

4.3.2 Sampling

The investigation was based on a non-probability purposive sampling. A total of 203 responses were gathered through the online survey and, of those, 159 were considered valid for meeting the requirement of participating in a virtual community of consumption. The most relevant fact that corroborates this sample size is the vastness of the population studied. Although there is estimated data on the number of internet users around the world, there is no evidence capable of determining how many of those people are members of virtual communities of consumption.

Therefore, the use of this sampling technique is appropriate to the present investigation since it is not limited by its size but by features established by the researcher that guarantee that the respondent is pertinent to fulfilling the objective of the study (question 1 of the survey). Additionally, non-probability purposive samples also turn out to be highly beneficial due to their effectiveness in terms of cost, time, and ability to explore anthropological phenomena of a specific group.

4.3.3 Descriptive Results

Regarding the profile of the sample analysed ($n = 159$), 64.15% were female, 31.45% were male, 3.14% were non-binary/third gender, and 1.26% preferred not to say (Figure 9). Generation wise, 57.23% were Millennials (1981-1996), 29.56% were Gen Z (1997-2012), 10.69% were Gen X (1965-1980), 2.52% were Boomers (1946-1964), and 0% were from the Silent Generation (1928-1945) – an occurrence to be expected given the nature of the investigation (Figure 10)⁴.

⁴ The original tables exported from SPSS can be consulted in appendix C (p. 201).

Figure 9

Sample Profile: Gender

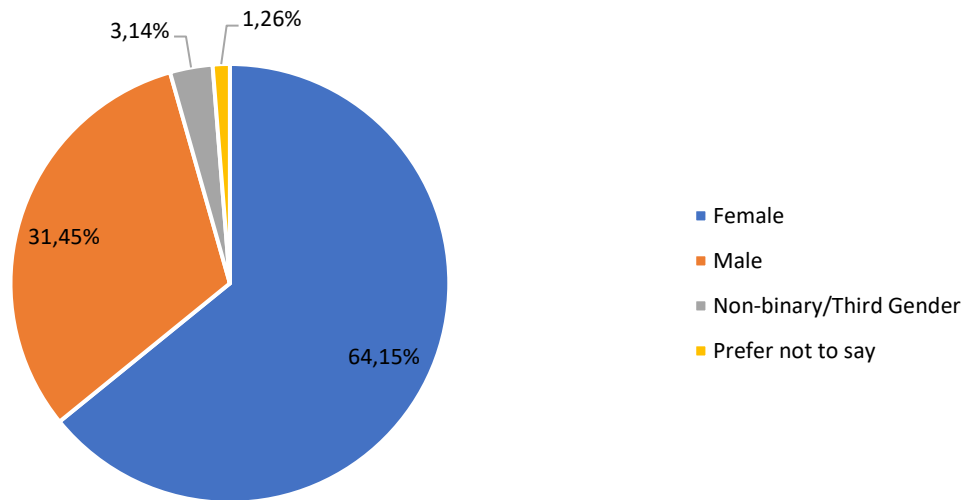
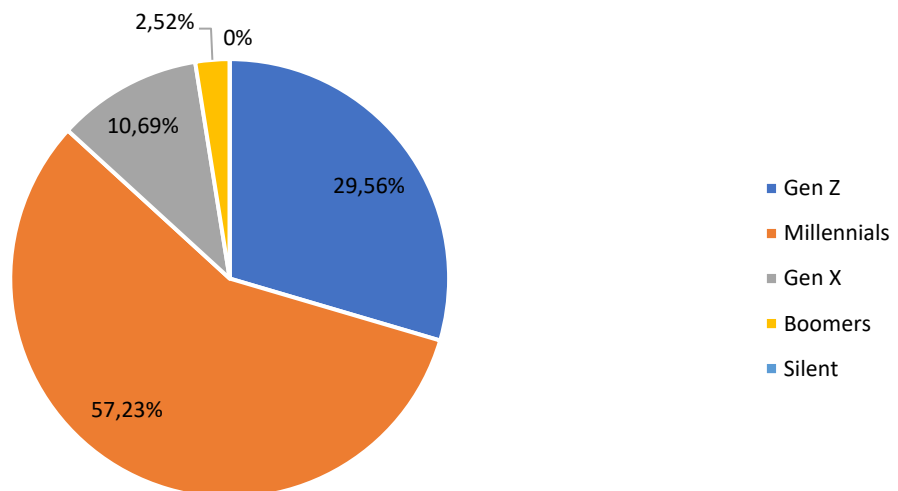


Figure 10

Sample Profile: Generation



As for the features of usage, social media was the most common choice as the platform that hosts the virtual community the respondent is a member of (83.65%), followed by internet forum/message board (10.06%), brand website (3.14%), other (3.14%), and paid mobile app (0%). Respondents who marked the option ‘other’ mentioned Google Meets, Zoom, Discord, WhatsApp, and Telegram as the platforms that host the virtual community they are a member of (Figure 11).

In terms of the frequency with which the respondents access the community, 40.25% said they use it more than once a day, 22.64% once a day, 22.64% every couple of days, 6.29% once a week, 5.66% monthly, 2.52% almost never, and 0% said they access the community never (Figure 12). This distribution shows that the virtual communities are on some level an active part of the member's life.

Figure 11

Usage: Hosting Platform

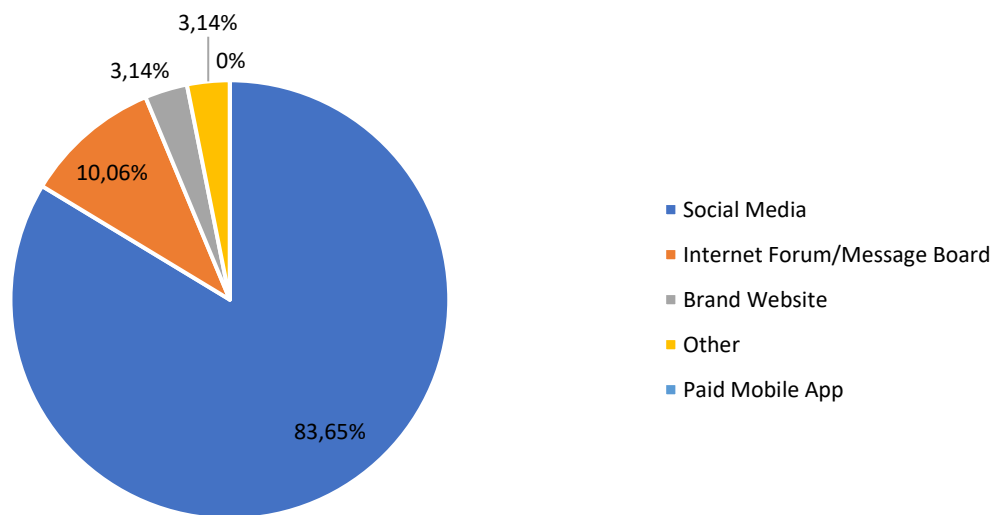
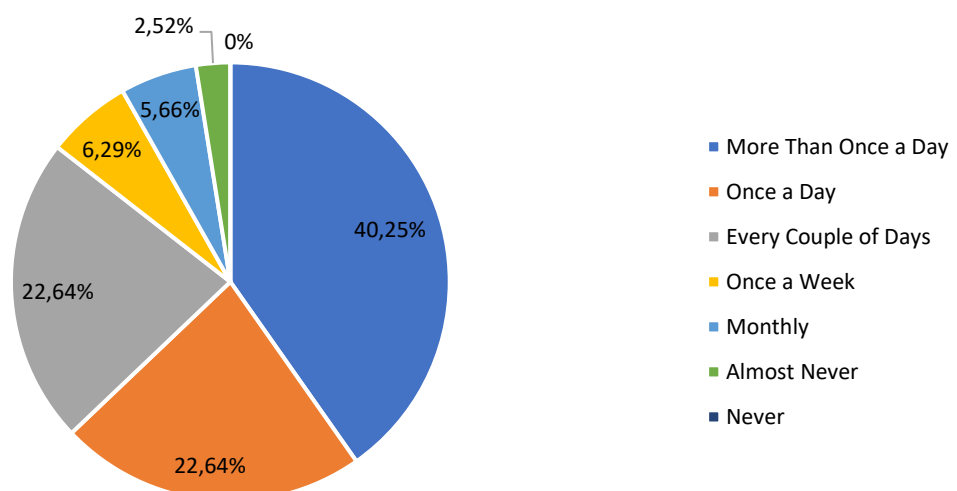


Figure 12

Usage: Frequency



In order to comprehend the belief in the sense of community, which is the first attitude in the conceptual model proposed, the survey applied the scale ‘attitude toward the website (community)’. As detailed in the previous section, this scale contains five seven-point Likert type statements that allow the individual to express how much they agree or disagree with the given statement in the following order: (1) strongly disagree, (2) disagree, (3) somewhat disagree, (4) neither agree or disagree, (5) somewhat agree, (6) agree, and (7) strongly agree.

Considering that the scale is presented in an ascending order, the higher the mean of response, the higher the sample’s agreement with the respective statement. On the contrary, the lower the mean of response, the lower the sample’s agreement with the respective statement. However, it should be noted that the scale uses positive and negative indicators for ensuring reliability of the data. Therefore, it should be expected that the results from the positive statements are opposed to the results of the negative statements.

Table 2

Scale 1 (Community): Minimum, Maximum, and Mean

Statement	Min	Max	Mean
#1 Members share experiences about products/services with other members of the community	2.00	7.00	6.04
#2 The community is not useful for gathering information on products/services	1.00	7.00	2.48
#3 Members of the community benefit from the information found in it	3.00	7.00	6.11
#4 Members of the community share a common bond with one another	1.00	7.00	5.55
#5 Members of the community are not strongly affiliated with one another	1.00	7.00	4.04

Table 2 shows that respondents had a high level of agreement with statement #1 ‘members share experiences about products/services with other members of the community’ (6.04) and statement #3 ‘members of the community benefit from the information found in it’ (6.11). Statement #2, ‘the community is not useful for gathering information on products/services’ was proposed as the reversed item to statement #3 and had a low level of

agreement (2.48), which adds to the accuracy of the dataset since the means are expected to be divergent.

Statement #4 ‘members of the community share a common bond with one another’ presented a high level of agreement (5.55). However, its reversed item, statement #5 ‘members of the community are not strongly affiliated with one another’ exhibited a moderate high level of agreement (4.04), which contradicts the results expected. It is possible to infer then that respondents did not perceive the two collocations as opposites, but as expressing two different types of possible relationships between members: a common bond based on a shared interest for a consumption activity and a strong affiliation based on friendship ties.

To further confirm the results from this first scale, Table 3 presents the median and mode of the statements to indicate the central tendency of response. These additional statistics are important to be analysed because Likert scales are considered to be ordinal data⁵, which means performing arithmetic operations can be limiting. Still, it can be observed below that all the indicators analysed are compatible with the conclusions drawn by the mean.

Table 3

Scale 1 (Community): Median and Mode

Statement	Median	Mode
#1 Members share experiences about products/services with other members of the community	6.00	7
#2 The community is not useful for gathering information on products/services	2.00	1 ⁶
#3 Members of the community benefit from the information found in it	6.00	7
#4 Members of the community share a common bond with one another	6.00	6
#5 Members of the community are not strongly affiliated with one another	4.00	4

⁵ Ordinal data is a type of statistical data where the distance between the categories of evaluation is not known.

⁶ In the case of more than one mode, the lowest value is showed.

The scale ‘attitude toward the website (cognitive)’ of the survey was applied to measure the second attitude of the conceptual model proposed in this research: perception of beneficial value in the virtual community. This scale contains five seven-point unipolar items that allow the respondent to evaluate the presence or absence of a set of qualities of a virtual community. Thus, the higher the mean of the responses, the better the respective attribute was judged since all of the items relate to a positive cognitive association.

Table 4

Scale 2 (Cognitive): Minimum, Maximum, Mean and Standard Deviation

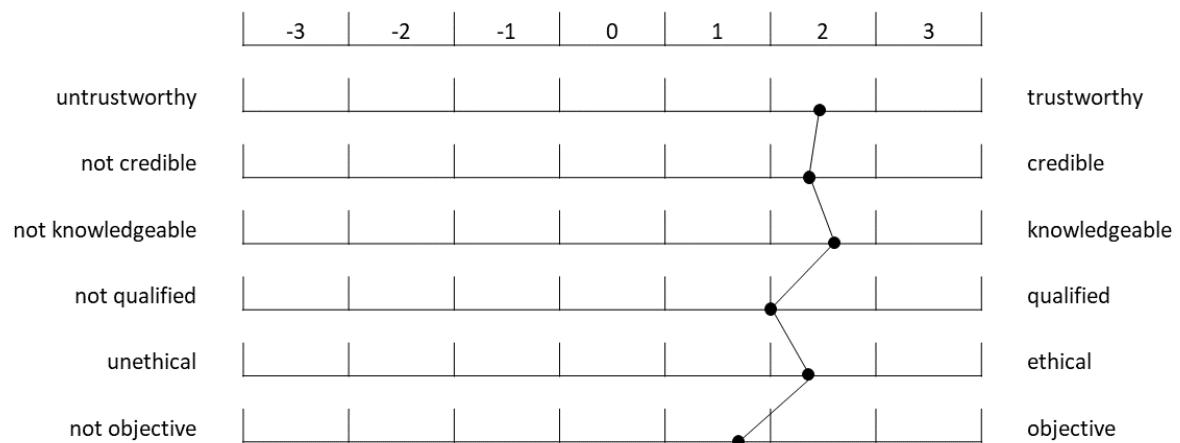
Item	Min	Max	Mean	Std Deviation
Informative	2.00	7.00	5.95	1.07
Useful	1.00	7.00	5.86	1.15
Positive	1.00	7.00	5.23	1.44
Favourable	1.00	7.00	5.34	1.17
Good	1.00	7.00	5.66	1.17

Results from this scale (Table 4) demonstrate that the sample have a general positive perception of the virtual communities they are a member of, considering them in an ascending order: positive (5.23), favourable (5.34), good (5.66), useful (5.86), and informative (5.95). The opposite pattern of order was found in the standard deviation of each item: informative (1.07), useful (1.15), good (1.17), favourable (1.17), and positive (1.44). This set of values shows that there is a low level of dispersion in the responses, which indicates a certain homogeneity in the respondents’ opinions on this matter.

The final attitude of the conceptual model mapped by the survey was the trust in the community’s UGC through the use of the scale ‘attitude toward the website (credibility)’. This bipolar scale contains six seven-point semantic differentials that allow the psychological measurement of the respondents’ perspective on the information available on the virtual community. To better illustrate the respective results, after calculating the mean of the dataset collected (Table 5), a polarity chart was generated based on a technique developed by Charles E. Osgood in the 1950s (Figure 13).

Table 5*Scale 3 (Credibility): Minimum, Maximum, and Mean*

Item	Min	Max	Mean
Untrustworthy/Trustworthy	1.00	7.00	5.49
Not credible/Credible	2.00	7.00	5.45
Not knowledgeable/Knowledgeable	1.00	7.00	5.58
Not qualified/Qualified	1.00	7.00	4.97
Unethical/Ethical	1.00	7.00	5.44
Not objective/Objective	1.00	7.00	4.78

Figure 13*Scale 3 (Credibility): Semantic Differential Chart*

Note. This method presents a ranking between the contrasting adjectives from -3 to +3 having 0 as a neutral point. Each item equivalent value is found using the calculated mean.

As it is evident in the chart, the items were best rated in the following order: not knowledgeable/knowledgeable (5.58), untrustworthy/trustworthy (5.49), not credible/credible (5.45), unethical/ethical (5.44), not qualified/qualified (4.97), and objective/objective (4.78). Considering these values, the aggregate response for each item was on the positive side of the

chart, which shows that there is an optimistic perception of the information that is shared by members in the virtual communities each respondent is a member of.

After measuring the three attitudes that compose the first part of the conceptual model, the survey evaluated the levels of engagement and involvement the sample has towards a virtual community of consumption. To start off, the scale ‘intention to recommend’ questioned the respondents on their likelihood to share a positive and negative opinion on a product/service on the group, following the order: (1) highly unlikely, (2) unlikely, (3) somewhat unlikely, (4) neutral, (5) somewhat likely, (6) likely, and (7) highly likely.

Table 6

Scale 4 (Intention to Recommend): Minimum, Maximum, and Mean

Statement	Min	Max	Mean
#1 How likely are you to share a positive recommendation about a product/service in the virtual community?	1.00	7.00	5.07
#2 How likely are you to share a negative recommendation about a product/service in the virtual community?	1.00	7.00	4.20

Table 6 shows that respondents have a high likelihood to share a positive recommendation about a product or service (5.07) but a moderate likelihood to share a negative one (4.20). As it is shown by the minimum and maximum values reached (1.00 and 7.00), there is more variability of responses in this scale that ended up affecting the mean. Following the same principle applied in the analysis of the scale 1 of the survey, the following table presents the median and mode of the two statements (Table 7).

Table 7*Scale 4 (Intention to Recommend): Median and Mode*

Statement	Median	Mode
#1 How likely are you to share a positive recommendation about a product/service in the virtual community?	5.00	6
#2 How likely are you to share a positive recommendation about a product/service in the virtual community?	4.00	6

In this case, it is interesting to observe that even though the median of both the statements are in accordance with what the mean has already shown, the mode of 6 indicates that the majority of the responses corroborate a high likelihood of people actively engaging with the community to share positive and negative opinions on products or services. Therefore, it is apparent that the sample presented a more diverse distribution of responses in this scale.

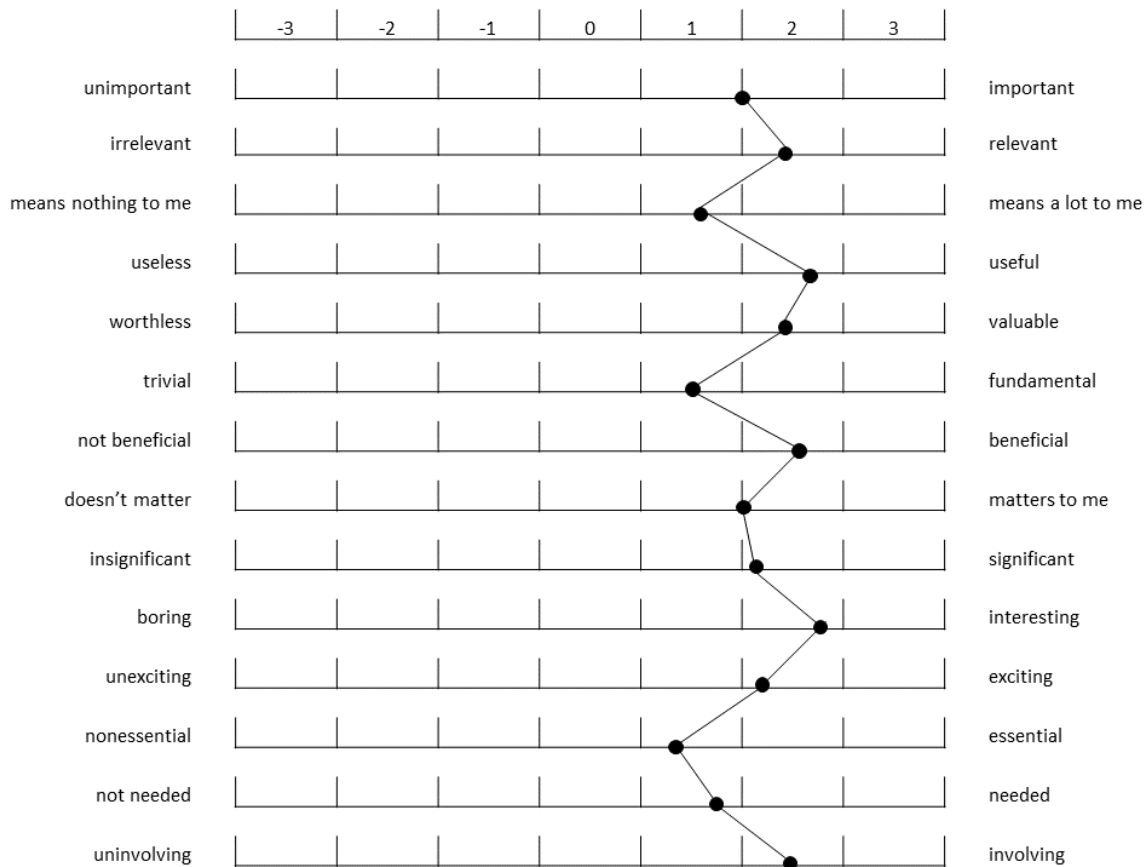
Lastly, with the purpose of gathering information on the level of involvement the respondents have with a virtual community, the PII was applied with 14 seven-point semantic differentials. Among the attributes being judged by the sample, there were both functional and emotional adjectives to weigh on the relevance the virtual community has for each person. Similar to how scale 3 of the survey was analysed, to better illustrate the respective results, after calculating the mean of the dataset collected (Table 8) a polarity chart was generated (Figure 14).

Table 8*Scale 5 (Involvement): Minimum, Maximum, and Mean*

Item	Min	Max	Mean
Unimportant/Important	1.00	7.00	5.01
Irrelevant/Relevant	1.00	7.00	5.40
Means nothing to me/Means a lot to me	1.00	7.00	4.60
Useless/Useful	1.00	7.00	5.73
Worthless/Valuable	1.00	7.00	5.40
Trivial/Fundamental	1.00	7.00	4.52
Not beneficial/Beneficial	1.00	7.00	5.65
Doesn't matter/Matters to me	1.00	7.00	5.01
Insignificant/Significant	1.00	7.00	5.04
Boring/Interesting	1.00	7.00	5.85
Unexciting/Exciting	1.00	7.00	5.19
Nonessential/Essential	1.00	7.00	4.30
Not needed/Needed	1.00	7.00	4.79
Uninvolving/Involving	1.00	7.00	5.43

Figure 14

Scale 5 (Involvement): Semantic Differential Chart



Note. This method presents a ranking between the contrasting adjectives from -3 to +3 having 0 as a neutral point. Each item equivalent value is found using the calculated mean.

By observing the mean it can be noted that the adjectives were best evaluated by the sample in the following order: boring/interesting (5.85), useless/useful (5.73), not beneficial/beneficial (5.65), uninvolved/involving (5.43), irrelevant/relevant (5.40), worthless/valuable (5.40), unexciting/exciting (5.19), insignificant/significant (5.04), unimportant/important (5.01), doesn't matter to me/matters to me (5.01), not needed/needed (4.79), means nothing to me/means a lot to me (4.60), trivial/fundamental (4.52), and nonessential/essential (4.30). Considering these values, the aggregate response for each item was placed on the positive side of the chart, which shows that there is a significant level of involvement between respondents and the virtual community they are a member of.

4.3.4 Correlations

A fundamental part of the survey's analysis is to calculate the statistical correlations between the variables of the conceptual model in order to test its ability to illustrate the working dynamics of a virtual community of consumption. In this instance, there are two degrees of correlations that need to be determined within the model. The first degree of correlation investigates whether or not the belief in a sense of community (scale 1), the perception of beneficial value in the community (scale 2), and the trust in the community's UGC (scale 3) have a direct influence on members' willingness to engage (scale 4).

It is important to note that scale 4 (intention to recommend) differentiates the likelihood to share a positive recommendation and a negative recommendation. Therefore, the correlations between the attitudes and the level of engagement will be displayed by separating the two types of intentions so it can be observed if there is any variance that can be identified.

Secondly, as the conceptual model theorizes that the level of engagement directly impacts the level of involvement members have with a virtual community, the analysis will also present the correlations between scales 4 and 5 (PII). In addition to separately comparing the positive and negative intentions to recommend, it is also valuable for future conclusions to divide the 14 adjectives of the PII into two categories that express either emotional involvement or functional involvement.

Thus, for the purpose of this investigation the items unimportant/important, irrelevant/relevant, useless/useful, worthless/valuable, trivial/fundamental, not beneficial/beneficial, and boring/interesting were interpreted as indicators of functional involvement, while the items means nothing to me/means a lot to me, doesn't matter/matters to me, insignificant/significant, unexciting/exciting, nonessential/essential, not need/needed, and uninvolving/involving were interpreted as indicators of emotional involvement.

For each correlation that tested the conceptual model, a null hypothesis (H_0) and its alternative hypothesis (H_a) were evaluated. The SPSS software was used to calculate the Pearson's Correlation Coefficient, which varies between -1 and +1⁷, and the 2-tailed significance value (p-value), which is usually set at a standard alpha (α) of .05. However, since SPSS has the ability to indicate at what point each correlation has statistical significance, the values proposed by the software will be the ones used in the analysis⁸.

⁷ +1 indicates a perfect positive correlation and -1 indicates a perfect negative correlation.

⁸ The original tables exported from SPSS can be consulted in appendix D (p. 206)

4.3.4.1 Hypothesis 1

H₀: the belief in a sense of community does not influence a member's likelihood to engage in the virtual community.

H_a: the belief in a sense of community influences a member's likelihood to engage in the virtual community.

Table 9

Scale 1 x Scale 4 (Positive Recommendation)

		Members share experiences about products/services	Members benefit from the information	Members share a common bond
Intention to make a positive recommendation	Pearson' correlation	,331**	,434**	,440**
	Sig. (2-tailed)	<,001	<,001	<,001
	N	159	159	159

Note. The reversed statements of scale 1 (ST2/ST5) were not considered in the correlation.

**correlation is significant at .01 (2-tailed).

The table above shows that there is a weak positive correlation between agreeing that members share information about products/services in the virtual community and their likelihood to make a positive recommendation (.331); a moderate positive correlation between agreeing that members benefit from the information in the virtual community and their likelihood to make a positive recommendation (.434); and a moderate positive correlation between agreeing that members share a common bond in the virtual community and their likelihood to make a positive recommendation (.440).

All of these correlations are considered highly significant since $p < .001$. These results suggest that H₀ (the belief in a sense of community does not influence a member's likelihood to engage in the virtual community) should be rejected and H_a accepted (the belief in a sense of community influences a member's likelihood to engage in the virtual community). Next, a similar analysis will take place to determine if the same pattern of influence exists when the proposition is on sharing a negative opinion about a product or service (Table 10).

Table 10*Scale 1 x Scale 4 (Negative Recommendation)*

		Members share experiences about products/services	Members benefit from the information	Members share a common bond
Intention to make a negative recommendation	Pearson' correlation	,182*	,223**	,149
	Sig. (2-tailed)	,022	,005	,061
	N	159	159	159

Note. The reversed statements of scale 1 (ST2/ST5) were not considered in the correlation.

*correlation is significant at .05 (2-tailed).

**correlation is significant at .01 (2-tailed).

The table shows that there is a very weak positive correlation between agreeing that members share information about products/services in the virtual community and their likelihood to make a negative recommendation (.182); a weak positive correlation between agreeing that members benefit from the information in the virtual community and their likelihood to make a negative recommendation (.223); and a very week positive correlation between agreeing that members share a common bond in the virtual community and their likelihood to make a negative recommendation (.149).

Although the correlations between the first two statements and the intention to make a negative recommendation are lower than the correlations with the intention to make a positive recommendation, they still have statistical relevance ($p = .022$ and $p = .005$), which goes against H_0 . However, contrary to the correlation found between agreeing that members share a common bond in the virtual community and their likelihood to make a positive recommendation, there is no statistical relevance between this belief and the likelihood of making a negative recommendation ($p = .061$), which supports not rejecting H_0 .

Therefore, it can be concluded that there is some level of direct influence between believing that there is a strong sense of a community in the online group and members' willingness to engage in it as proposed in the conceptual model. Nevertheless, evidence shows that people relate differently to sharing a positive recommendation to sharing a negative recommendation in virtual communities, which indicates that there are other possible factors that impact their decision to share personal experiences with products and services online.

4.3.4.2 Hypothesis 2

H₀: the perception of beneficial value in the virtual community does not influence a member's likelihood to engage in the virtual community.

H_a: the perception of beneficial value in the virtual community influences a member's likelihood to engage in the virtual community.

Table 11

Scale 2 x Scale 4 (Positive Recommendation)

		Informative	Useful	Positive	Favourable	Good
Intention to make a positive recommendation	Pearson' correlation	,397**	,471**	,396**	,400**	,430**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001
	N	159	159	159	159	159

Note. **correlation is significant at .01 (2-tailed).

Table 11 shows that there is a weak positive correlation between perceiving the virtual community as informative and members' likelihood to make a positive recommendation (.397); a moderate positive correlation between perceiving the virtual community as useful and members' likelihood to make a positive recommendation (.471); a weak positive correlation between perceiving the virtual community as positive and members' likelihood to make a positive recommendation (.396); a moderate positive correlation between perceiving the virtual community as favourable and members' likelihood to make a positive recommendation (.400); and a moderate positive correlation between perceiving the virtual community as good and members' likelihood to make a positive recommendation (.430).

All of these correlations are considered highly significant since $p < .001$. These results suggest that H₀ (the perception of beneficial value in the virtual community does not influence a member's likelihood to engage in the virtual community) should be rejected and H_a accepted (the perception of beneficial value in the virtual community influences a member's likelihood to engage in the virtual community). Next, a similar analysis will take place to determine if the same pattern of influence exists when the proposition is on sharing a negative opinion about a product or service (Table 12).

Table 12*Scale 2 x Scale 4 (Negative Recommendation)*

		Informative	Useful	Positive	Favourable	Good
Intention to make a negative recommendation	Pearson' correlation	,069	,123	,006	,016	,088
	Sig. (2-tailed)	,388	,121	,940	,838	,272
	N	159	159	159	159	159

In this case, results indicate that there is no significant correlation between how members perceive the community's attributes evaluated in scale 2 and their intention to make a negative recommendation ($p > .05$). This evidence goes against rejecting H_0 . However, as it was also noted in the previous section, this reveals that the influence of this second attitude over the level of engagement in the virtual community varies depending on if the recommendation being made by the member is positive or negative.

4.3.4.3 Hypothesis 3

H_0 : the trust in the community's UGC does not influence a member's likelihood to engage in the virtual community.

H_a : the trust in the community's UGC influences a member's likelihood to engage in the virtual community.

Table 13*Scale 3 x Scale 4 (Positive Recommendation): Part 1*

		Trustworthy	Credible	Knowledgeable
Intention to make a positive recommendation	Pearson' correlation	,330**	,372**	,277**
	Sig. (2-tailed)	<,001	<,001	<,001
	N	159	159	159

Note. Considering that all the semantic differentials from scale 3 were positively rated by the respondents (p. 55), its opposite adjective is not displayed in this table.

**correlation is significant at .01 (2-tailed).

Table 14*Scale 3 x Scale 4 (Positive Recommendation): Part 2*

		Qualified	Ethical	Objective
Intention to make a positive recommendation	Pearson' correlation	,285**	,248**	,236**
	Sig. (2-tailed)	<,001	,002	,003
	N	159	159	159

Note. Considering that all the semantic differentials from scale 3 were positively rated by the respondents (p. 55), its opposite adjective is not displayed in this table.

**correlation is significant at .01 (2-tailed).

Tables 13 and 14 describe a weak positive correlation between perceiving the community's UGC as trustworthy and members' likelihood to make a positive recommendation (.330); a weak positive correlation between perceiving the community's UGC as credible and members' likelihood to make a positive recommendation (.372); a weak positive correlation between perceiving the community's UGC as knowledgeable and members' likelihood to make a positive recommendation (.277); a weak positive correlation between perceiving the community's UGC as qualified and members' likelihood to make a positive recommendation (.285); a weak positive correlation between perceiving the community's UGC as ethical and members' likelihood to make a positive recommendation (.248); and a weak positive correlation between perceiving the community's UGC as objective and members' likelihood to make a positive recommendation (.236).

Although the correlations appear to be highly significant according to the p-value ($p < .001$; $p = .002$ and $p = .003$), there are only weak correlations between variables, which makes rejecting H_0 (the trust in the community's UGC does not influence a member's likelihood to engage in the virtual community) and accepting H_a (the trust in the community's UGC influences a member's likelihood to engage in the virtual community) a possible Type I error⁹ where the statistical relevance could have come about because of other unrelated factors. In the following table, the correlation will be tested considering an intention to make a negative recommendation.

⁹ A Type I error occurs when the null hypothesis is rejected when it is in fact true.

Table 15*Scale 3 x Scale 4 (Negative Recommendation): Part 1*

		Trustworthy	Credible	Knowledgeable
Intention to make a negative recommendation	Pearson' correlation	,036	0,14	-,024
	Sig. (2-tailed)	,656	,862	,768
	N	159	159	159

Note. Considering that all the semantic differentials from scale 3 were positively rated by the respondents (p. 55), its opposite adjective is not displayed in this table.

Table 16*Scale 3 x Scale 4 (Negative Recommendation): Part 2*

		Qualified	Ethical	Objective
Intention to make a negative recommendation	Pearson' correlation	-,010	,009	-,016
	Sig. (2-tailed)	,899	,905	,839
	N	159	159	159

Note. Considering that all the semantic differentials from scale 3 were positively rated by the respondents (p. 55), its opposite adjective is not displayed in this table.

Results from tables 15 and 16 corroborate that there is no significant correlation between how members perceive the community's UGC and their intention to make a negative recommendation ($p > .05$). Considering the analysis from both engagement perspectives it is not possible to reject H_0 , and therefore it should be assumed that there is not a direct influence between how members perceive the community's UGC and their level of engagement with the virtual community.

4.3.4.4 Hypothesis 4

H_0 : the level of engagement a member has with the virtual community does not influence the level of involvement the member has with the virtual community.

H_a : the level of engagement a member has with the virtual community influences the level of involvement the member has with the virtual community.

Table 17*Scale 4 (Positive) x Scale 5 (Functional): Part 1*

		Important	Relevant	Useful	Valuable
Intention to make a positive recommendation	Pearson' correlation	,477**	,476**	,469**	,443**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001
	N	159	159	159	159

Note. Considering that all the semantic differentials from scale 3 were positively rated by the respondents (p. 58-59), its opposite adjective is not displayed in this table.

**correlation is significant at .01 (2-tailed).

Table 18*Scale 4 (Positive) x Scale 5 (Functional): Part 2*

		Fundamental	Beneficial	Interesting
Intention to make a positive recommendation	Pearson' correlation	,281**	,432**	,324**
	Sig. (2-tailed)	<,001	<,001	<,001
	N	159	159	159

Note. Considering that all the semantic differentials from scale 3 were positively rated by the respondents (p. 58-59), its opposite adjective is not displayed in this table.

**correlation is significant at .01 (2-tailed).

In the tables 17 and 18 a description is given regarding the correlations between members' likelihood to make a positive recommendation and their consequent level of functional involvement with the virtual community. Five moderate positive correlations were drawn with the attributes important (.477), relevant (.476), useful (.469), valuable (.443), and beneficial (.432). Two weak positive correlations were drawn with the attributes interesting (.324) and fundamental (.281).

All of these correlations are considered highly significant since $p < .001$, which supports the rejection of H_0 (the level of engagement a member has with the virtual community does not influence the level of involvement the member has with the virtual community) and the acceptance of H_a (the level of engagement a member has with the virtual

community influences the level of involvement the member has with the virtual community). The possible correlations considering emotional involvement are shown next (Table 19 and Table 20).

Table 19

Scale 4 (Positive) x Scale 5 (Emotional): Part 1

		Means a lot to me	Matters to me	Significant	Exciting
Intention to make a positive recommendation	Pearson' correlation	,395**	,374**	,386**	,395**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001
	N	159	159	159	159

Note. Considering that all the semantic differentials from scale 3 were positively rated by the respondents (p. 58-59), its opposite adjective is not displayed in this table.

**correlation is significant at .01 (2-tailed).

Table 20

Scale 4 (Positive) x Scale 5 (Emotional): Part 2

		Essential	Needed	Involving
Intention to make a positive recommendation	Pearson' correlation	,353**	,394**	,387**
	Sig. (2-tailed)	<,001	<,001	<,001
	N	159	159	159

Note. Considering that all the semantic differentials from scale 3 were positively rated by the respondents (p. 58-59), its opposite adjective is not displayed in this table.

**correlation is significant at .01 (2-tailed).

The tables above show that members' willingness to share a positive recommendation has a weak positive correlation to their level of emotional involvement with the virtual community according to the attributes means a lot to me (.395), matters to me (.374), significant (.386), exciting (.395), essential (.353), needed (.394), and involving (.387). As the correlations were considered highly significant ($p < .001$), this evidence corroborates the rejection of H_0 and the acceptance of H_a . The following tables display the correlations

between intention to make a negative recommendation and the levels of functional and emotional involvement with the virtual community.

Table 21

Scale 4 (Negative) x Scale 5 (Functional): Part 1

		Important	Relevant	Useful	Valuable
Intention to make a negative recommendation	Pearson' correlation	,228**	,145	,170*	,102
	Sig. (2-tailed)	,004	,068	,032	,201
	N	159	159	159	159

Note. Considering that all the semantic differentials from scale 3 were positively rated by the respondents (p. 58-59), its opposite adjective is not displayed in this table.

*correlation is significant at .05 (2-tailed).

**correlation is significant at .01 (2-tailed).

Table 22

Scale 4 (Negative) x Scale 5 (Functional): Part 2

		Fundamental	Beneficial	Interesting
Intention to make a negative recommendation	Pearson' correlation	,025	,133	,133
	Sig. (2-tailed)	,756	,095	,095
	N	159	159	159

Note. Considering that all the semantic differentials from scale 3 were positively rated by the respondents (p. 58-59), its opposite adjective is not displayed in this table.

Through these indicators it is possible to see that two features showed, respectively, a weak and very weak level of significance when correlated to an intention to make a negative recommendation: important ($r = .228$ and $p = .004$) and useful ($r = .170$ and $p = .032$). Thus, results indicate that there is no significant correlation between members' willingness to make a negative recommendation in the virtual community and their functional involvement with it, which goes against rejecting H_0 and reinforces the discrepancy in how sharing positive and negative recommendations influence members' relationship with the virtual community. The

possible correlations considering emotional involvement are shown next (Table 23 and Table 24).

Table 23

Scale 4 (Negative) x Scale 5 (Emotional): Part 1

		Means a lot to me	Matters to me	Significant	Exciting
Intention to make a negative recommendation	Pearson' correlation	,002	,083	,115	,104
	Sig. (2-tailed)	,980	,299	,151	,190
	N	159	159	159	159

Note. Considering that all the semantic differentials from scale 3 were positively rated by the respondents (p. 58-59), its opposite adjective is not displayed in this table.

Table 24

Scale 4 (Negative) x Scale 5 (Emotional): Part 2

		Essential	Needed	Involving
Intention to make a negative recommendation	Pearson' correlation	,068	,068	,122
	Sig. (2-tailed)	,392	,391	,124
	N	159	159	159

Note. Considering that all the semantic differentials from scale 3 were positively rated by the respondents (p. 58-59), its opposite adjective is not displayed in this table.

Results from tables 23 and 24 corroborate that there is also no significant correlation between members' willingness to make a negative recommendation in the virtual community and their emotional involvement with it ($p > .05$). Considering the analysis from both engagement (positive/negative) and involvement (functional/emotional) perspectives it is not possible to reject H_0 , and therefore it should be assumed that members' willingness to share a negative recommendation on a virtual community has no direct influence on the level of involvement with it.

4.4 Final Considerations

The preceding results made it possible to evaluate the validity of the proposed conceptual model presented in section 4.2. Broadly speaking, the conceptual model is partially verified by the data collected through the survey. However, it is important to consider that there may be other attitudes and motivations beyond the scope of the research that inform the relationship between member and virtual community. One prominent finding in the data was the difference in correlation when comparing intention to make a positive recommendation with intention to make a negative recommendation. The intricacies and nuances of the analysis are explored in more detail in the following paragraphs.

The first attitude of the conceptual model (belief in a sense of community) was shown to influence the level of engagement only when intending to make a positive recommendation, which partially supports H1. A similar pattern can be observed regarding the second attitude (the perception of beneficial value in the virtual community), which partially supports H2. However, the third attitude (trust in the community's UGC) has proven to have no influence on the level of engagement a member has with a virtual community, be it a positive or negative recommendation, which disproves H3.

Regarding the influence that the level of engagement might have on the level of involvement, a similar trend was observed concerning the difference in correlation between the intention to make a positive recommendation and the intention to make a negative recommendation, which partially supports H4. The level of engagement seems to influence the level of both functional and emotional involvement when members have a high willingness to share a positive recommendation about products or services. Contrarily, members' willingness to share a negative recommendation has no influence on their level of involvement with a virtual community.

The above findings raise questions about why there is a discrepancy between the intention to make a positive recommendation and the intention to make a negative recommendation in the conceptual model. There could be a number of speculative reasons why this occurs, such as: fear of retaliation for sharing a negative opinion and a desire to avoid conflict, the willingness to share a negative opinion not being related to the person's attitude towards the virtual community but to their level of dissatisfaction with the product or service, or the persons' affiliation with the consumption activity that the community focuses not being significantly relevant to them. Any definitive conclusions to be drawn would require further investigation.

5. Pre-conclusions

Based on the evidence drawn from the literature review and the primary investigation it was possible to gather the necessary information to determine the answers to the research questions proposed in order to explore the working dynamics of virtual communities of consumption and the applicability of netnography for the practice of marketing.

The first research question posed was “what are the historical grounds that favour the use of netnography in marketing?”. To answer this inquiry two sub-questions were investigated, with the first being the following:

- How has marketing changed its practice over the years in the face of technological advancement?

As was made clear in the literature review, the nature of marketing has undergone deep transformation over the years due to numerous contributing factors, one of the most important of which is technological advancement in society (Miklosik & Evans, 2020). Through the reputed work developed by Philip Kotler it is understood that the evolution of marketing from one era to the next depends heavily on significant changes in the market and on consumer behavior.

During the course of the first Industrial Revolution, marketing was product-driven, which means customers had to adapt to companies' offers due to the lack of variety in products. Later, with the rise of the information age and the emergence of the internet, consumers started to become better informed and consequently, more demanding. Due to this, companies had to evolve the goods and services they offer in order to provide functional and emotional satisfaction to customers (Kotler et al., 2010).

Since then, the world has experienced an ever-increasing process of digitalization, especially with the advent of social media which highly affected the practice of marketing. The transparency and connectivity brought about by online platforms enabled the appearance of virtual communities where massive amounts of data regarding consumers' opinions and experiences regarding brands are constantly shared (Kotler et al., 2017; Kumar et al., 2021).

Even though there is constant pressure for businesses to be agile in adopting new market trends the everchanging environment creates a constant challenge for marketers to satisfy the customers' demands in both online and offline spheres. The most recent evidence of such challenge is the COVID-19 pandemic and its consequences such as lockdowns and social distancing which made it necessary for the practice of marketing to become even more tech-driven.

The second sub-question is as follows:

- What is the impact the digital era has had on consumer behavior?

The expanded access to information enabled by the popularization of digital innovations empowered consumers to explore unlimited options in consumption. In the context of a hyperconnected world consumers live a digital-oriented life where social networks and the average amount of time spent online progressively rises every year.

Through the internet, consumers found a medium to voice their personal opinions and experiences, a phenomenon called user-generated content. This easy access to information can positively or negatively influence a person's purchase intention since previous studies in the field show that consumers tend to place more trust in online reviews than in traditional advertising.

This context has also facilitated the emergence of virtual communities of consumption which are online groups whose interactions are based upon their common interest for a specific product, service, or activity (Valck et al., 2009). This sense of connection inherent in virtual communities may make them even more important for people in their day to day lives since they choose to be a part of it rather than being compelled by social norms.

Lastly, it is also important to note that in the digital era the consumer decision-making process has become more complex due to the variety of informational platforms available (Melumad et al., 2020). Additionally, with the widespread use of personal gadgets such as smartphones and tablets technology has not only changed the way consumers browse for information but has also become an integral part of the entire process.

The second research question posed was “what are the benefits of conducting netnography for the process of making strategic decisions in marketing?”. To answer this inquiry three more sub-questions were investigated:

- What are the main advantages of online research methodologies?

Due to the large volume of data that is produced online in the participatory culture, marketers have the opportunity to collect and analyse information that can help improve decision-making (Heinonen & Medberg, 2018; Sharma et al., 2018). Thus, in the 21st century, emergent methods of research, such as netnography, started to gain popularity with organizations.

Netnography uses a participant-observational approach to understand a cultural phenomenon in computer-mediated communications. Additionally, this method can also be incorporated with others to help achieve the research objective. Kozinets (2010) states that the use of netnography indicates the presence and importance of online components in the life of

the subject of study. Therefore, netnography is able to provide an understanding on the symbolic world users inhabit on the web.

Since much of the information online is public, the data collected through netnography is also considered to be naturalistic and unobtrusive, which allows an accurate view of consumers' behavior. Its great accessibility also makes netnography a flexible methodology that can be used to investigate a broad number of topics such as consumption experiences, consumer identity, and online branding.

The fourth sub-question of the dissertation follows thusly:

- What type of useful information can marketers extract from virtual communities?

Through the primary research a conclusion was reached that members of virtual communities of consumption share information about products and services with the group and believe they benefit from the information found within. In the r/beauty community for example, members are constantly seeking advice and starting discussions in the realms of shared common interests.

Having access to this information can be of great value for marketing as it allows the identification of market gaps and the anticipation of trends that can provide competitive advantage for businesses and strengthen the brands' equity. This evidence is of extreme relevance because it shows that virtual communities of consumption are considered to be important reference groups that consumers rely on for information that can influence their purchase decisions.

The fifth and final question answered was as follows:

- What are the defining characteristics of the relationship between consumers and virtual communities?

During the primary research a conceptual model was formed to illustrate how members relate to virtual communities. When submitted to testing, results pointed out that when members have a high belief in a sense of community and a high perception of beneficial value in the community their level of engagement tends to be high when making a positive recommendation. The data collected also showed that the level of engagement has some influence over members' level of involvement with the virtual community.

Additionally, further indirect insights were drawn from the survey's scales and correlations. It was proven that virtual communities of consumption are considered to be important reference groups and reliable sources of information on products and services. Furthermore, it was also confirmed that people are open to sharing their opinions and experiences online. However, a discrepancy was identified between members' willingness to

share a positive recommendation and a negative recommendation which could be a consequence of factors that are unknown to this investigation.

Due to the wealth of information garnered concerning the characteristics of members of virtual communities and the nature of relationship they have with said communities, it is arguable that these online groups are fundamental subjects of study for marketers to comprehend consumer behavior in-depth.

6. Conclusion

The main objective of this dissertation was to understand the working dynamics of virtual communities of consumption while simultaneously exploring the applicability of netnography for the practice of marketing and its strategic benefits. To achieve this goal an extensive literature review was conducted followed by a primary research carried out by means of both netnography and online survey. Through the theoretical framework it was established that there is a direct relation between the evolution of marketing and technological advancements that deeply changed consumers' attitudes and behavior.

In the digital era people share their opinions and experiences on the internet which generates massive amounts of data online, especially in virtual communities of consumption, which consumers tend to trust when pondering their purchase intentions. This trend that was pointed out by previous studies in the field was confirmed by the empirical observations made during the netnography of the Reddit r/beauty community.

Additionally, the survey showed the importance of virtual communities as reference groups, the high level of involvement members have with their community, as well as the high level of trust in its UGC. Furthermore, by understanding the nature of the relationship between consumers and virtual communities through the conceptual model, more nuanced evidence was revealed which allowed greater insight into the working dynamics of virtual communities of consumption.

Thus, the knowledge acquired in this dissertation allows the conclusion that there is great relevance in the use of netnography for marketing since this methodology is specialized in studying social interactions that take place in the cyberspace. On a strategic level, by having access to information about consumers' perceptions on products and services, the main cultural issues that concern the market, and consumers' wishes and expectations, companies can better map what tactics they should adopt in order to achieve their organizational goals.

However, some considerations must be made regarding the use of netnography in marketing. First, in order to ensure a proper implementation of netnographic analysis, marketers need to familiarise themselves with the method's guidelines and tools. Secondly, marketers need to be fully aware that due to the amorphous nature of the internet, there are very few ways to guarantee that the members of the virtual community under study are indeed part of the company's target audience. Thus, even though there is great value in the use of netnography for marketing, complementary research methods may be necessary to confirm the identified insights.

7. Limitations

The biggest limitation faced by the investigation was during the course of the netnography. Since the virtual community selected for the study generated a high level of data every day, it was necessary to establish a specific interval of time for collecting the publications to be analysed in this investigation.

8. Contributions

The dissertation expanded on the existing knowledge and data regarding the working dynamics of virtual communities and the applicability of netnography. The first contribution to the field of study was the presentation of an efficient and comprehensive summary of previous studies in the areas of marketing and consumer behavior. The second contribution was the demonstration of the existing correlations between certain attitudes and the level of engagement and involvement that members have with virtual communities. The investigation was also imperative in raising additional points of inquiry in the field of study that can be further explored in future research.

Regarding business, the dissertation also presents relevant contributions to marketing professionals by illustrating the importance of adopting work methods and tactics that are adequate to the current context of the participatory culture that highly influences consumer behavior. The information gathered during the course of the investigation also reinforces the ever-changing nature of marketing and how companies need to be up to date with trends, which can help stimulate an even greater expansion of the use of netnography as market research.

9. Suggestions

Even though online research methodologies have already gained prominence among academics and researchers during the last decade, this field of study still carries great potential of exploration due to constant technological advancements. Concerning its marketing applicability, it would be of extreme value to study netnography through marketers' perception of their everyday challenges.

On the matter of the questions that were raised during the course of the dissertation, it is recommended that future studies focus on other attitudes and motivations beyond those that were presently examined with respect to how they can impact the level of engagement and involvement consumers have with virtual communities. Finally, it is also recommended that future work is done regarding what causes a potential difference in the willingness people have to share positive or negative opinions on products and services online.

bibliography

American Marketing Association. (2017). *Definitions of Marketing*. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>

Akerkar, R., Maret, P., & Vercouter, L. (2017). Virtual communities, a typology. *Web Intelligence*, 15(3), 185–187. <https://doi.org/10.3233/WEB-170359>

Ashman, R., Solomon, M. R., & Wolny, J. (2015). An old model for a new age: Consumer decision making in participatory digital culture. *Journal of Customer Behaviour*, 14(2), 127-146. <https://doi.org/10.1362/147539215X14373846805743>

Baines, P. R. (2017). Technological Impacts on Market Attitudes and Behaviors. *Psychology and Marketing*, 34(4), 351-355. <https://doi.org/10.1002/mar.20993>

Baum, D., Spann, M., Füller, J., & Thürridl, C. (2019) The impact of social media campaigns on the success of new product introductions. *Journal of Retailing and Consumer Services*, 50, 289-297. <https://doi.org/10.1016/j.jretconser.2018.07.003>

Blazquez, M. (2014). Fashion shopping in multichannel retail: The role of technology in enhancing the customer experience. *International Journal of Electronic Commerce*, 18(4), 97-116. <https://doi.org/10.2753/JEC1086-4415180404>

Bowler, G. M. (2010). Netnography: A Method Specifically Designed to Study Cultures and Communities Online. *The Qualitative Report*, 15(5), 1270-1275. <https://nsuworks.nova.edu/tqr/vol15/iss5/13>

Bruner II, G. C. (2009). *Marketing Scales Handbook* (Vol. 5). GCBII Productions.

Burnett, G. (2000). Information exchange in virtual communities: a typology. *Information Research*, 5(4). <http://informationr.net/ir/5-4/paper82.html>

Business of Fashion (2020, January 2). *The Year Ahead: The Business of Inclusivity*.
<https://www.businessoffashion.com/articles/news-analysis/the-year-ahead-the-business-of-inclusivity>

Charm, T., Coggins, B., Robinson, K., & Wilkie, J. (2020, August). *The great consumer shift: Ten charts that show how US shopping behavior is changing*. McKinsey & Company.
<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-great-consumer-shift-ten-charts-that-show-how-us-shopping-behavior-is-changing>

Coombes, P. H., & Jones, S. (2020). Toward auto-netnography in consumer studies. *International Journal of Market Research*, 62(2), 658-665.
<https://doi.org/10.1177/1470785320923502>

Creswell, J. W., & Clark, V. L. P. (2017). *Designing and Conducting Mixed Methods Research* (3rd ed.). Sage.

Data Reportal. (2021, January). *Digital 2021 Global Overview Report*.
<https://datareportal.com/reports/digital-2021-global-overview-report>

Dean, B. (2021, February 25). *Reddit Usage and Growth Statistics: How Many People Use Reddit in 2021?* Backlinko. <https://backlinko.com/reddit-users>

Dellaert, B. G. C. (2018). The consumer production journey: marketing to consumers as co-producers in the sharing economy. *Journal of the Academy of Marketing Science*, 47, 238-254. <https://doi.org/10.1007/s11747-018-0607-4>

Drapers. (2020). *Gen Z and Millennials 2020 Report*.
<https://www.drapersonline.com/insight/drapers-bespoke/gen-z-and-millennials-2020-report>

Edwards, C. J., Bendickson, J. S., Baker, B. L., Solomon, S. J. (2020). Entrepreneurship within the history of marketing. *Journal of Business Research*, 108, 259-267.
<https://doi.org/10.1016/j.jbusres.2019.10.040>

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47-55. <https://doi.org/10.1016/j.chb.2016.03.003>

Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118-126. <https://doi.org/10.1016/j.jbusres.2016.05.001>

Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343-373. <https://doi.org/10.1086/209515>

Gaston, S. N. (2011). The Methods, Politics, and Ethics of Representation in Online Ethnography. In N. K. Denzin, & Y. S. Lincoln (Eds.), *The Sage Handbook of Qualitative Research* (4th ed., pp. 513–527). Sage.

Gefen, D., & Ridings, C. M. (2017). Virtual Community Attraction: Why People Hang out Online. *Journal of Computer-Mediated Communication*, 10(1). <https://doi.org/10.1111/j.1083-6101.2004.tb00229.x>

Gerstell, E., Marchessou, S., Schmidt, J., & Spagnuolo E. (2020). *How COVID-19 is changing the world of beauty*. McKinsey & Company. <https://www.mckinsey.com/~media/McKinsey/Industries/Consumer%20Packaged%20Goods/Our%20Insights/How%20COVID%2019%20is%20changing%20the%20world%20of%20beauty/How-COVID-19-is-changing-the-world-of-beauty-vF.pdf>

Gómez-Suárez, M., Martínez-Ruiz, M. P., & Martínez-Caraballo, N. (2017). Consumer-Brand Relationships under the Marketing 3.0 Paradigm: A Literature Review. *Frontiers in Psychology*, 8, article 252. <https://doi.org/10.3389/fpsyg.2017.00252>

Goodwin, T. (2018). *Digital Darwinism: Survival of the Fittest in the Age of Business Disruption*. Kogan Page Inspire.

Grincheva, N. (2014), The Online Museum: A “Placeless Space” of the “Civic Laboratory”. *Museum Anthropology Review*, 8(1), 1-21. <https://doi.org/10.14434/mar.v8i1.3187>

Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2018). Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. *Journal of Business Research*, 88, 388-396. <https://doi.org/10.1016/j.jbusres.2017.11.046>

Heinonen, K., & Medberg, G. (2018). Netnography as a tool for understanding customers: implications for service research and practice. *Journal of Services Marketing*, 32(6), 657-679. <https://doi.org/10.1108/JSM-08-2017-0294>

Hesse-Biber, S. N., & Leavy, P. (Eds.). (2008). *Handbook of Emergent Methods*. Guildford Press.

Higgins, E. T. (1987). Self-discrepancy: A theory relating self and affect. *Psychological Review*, 94(3), 319–340. <https://doi.org/10.1037/0033-295X.94.3.319>

Keller, K. L. (2012). Understanding the Richness of Brand Relationships: Research Dialogue on Brands as Intentional Agents. *Journal of Consumer Psychology*, 22(2), 186–190. <https://doi.org/10.1016/j.jcps.2011.11.011>

Kim, M., & Thompson, S. A. (2015). Customer-to-customer Relationship Management (CCRM): How marketers can successfully engage consumers online. In S. Fournier, & M. Breazeale, & J. Avery (Eds.), *Strong Brands, Strong Relationships* (pp. 185-200). Routledge.

Kimmel, A.J., & Kitchen, P.J. (2013). WOM and social media: presaging future directions for research and practice. *Journal of Marketing Communications*, 20(1-2), 5–20. <https://doi.org/10.1080/13527266.2013.797730>

Kostyra, D. S., Reiner, J., Natter, M., & Klapper, D. (2016). Decomposing the Effects of Online Customer Reviews on Brand, Price, and Product Attributes. *International Journal of Research in Marketing*, 33(1), 11-26. <https://doi.org/10.1016/j.ijresmar.2014.12.004>

Kotler, P., Kartajaya, H., & Setiawan, I. (2010). *Marketing 3.0: From Products to Customers to the Human Spirit*. John Wiley & Sons.

Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. John Wiley & Sons.

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. John Wiley & Sons.

Kotler, P. & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.

Kozinets, R. V. (2010). *Netnography: Doing Ethnographic Research Online*. Sage.

Kozinets, R. V. (2015). *Netnography: Redefined* (2nd ed.). Sage.

Kozinets, R. V., Scaraboto, D., & Parmentier, M-A. (2018). Evolving netnography: How brand auto-netnography, a netnographic sensibility, and more-than-human netnography can transform your research. *Journal of Marketing Management*, 34(3-4), 231–242.
<https://doi.org/10.1080/0267257X.2018.1446488>

Kumar, V., Ramachandran, D., & Kumar, B. (2021). Influence of new-age technologies on marketing: A research agenda. *Journal of Business Research*, 125, 864-877.
<https://doi.org/10.1016/j.jbusres.2020.01.007>

Lugosi, P. & Quinton, S. (2018). More-than-human netnography. *Journal of Marketing Management*, 34(3-4), 287-313. <https://doi.org/10.1080/0267257X.2018.1431303>

Macrotrends. (2021). *Stock Comparison Tool*. <https://www.macrotrends.net/stocks/stock-comparison?s=revenue&axis=multiple&comp=SPOT:NFLX:UBER>

Mannheim, K. (1928). Das Problem der Generationen [The Problem of Generations]. *Kölner Vierteljahrshefte für Soziologie*, 7, 157-185, 309-330.

McKinsey & Company. (2013). *iConsumers: Life Online*.

https://www.mckinsey.com/~media/mckinsey/dotcom/client_service/high%20tech/pdfs/tmt_i_consumers_life_online_2013-01.pdf

McKinsey Global Institute. (2019). *Twenty-five years of digitization: Ten insights into how to play it right*. <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/twenty-five-years-of-digitization-ten-insights-into-how-to-play-it-right>

Melumad, S., Hadi, R., Hildebrand, C., & Ward, A. F. (2020). Technology-Augmented Choice: How Digital Innovations Are Transforming Consumer Decision Processes. *Customers Needs and Solutions*, 7, 90-101. <https://doi.org/10.1007/s40547-020-00107-4>

Miklosik, A., & Evans, N. (2020). Impact of Big Data and Machine Learning on Digital Transformation in Marketing: A Literature Review. *IEEE Access*, 8, 101284-101292. <https://doi.org/10.1109/ACCESS.2020.2998754>

Mkono, M. (2013). African and Western tourists: object authenticity quest? *Annals of Tourism Research*, 41, 195-214. <https://doi.org/10.1016/j.annals.2013.01.002>

Nosalska, K., & Mazurek, G. (2019). Marketing principles for Industry 4.0 — a conceptual framework. *Engineering Management in Production and Services*, 11(3), 9-20. <https://doi.org/10.2478/emj-2019-0016>

Our World In Data. (2019). *The Rise of Social Media*. <https://ourworldindata.org/rise-of-social-media>

Pariser, E. (2011). *The filter bubble: How the new personalized web is changing what we read and how we think*. Penguin.

Pew Research Center. (2019, January 17). *Defining generations: Where Millennials end and Generation Z begins*. <https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>

Porter, C. E. (2017). A Typology of Virtual Communities: a Multi-Disciplinary Foundation for Future Research. *Journal of Computer-Mediated Communication*, 10(1).
<https://doi.org/10.1111/j.1083-6101.2004.tb00228.x>

Powers, T., Advincula, D., Austin, M.S., Graiko, S., & Snyder, J. (2012). Digital and social media in the purchase decision process. *Journal of Advertising Research*, 52(4), 479–489.
<https://doi.org/10.2501/JAR-52-4-479-489>

Sahut, J-M., Dana, L-P., & Laroche, M. (2019). Digital innovations, impacts on marketing, value chain and business models: An introduction. *Canadian Journal of Administrative Sciences*, 37(1), 61-67. <https://doi.org/10.1002/cjas.1558>

Sethna, Z., & Blythe, J. (2016). *Consumer Behaviour* (3rd ed.). Sage.

Sheng, J. (2019). Being Active in Online Communications: Firm Responsiveness and Customer Engagement Behaviour. *Journal of Interactive Marketing*, 46, 40-51.
<https://doi.org/10.1016/j.intmar.2018.11.004>

Sharma, R., Ahuja, V., & Alavi, S. (2018). The Future Scope of Netnography and Social Network Analysis in the Field of Marketing. *Journal of Internet Commerce*, 17(1), 26-45.
<https://doi.org/10.1080/15332861.2017.1423533>

Smith, T. (2009). The social media revolution. *International Journal of Market Research*, 51(4), 559–561. <https://doi.org/10.2501/S1470785309200773>

Solomon, M. R. (2019). *Consumer Behavior: Buying, Having, Being* (13th ed.). Pearson.

Stankevich, A. (2017). Explaining the Consumer Decision-Making Process: Critical Literature Review. *Journal of International Business Research and Marketing*, 2(6), 7-14.
<https://doi.org/10.18775/jibrm.1849-8558.2015.26.3001>

Statista. (2021a). *Beauty and Personal Care*. <https://www.statista.com/outlook/cmo/beauty-personal-care/worldwide>

- Statista. (2021b). *Number of Worldwide Social Network Users*.
<https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>
- Statista. (2021c). *E-commerce Share of Retail Sales Worldwide*.
<https://www.statista.com/statistics/534123/e-commerce-share-of-retail-sales-worldwide/>
- Statista. (2021d). *Reddit Global Active User Distribution*.
<https://www.statista.com/statistics/325144/reddit-global-active-user-distribution/>
- Strauss, W., & Howe, N. (1992). *Generations: The History of America's Future, 1584 to 2069*. William Morrow & Company.
- Swaminathan, V., Sorescu, A., Steenkamp, J-B. E. M., O'Guinn, T. C. G., & Schmitt, B. (2020). Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. *Journal of Marketing*, 84(2), 24-46. <https://doi.org/10.1177/0022242919899905>
- Toledano, M. (2017). Emergent methods: Using netnography in public relations research. *Public Relations Review*, 43(3), 597-604. <https://doi.org/10.1016/j.pubrev.2017.03.007>
- Valck, K., van Bruggen, G. H., & Wierenga, B. (2009). Virtual communities: A marketing perspective. *Decision Support Systems*, 47(3), 185-203,
<https://doi.org/10.1016/j.dss.2009.02.008>
- Villegas, D. (2018). From the self to the screen: a journey guide for auto-netnography in online communities. *Journal of Marketing Management*, 34(3-4), 243-262.
<https://doi.org/10.1080/0267257X.2018.1443970>
- Voramontri, D., & Klieb, L. (2019). Impact of social media on consumer behaviour. *International Journal of Information and Decision Sciences*, 11(3), 209-233.
<https://doi.org/10.1504/IJIDS.2019.101994>
- Warrender, D., & Milne, R. (2020). Social media, social comparison and mental health. *Nursing Times*, 116(3), 58-61. <https://www.nursingtimes.net/digital-edition/nursing-times-march-2020/>

appendixes

a) Netnography (Publications)

The screenshot shows a list of Reddit posts with several handwritten annotations in blue and green ink. The posts are as follows:

- Post 1:** Title "Best haircuts / products to add volume" (circled in blue). Posted by u/... 1 day ago. 14 Comments.
- Post 2:** Title "Scared getting into fitness will change my face drastically?" (circled in blue). Posted by u/citycitysp001 1 day ago. 2 Comments. Handwritten note: "→ insegurança + Conselho".
- Post 3:** Title "Recommendations on body washes & scrubs?" (circled in blue). Posted by u/... 1 day ago. 7 Comments.
- Post 4:** Title "Self tan help" (circled in blue). Posted by u/... 1 day ago. 8 Comments.
- Post 5:** Title "Teen boy nipples" (circled in blue). Posted by u/SnooCupcakes5186 2 days ago. 4 Comments. Handwritten note: "→ interesse homem".
- Post 6:** Title "Best cleaning scalp shampoo" (circled in blue). Posted by u/SnooCupcakes5186 2 days ago. 6 Comments.

At the bottom of the page, there are two handwritten notes in blue ink:

- pedidos de recomendação de produtos.
- confiança na expertise.

↑ 290 7 Seeking Advice **Hi, I have \$500 to spend at Sephora, what items to get for my girlfriend?** *~ conselhos foram além de produtos em si mas como lidar com a ansiedade. Para recomendar algo precisaria saber o gosto pessoal da pessoa.*
Posted by u/ThrowawaycuzDRMsucks 2 days ago
185 Comments Award Share Save Hide Report

↑ 8 8 Skincare **Anti wrinkle face cream suggestions.**
Posted by u/Toshooo 2 days ago
16 Comments Award Share Save Hide Report

↑ 3 9 Are fillers really worth it? *~ experiências pessoais*
Posted by u/petalestee 2 days ago
9 Comments Award Share Save Hide Report

↑ 2 10 Skincare **Does Kikumasamune skin lotion lighten skin tone?** *~ mais*
Posted by u/SeaBaeBae 2 days ago
3 Comments Award Share Save Hide Report

↑ 2 11 Seeking Advice **Wearing a red dress to a wedding, what color lipstick should I wear?**
Posted by u/righteousnessandtea 2 days ago
10 Comments Award Share Save Hide Report

↑ 3 12 Haircare **Soft curl perm**
Posted by u/Doughnut1102 2 days ago
0 Comments Award Share Save Hide Report

↑ 3 13

Makeup Our mask mandate ends on August 8. I would like a bright red lipstick to celebrate. Any suggestions?

Posted by u/Redcaribou 2 days ago

11 Comments Award Share Save Hide Report

↑ 1.4k 13

phlinox Supercharge Your Study With the Phlinox Browser Extension - Quickly look up any word, person, place or entity mentioned on any page. Whatever you long click you'll get a sidebar full of useful information!

PROMOTED · Posted by u/TeamPhlinox 4 months ago 19 13 11 15

<https://chrome.google.com/webstore/de...> **Learn More**

0 Comments Award Share Save

↑ 2 14

Skincare Dark circles due to Med School final exams

Posted by u/Ole-Virus-Enoughnow 2 days ago

4 Comments Award Share Save Hide Report

↑ 301 15

Seeking Advice Would it be socially acceptable for me, a white woman, to go to a black salon to get my curly hair cut?

Posted by u/Daphoon 2 days ago

57 Comments Award Share Save Hide Report

debates de racismo, não para a indústria de beleza apropriada cultural, valorização de grupos marginalizados.

↑ 5 16

Nails Does nail polish damage your nails? How do you take care of your nails when wearing polish?

Posted by u/JammingScientist

1 Comment Award Share Save Hide Report

↑ 1 17
↓

↑ 3 18
↓

↑ 10 19
↓

↑ 2 20
↓

↑ 25 21
↓

↑ 4 22
↓

Deodorant that prevents me from smelling bad? *recomendações de marcas*
Posted by u/ConsiderationPew336 2 days ago
4 Comments Award Share Save Hide Report

Good pumps for problematic feet
Posted by u/Amelia_the_destroyer 2 days ago
1 Comment Award Share Save Hide Report

Nails **Fingernails Finally Strong Thank you B-complex!** *recomendações positivas*
Posted by u/K-nan 2 days ago
0 Comments Award Share Save Hide Report

Seeking Advice **Trying to get perfectly shaved legs**
Posted by u/Bilinguistabath 2 days ago
8 Comments Award Share Save Hide Report

Fashion **How to pull off a new aesthetic?**
Posted by u/pavichoo 2 days ago
8 Comments Award Share Save Hide Report

Makeup **Where to get a cheap set of makeup brushes uk?**
Posted by u/moneyboc6109 2 days ago
12 Comments Award Share Save Hide Report

2, recomendações de lojas
(outra opção de procurar
de sites de compra)

Seeking Advice **Anyone done a beauty services course?**
Posted by u/SpecificPapaya 2 days ago
23 1 Comment Award Share Save Hide Report

Haircare **Good hair serum in India** → presença internacional de minúsculos.
Posted by u/Ok-Virus-Enoughnow 2 days ago
24 1 Comment Award Share Save Hide Report

Seeking Advice **Professional (Non-Dentist!) Teeth Whitening**
Posted by u/niccolis24 3 days ago
25 9 Comments Award Share Save Hide Report

Best teeth whitener?
Posted by u/Beneficial-Durian968 3 days ago
26 3 Comments Award Share Save Hide Report

 Supercharge Your Study With the Phlinx Browser Extension - Quickly look up any word, person, place or entity mentioned on any page. Whatever you long click you'll get a sidebar full of useful information!
PROMOTED · Posted by u/TeamPhlinx 4 months ago 19 13 11 16
<https://chrome.google.com/webstore/de...>
Learn More

0 Comments Award Share Save

• psta-se bastante o uso de expressões como best, favorite, how to...

↑ 2 27 ↑ 2 28 ↑ 0 29 ↑ 2 30 ↑ 133 31 ↑ 5 32

How to get rid of pimple marks?
Posted by u/Arce-nim 3 days ago
4 Comments Award Share Save Hide Report

Can you tint your brows if you have black hair?
Posted by u/123genericname 3 days ago
3 Comments Award Share Save Hide Report

How to get big lips naturally?
Posted by u/wichitaO_0 3 days ago
9 Comments Award Share Save Hide Report

Seeking Advice How to quickly heal chemical burns from hair dye on eyebrows? Please help!
Posted by u/teepyes123 3 days ago
9 Comments Award Share Save Hide Report

Discussion I'd like to have a slimmer face. Can I lose cheek fat/buccal fat from losing overall weight alone?
Posted by u/metaphysicalCat93 3 days ago
45 Comments Award Share Save Hide Report

Haircare Do bangs really need to be blow dried??
Posted by u/smallanimals123 3 days ago
16 Comments Award Share Save Hide Report

• How to
• can I
• can you

} expressões de
concordância. → confirmação

intense em acompanhar
participando

102 33

Makeup I'm 24 and look adorable
Posted by u/Curiositypoet 3 days ago

24 Comments Award Share Save Hide Report

8 34

Makeup Are there any subscription boxes that only have makeup?
Posted by u/sdmr93 4 days ago

4 Comments Award Share Save Hide Report

31 35

Seeking Advice Eyebrow lady threaded a bald spot on my right brow.
Posted by u/burnerrrbabyburn 4 days ago

12 Comments Award Share Save Hide Report

2 36

Inverted nipple *devole sobre assunto de
mamãe menos comercial
em busca de recomendações*
Posted by u/sandstrom 4 days ago

15 Comments Award Share Save Hide Report

2 37

Discussion How to feel pretty without mascara besides lash tinting?
Posted by u/coscedora 4 days ago

7 Comments Award Share Save Hide Report

12 38

Random For those who live in Europe, dupe alert of the Bum Bum cream!!
Posted by u/Himmel011 4 days ago

2 Comments Award Share Save Hide Report

↳ global *↳ produtos*

↑ 9 39
↓

Seeking Advice **Balm for Itchy Lips?**
Posted by u/Ragnell-s 4 days ago
21 Comments Award Share Save Hide Report

↑ 2 40
↓

Makeup **Fake eyelashes**
Posted by u/Alloc13 4 days ago
3 Comments Award Share Save Hide Report

↑ 3 41
↓

Best waterproof mascara remover? → *marcos*
Posted by u/Adorable_Buffalo8828 4 days ago
9 Comments Award Share Save Hide Report

↑ 21 42
↓

Seeking Advice **Boob Care :)**
Posted by u/Zellandra 4 days ago
23 Comments Award Share Save Hide Report

↑ 141 43
↓

Haircare **What's your secret to tame hair in humidity?**
Posted by u/Alloc13 4 days ago
119 Comments Award Share Save Hide Report
busca por hacks e experiências pessoais que não sejam de amplo conhecimento geral, alto engajamento

↑ 16 44
↓

Discussion **What is your favorite deodorant for hot weather?**
Posted by u/FormerFruit 4 days ago
22 Comments Award Share Save Hide Report
indicação de marcos

Discussion **What is your go to makeup remover?**
Posted by u/FormerFruit 4 days ago
95 Comments Award Share Save Hide Report

Haircare Naturally Dry Hair
Posted by u/OLoPN 4 days ago
9 Comments Award Share Save Hide Report

Seeking Advice **How unusual would it be for a guy to get a lash lift?**
Posted by u/Zaelgale 4 days ago
13 Comments Award Share Save Hide Report

Does my Revitalash suppose to be liquidy?
Posted by u/love2012 4 days ago
0 Comments Award Share Save Hide Report

Is it socially acceptable for men to wear lip gloss if its a nude color?
Posted by u/Adept_Ad_1887 5 days ago
38 Comments Award Share Save Hide Report

Bleached Haircare Routine
Posted by u/sidouxbeauty 5 days ago
0 Comments Award Share Save Hide Report

uso masculino
de cosméticos
e procedimentos.
indicações de
ruins de
percepção social.

* mercado masculino é um dos que mais crescem na indústria mas ainda há conflito entre o que é considerado aceitável.

observa-se que os conselhos vão além de como resolver o problema estético no âmbito físico, mas também emocional.

53
SI

Haircare The one time I wear short sleeves, I get called out

Posted by u/UsualMorning98 5 days ago

32 Comments Award Share Save Hide Report

→ body hair. suposição de padrões que levam a críticas a ussurance.

1
S2

Seeking Advice Longest lasting self tanners?

Posted by u/angbearzzz 5 days ago

4 Comments Award Share Save Hide Report



1.4k

Supercharge Your Study With the Phlinx Browser Extension - Quickly look up any word, person, place or entity mentioned on any page. Whatever you long click you'll get a sidebar full of useful information!

PROMOTED · Posted by u/TeamPhlinx 4 months ago 19 13 11 15

<https://chrome.google.com/webstore/de...>

Learn More

0 Comments Award Share Save

0
53

Random iPhone apps to add a bit of tan to skin?

Posted by u/itsanofromme223 5 days ago

1 Comment Award Share Save Hide Report

194
S4

Seeking Advice Most comfortable pair of pumps??

Posted by u/homegirl121 5 days ago

97 Comments Award Share Save Hide Report

↑
1 SS [Menu]

Haircare Jamaican Castor Oil
Posted by u/ [redacted] 5 days ago
4 Comments Award Share Save Hide Report

↑
94 SC [Menu]

What body wash smells amazing?
Posted by u/FormerFruit 5 days ago
64 Comments Award Share Save Hide Report

↑
0 S+ [Menu]

My arms are huge, but it's not because of fat. How do I make them smaller?
Posted by u/sister-geese 5 days ago
5 Comments Award Share Save Hide Report

↑
0 S8 [Menu]

Seeking Advice Layering different self tans?
Posted by u/duckduckgoose23 5 days ago
4 Comments Award Share Save Hide Report

↑
8 S9 [Menu]

Makeup Wearing concealer and loose powder only
Posted by u/BloodyLena 5 days ago
8 Comments Award Share Save Hide Report

↑
0 6 [Menu]

Skincare Working out makes me break out?
Posted by u/astycakes 5 days ago
18 Comments Award Share Save Hide Report

↑

1

61

⋮

↓

2 Comments

Award

Share

Save

Hide

Report

Lash extensions

Posted by u/chrlottee 5 days ago

↑

1

62

⋮

↓

3 Comments

Award

Share

Save

Hide

Report

Seeking Advice primer/concealer/foundation pilling??

Posted by u/betsapp91 5 days ago

↑

3

63

⋮

↓

5 Comments

Award

Share

Save

Hide

Report

Random Does activated charcoal go bad?

Posted by u/aprrs 5 days ago

interessante esse tipo de pergunta pois é uma dúvida mais factual que poderia ser resolvida por outros pontos de pesquisa.

↑

1

64

⋮

↓

3 Comments

Award

Share

Save

Hide

Report

Seeking Advice Long-wear lipstjcks

Posted by u/kdcook2014 5 days ago

↑

4

65

⋮

↓

15 Comments

Award

Share

Save

Hide

Report

Seeking Advice Magnetic lashes?

Posted by u/recheckyourcaptcha 5 days ago

↑

16

66

⋮

↓

9 Comments

Award

Share

Save

Hide

Report

I went to the pool yesterday and for the first time in ages my thin, brittle, frizzy hair bounced with curls again. No curly hair methods I've tried have given me what the chlorine and hot weather managed yesterday.

Posted by u/shadowside 5 days ago

Discussion **Small eyes**
Posted by u/jenskuux 5 days ago

2 Comments Award Share Save Hide Report

Haircare: Best hair dryer?
Posted by u/heybrooke14 5 days ago

16 Comments Award Share Save Hide Report

Washing my face with head and shoulders fixed my perpetually flaky skin
Posted by u/drr1000 5 days ago

9 Comments Award Share Save Hide Report

Need T-Zone Dry Skin Advice
Posted by u/nzam1891 5 days ago

4 Comments Award Share Save Hide Report

Lash Lift caused lashes to go straight up
Posted by u/CrabboAbbo 5 days ago

9 Comments Award Share Save Hide Report

Seeking Advice **Healthy product recommendations**
Posted by u/DramaticFish3 5 days ago

2 Comments Award Share Save Hide Report

→ preocupação com a pureza
e composição dos produtos utilizados

"clean"

"non-toxic"

o que define isto? sem componentes
que em longo prazo afetem a
saúde individual, coletiva e ambiental.

Discussion **Feels pretty without makeup, different story without...** *esse engajamento em post relacionado a problemas de auto estima, quando identifi- ficamos como uma necessidade após.*
 Posted by u/Due-Ice-761 6 days ago
 67 Comments Award Share Save Hide Report

Seeking Advice **Turn wavy hair into curly?**
 Posted by u/Ambitious_Olivee 6 days ago
 2 Comments Award Share Save Hide Report

How to make face appear less bony and more chubby?
 Posted by u/geneticmodified 6 days ago
 5 Comments Award Share Save Hide Report

Haircare **My (extensive) hair care routine!** *→ comparativamente que partiu de indivíduos e que quis ajudar outros com o mesmo potencial problema.*
 Posted by u/fernandway2938293787 6 days ago
 8 Comments Award Share Save Hide Report

Skincare **Favorite self tanner for sensitive skin?**
 Posted by u/CherryMa0022 6 days ago
 7 Comments Award Share Save Hide Report

Seeking Advice **Eyelash extensions - worth it for your wedding day or no?**
 Posted by u/obelixcolychny 6 days ago
 21 Comments Award Share Save Hide Report

→ ou seja, perceber-se que não precisa na- ver um "pedicó" para que olhos sejam mais gozados.

↑ 1.4k
↓

phlinx Supercharge Your Study With the Phlinx Browser Extension - Quickly look up any word, person, place or entity mentioned on any page. Whatever you long click you'll get a sidebar full of useful information!
PROMOTED · Posted by u/TeamPhlinx 4 months ago 🏆 19 🗨️ 13 📄 11 🍌 15
<https://chrome.google.com/webstore/de...> [Learn More](#)

↩️ 0 Comments 🏆 Award ➡️ Share 📖 Save

↑ 2
↓ 79

Seeking Advice hair frizzy after curling
Posted by u/lunayua 6 days ago
↩️ 3 Comments 🏆 Award ➡️ Share 📖 Save 🚫 Hide 🚩 Report

↑ 2
↓ 80

How to rid yourself of spray tan odor?
Posted by u/ColleenMWright 6 days ago
↩️ 1 Comment 🏆 Award ➡️ Share 📖 Save 🚫 Hide 🚩 Report

↑ 2
↓ 81

Seeking Advice Oatmeal paste to stop hair growth?
Posted by u/GraceWuLeang 6 days ago
↩️ 6 Comments 🏆 Award ➡️ Share 📖 Save 🚫 Hide 🚩 Report

↑ 82
↓ 1

Has anyone tried the WooWoo hair removal cream?
Posted by u/affogatohee 6 days ago
↩️ 5 Comments 🏆 Award ➡️ Share 📖 Save 🚫 Hide 🚩 Report

diy, precious natural's em home care.

haha.

↑
7
↓

83

Seeking Advice **Abbey Yung Youtuber**
Posted by u/itsbigoteme 6 days ago

6 Comments Award Share Save Hide Report

↑
6
↓

84

Seeking Advice **What do you usually do after a sleepless night in order to look fresh and not like someone hit you with a truck?**
Posted by u/yramsac 6 days ago

9 Comments Award Share Save Hide Report

↑
4
↓

85

eyelashes/eyebrow growth?
Posted by u/asylas 6 days ago

3 Comments Award Share Save Hide Report

↑
11
↓

86

Seeking Advice **How to age backwards/delay aging?**
Posted by u/Diligent_Soul2080 6 days ago

53 Comments Award Share Save Hide Report

↑
1
↓

87

Seeking Advice **Pool party in a month. Advice needed!!**
Posted by u/AotGarbage 7 days ago

10 Comments Award Share Save Hide Report

↑
5
↓

88

Makeup **What eyeliner/ eyeshadow combo do you use for oily eyelids?**
Posted by u/biogin787 7 days ago

11 Comments Award Share Save Hide Report

uniparte das redes sociais em
pessoas assim very mais novas fendo
mexido de envelhecer.
"we just hate to look
at ourselves anymore".

↑
3 89

Seeking Advice **How do you take care of your dark long thick hair?**
Posted by u/blog 787 7 days ago

4 Comments Award Share Save Hide Report

↑
3 90

Makeup **What are your experiences with the lip blush procedure?**
Posted by u/sbaucclairdeline 7 days ago

1 Comment Award Share Save Hide Report

↑
7 91

Fellow redheads— what's your favorite red lipstick?
Posted by u/swallym 7 days ago

15 Comments Award Share Save Hide Report

↑
1 92

Skincare **Melasma**
Posted by u/Savings-Requirement5 7 days ago

11 Comments Award Share Save Hide Report

↑
2 93

Skincare **How necessary is body lotion when it's hot?**
Posted by u/TeaWithNosferatu 7 days ago

12 Comments Award Share Save Hide Report

↑
4 94

Makeup **Eyebrow product for someone who is absolutely useless at makeup?**
Posted by u/kernuffie 7 days ago

14 Comments Award Share Save Hide Report

Herob.

Discussion **How do you touch up your makeup throughout the day?**
 Posted by u/fajwara-raika 7 days ago
 13 Comments Award Share Save Hide Report

Makeup **waterproof eyebrow pencil or cream?**
 Posted by u/katmack7 7 days ago
 3 Comments Award Share Save Hide Report

Haircare **Best shampoo/conditioner/mask for damaged hair & split ends (aside from Olaplex 3-4-5)**
 Posted by u/sean-shrighnow 7 days ago *↳ search for products*
 39 Comments Award Share Save Hide Report

Seeking Advice **Itchy red dry patches on my face**
 Posted by u/PurpleStarWarsSocks 7 days ago
 3 Comments Award Share Save Hide Report

My Stila liquid eyeshadow has gone dry. How can I still make it work?
 Posted by u/nicoleV651 7 days ago
 9 Comments Award Share Save Hide Report

Haircare **Is the Dr Organic argan oil 100% pure argan oil like it claims?** *↳ questionamento da autenticidade do produto*
 Posted by u/cursedopal 7 days ago
 2 Comments Award Share Save Hide Report

34 101 **Makeup Natural Beauty** *OP. por questões de apertar seu uso de higiene e eficácia. 2º, risco de receber traços.*
 Posted by u/IcyLeader101 7 days ago
 60 Comments Award Share Save Hide Report

72 102 **Random Lips in pictures**
 Posted by u/coral_dahlia 7 days ago
 36 Comments Award Share Save Hide Report

0 103 **Seeking Advice How do you change the way that your face naturally looks without makeup or surgery?**
 Posted by u/flubba1234 7 days ago
 39 Comments Award Share Save Hide Report

5 104 **Seeking Advice Colourpop Qt Mark Stamps - Extremely Difficult to Remove** *superfície negativa. menos de mau e produtos*
 Posted by u/snp223 7 days ago
 1 Comment Award Share Save Hide Report

5 105 **Seeking Advice Will switching between natural deodorants cause problems?**
 Posted by u/consistentlyscared 7 days ago
 5 Comments Award Share Save Hide Report

1 106 **Seeking Advice how do you dispose of diy scrubs properly?**
 Posted by u/xxAcetylxx 8 days ago
 4 Comments Award Share Save Hide Report

$$\begin{array}{c}
 \text{di} \times \\
 + \\
 \text{produtos naturais} \\
 + \\
 \text{susceptibilidade} \\
 \downarrow \\
 \text{trends.}
 \end{array}$$

↑ 11 107
↓

↑ 8 108
↓

↑ 1 109
↓

↑ 0 110
↓

↑ 0 111
↓

↑ 6 112
↓

Best whitening brands that actually work
Posted by u/GrimmReaper_666 8 days ago
11 Comments Award Share Save Hide Report

Advice on Vanity for Girlfriend's Birthday
Posted by u/bzlight2012 8 days ago
11 Comments Award Share Save Hide Report

Haircare What brands sell 100% pure argan oil?
Posted by u/cursedopal 8 days ago
5 Comments Award Share Save Hide Report

Seeking Advice Is the garnier hair food range colour safe? Sorry to keep posting things relating to this same question I'm just desperate to know
Posted by u/cursedopal 8 days ago
4 Comments Award Share Save Hide Report

Skincare Is the ASDA vitamin C gel mask okay to use?
Posted by u/cursedopal 8 days ago
0 Comments Award Share Save Hide Report

I'm allergic to Burt's Bees. What lip balm works for you?
Posted by u/ep-py 8 days ago
36 Comments Award Share Save Hide Report

depois com produtos utilizados anteriormente.

busca por marcas que vendem produtos naturais.

continua a comprar. novos + superofertas

↑

3

113

⋮

Skincare

I think my underarm wax burned then scarred me - what do I do?

Posted by u/Thomasinarina 8 days ago

1 Comment

Award

Share

Save

Hide

Report

↑

1

114

⋮

Need help with brows

Posted by u/Formal-Attorney 8 days ago

0 Comments

Award

Share

Save

Hide

Report

↑

1

115

⋮

Haircare

Curling hair extensions

Posted by u/sammbooka 8 days ago

1 Comment

Award

Share

Save

Hide

Report

↑

7

116

⋮

What to do about my teeth?

Posted by u/TheShyDitto18 8 days ago

15 Comments

Award

Share

Save

Hide

Report

↑

1

117

⋮

Seeking Advice

How to work with these proportions

Posted by u/xhotcrushx 8 days ago

2 Comments

Award

Share

Save

Hide

Report

↑

1

118

⋮

Badass name for a skincare & makeup e-commerce store?

Posted by u/bunnysmum 8 days ago

7 Comments

Award

Share

Save

Hide

Report

↑ 2 119

Makeup Magnetic eyelashes and eyeliner
Posted by u/SpontaneousJaguar 8 days ago

8 Comments Award Share Save Hide Report

↑ 2 120

Seeking Advice Underestimated the pain in waxing and now I have wax on my leg...
Posted by u/M-02 8 days ago

7 Comments Award Share Save Hide Report

↑ 19 121

Haircare Best hair care regimen for wavy hair that gets very frizzy? I live in a super hot and humid city.
Posted by u/Amber96 8 days ago

3 Comments Award Share Save Hide Report

↑ 1 122

Plumbing Help
Posted by u/jmstetina 8 days ago

2 Comments Award Share Save Hide Report

↑ 3 123

CeraVe Foaming Cleanser Normal to Oily Skin
Posted by u/ach1cool1yz 8 days ago

5 Comments Award Share Save Hide Report

↑ 18 124

Seeking Advice Cakey foundation
Posted by u/vOdkamom 8 days ago

25 Comments Award Share Save Hide Report

problema especifico.

name + experience

↑ 1 125
↓

Seeking Advice Hello Everyone, just wondering if anyone has any good acne removal products or procedures that actually work?
Posted by u/Emo11098 8 days ago

4 Comments Award Share Save Hide Report

↑ 224 126
↓

Discussion what beauty products / procedures have you invested in that truly feel worth it?
Posted by u/lalalalalalalalalal 8 days ago

219 Comments Award Share Save Hide Report

↳ investimentos planejados

↑ 6 127
↓

Haircare Unhealthy dry scalp
Posted by u/boymomma24 6 days ago

10 Comments Award Share Save Hide Report

↑ 1 128
↓

Seeking Advice Why do lash lifts not last on me?
Posted by u/strawberrychristine 8 days ago

7 Comments Award Share Save Hide Report

↑ 0 129
↓

Random Everytime I drink Rosé Wine, my face looks so snatched after that... What ingredient is responsible for that?
Posted by u/lol_loi123-5 6 days ago

7 Comments Award Share Save Hide Report

↑ 1 130
↓

What to use for glittery lips?
Posted by u/NiceOrNaughtyKitty 8 days ago

3 Comments Award Share Save Hide Report

* Maior interesse dos membros
em obter soluções para seus
problemas / questões seja por
recomendações ou por conselhos

use the notes mas
upward or downward

↑ 1 131
↓

Thick hair waxing
Posted by u/Cautious-Blueberry63 8 days ago
2 Comments Award Share Save Hide Report

↑ 1 132
↓

Brow gel recommendations?
Posted by u/Got188 9 days ago
11 Comments Award Share Save Hide Report

↑ 6 133
↓

Discussion Brow trends, let's discuss
Posted by u/Due-Ice-761 9 days ago
7 Comments Award Share Save Hide Report

↑ 56
↓

Seeking Advice I went from left to right. I'm not thrilled with how it turned out. For one, it's very dark and I miss the lightness of the left. How hard is this to correct? I'm okay with keeping some red. How badly did I mess up? What are my options? Thank you! i.redd.it/1vr3rf... ✓
Posted by u/pink_drop 8 days ago
134
55 Comments Award Share Save Hide Report

↑ 2
↓

Makeup This is my skin . What products should i use to improve my skin condition ?? Plus can anyone suggest me my skin tone and what will be my foundation shade ?? Please i want to start learning makeup . What can i use to not make my foundation look cakey on this skin . i.redd.it/e863mh... ✓
Posted by u/Traditional-Row-3828 9 days ago
135
4 Comments Award Share Save Hide Report

↑ 1 136 Does anyone know a high end brand that smells like this perfume? it's my absolute favorite scent, but does not last more than a couple hours [i.redd.it/x1pvcn...](#) ✓
Posted by u/CottonnAndy 10 days ago
0 Comments Award Share Save Hide Report

↑ 3 137 How do you get rid of armpit acne?
Posted by u/Bloom2701 9 days ago
5 Comments Award Share Save Hide Report

↑ 1 138 Skincare Does the B-Flat cream work?
Posted by u/Janglebo36 9 days ago
0 Comments Award Share Save Hide Report

↑ 3 139 Skincare IPL
Posted by u/GeminiMoonPresence 9 days ago
3 Comments Award Share Save Hide Report

↑ 2 140 Fashion Can I still wear pink with pastel pink clothing or will it clash?
Posted by u/cursedopal 9 days ago
1 Comment Award Share Save Hide Report

↑ 31 141 Seeking Advice 40th glow up ~ *date mention de communauté de différents faibles états.*
Posted by u/Savings-Requirement5 9 days ago
50 Comments Award Share Save Hide Report

↑ 1 142

Makeup When can I start curling my lashes again?
Posted by u/red_diamond1 9 days ago

1 Comment Award Share Save Hide Report

↑ 0 143

Makeup Are James Charles or KKW products worth the price?
Posted by u/daisyqueenflowers 9 days ago

5 Comments Award Share Save Hide Report

↑ 572 144

Anxious about no longer wearing face mask as I enjoyed hiding my face ??
Posted by u/valentina246 9 days ago

119 Comments Award Share Save Hide Report

segunda postagem com maior engajamento. Grande espaço cedido em demonstrar suporte a raiz em identificação ("relation")

↑ 2 145

Eyebrow Threading/Facial grooming aftercare
Posted by u/M-02 9 days ago

1 Comment Award Share Save Hide Report

↑ 6 146

Discussion Has anyone here used Invisalign braces to fix their teeth? If so, how was your experience?
Posted by u/demonShepherd 9 days ago

15 Comments Award Share Save Hide Report

↑ 8 147

Makeup How do i know my foundation tone ??
Posted by u/Traditional-Row-3828 9 days ago

3 Comments Award Share Save Hide Report

↑ 7
↓ 143

Random Beard's wax for eyebrows?
Posted by u/Cautious_Stock7452 9 days ago

12 Comments Award Share Save Hide Report

↑ 1
↓ 149

Is it bad for my skin and specifically lip fillers when I eat spicy foods? My lips burn so bad but I love spicy food and peppers. I'm just worried it's bad for my lips. I got .5 syringe in march
Posted by u/howtokillyours3lf 9 days ago

3 Comments Award Share Save Hide Report

↑ 2
↓ 150

Seeking Advice skin colour difference
Posted by u/Capillaryy 10 days ago

1 Comment Award Share Save Hide Report

↑ 2
↓ 151

Seeking Advice Hair removal cream recommendations?
Posted by u/Mother_Ducker12 10 days ago

2 Comments Award Share Save Hide Report

↑ 2
↓ 152

Seeking Advice Jojoba oil for lash growth?
Posted by u/reputeyena 10 days ago

2 Comments Award Share Save Hide Report

↑ 1
↓ 153

Looking for a one and done smoky eye product.
Posted by u/Pasty_pasty 10 days ago

9 Comments Award Share Save Hide Report

↑ 7
↓ 154

Makeup **MAC porcelain pink dupes/reminiscing on the old makeup internet days?**
Posted by u/I_heart_dilfs 10 days ago
0 Comments Award Share Save Hide Report

↑ 2
↓ 155

Haircare **Best curling tool**
Posted by u/Business2020 10 days ago
7 Comments Award Share Save Hide Report

↑ 5
↓ 156

How does it feel like to work in a beauty salon? This is my dream. To be more feminine and help to other women too.
Posted by u/AngelinaDulcis 10 days ago
4 Comments Award Share Save Hide Report

↑ 5
↓ 157

How much time do you spend on daily make up? And on evening make up? What about your daily skincare routine in the morning and in the evening?
Posted by u/AngelinaDulcis 10 days ago
11 Comments Award Share Save Hide Report

↑ 3
↓ 158

Best teeth whitening for sensitive teeth
Posted by u/[deleted] 10 days ago
2 Comments Share Save Hide Report

↑ 216
↓ 159

How to feel confident when you're dealing with pandemic weight gain?
Posted by u/ghostbird 10 days ago
56 Comments Award Share Save Hide Report

→ mais um exemplo de
alto engajamento em
portugues que demonstram
vulnerabilidade.

↑ 6
↓ 160

↑ 91
↓ 161

↑ 3
↓ 162

↑ 2
↓ 163

↑ 16
↓ 164

↑ 15
↓ 165

Makeup Dry Patchy Concealer?
Posted by u/1-800-1800 10 days ago
12 Comments Award Share Save Hide Report

Makeup Makeup free
Posted by u/Scfe_1234 10 days ago
28 Comments Award Share Save Hide Report

Haircare Affordable hair straighteners? (UK)
Posted by u/SammySparklyPanda 10 days ago
0 Comments Award Share Save Hide Report

Need help. New to makeup and stuff. Don't know my eyeshape and suited style of eyeliner i.redd.it/ad98vy...
Posted by u/Particular_Many_9328 10 days ago
1 Comment Award Share Save Hide Report

Seeking Advice Heels and height issues
Posted by u/binbonche 10 days ago
10 Comments Award Share Save Hide Report

Seeking Advice How do you enhance your appearance
Posted by u/treshen 10 days ago
8 Comments Award Share Save Hide Report

uso de foto

acres a uma aparência natural → sem maquiagem

* Não é comum.

↑
0
↓

166

↑
291
↓

167

↑
2
↓

168

↑
2
↓

169

↑
27
↓

170

↑
3
↓

171

Fashion Creases 56 votes Voting closed 9 days ago
Posted by u/Legitimate-Ad5081 11 days ago

1 Comment Award Share Save Hide Report

What are the smallest changes that make the biggest impact?
Posted by u/pinkpencilcase 11 days ago

117 Comments Award Share Save Hide Report

Haircare Bleach Maintenance - Itchy scalp
Posted by u/playboyjenny 11 days ago

1 Comment Award Share Save Hide Report

Lip filler dissolving?
Posted by u/kiff101 11 days ago

3 Comments Award Share Save Hide Report

Discussion What Beauty services do you need to spend your money on?
Posted by u/Brokenheartedcow 11 days ago

38 Comments Award Share Save Hide Report

Discussion Can I apply castor oil the night I get a lash tint?
Posted by u/curseddel 11 days ago

4 Comments Award Share Save Hide Report

*auto estima e
mudança
mindset mental
impacto físico.*

*interesse em
realizar a aparência
e se sentir melhor
comigo mesma.
alvo enegramento*

uso de rênio de exposição

↑
5
↓ 172

Seeking Advice **Should I use castor oil or a drugstore lash serum?**
Posted by u/courselocal 11 days ago

2 Comments Award Share Save Hide Report

↑
3
↓ 173

What do you do with your upper lip hair?
Posted by u/SchroobyDooWcp 11 days ago

15 Comments Award Share Save Hide Report

↑
5
↓ 174

Seeking Advice **Got my eyebrows threaded and they look so bad. Please help.**
Posted by u/kyouzen 11 days ago

1 Comment Award Share Save Hide Report

↑
8
↓ 175

Seeking Advice **Hacks for putting up hair?** ~ hack, secret ... como o cutis fary, a expertise que o cutis possui.
Posted by u/PurpleStarWar/Socks 11 days ago

5 Comments Award Share Save Hide Report

↑
2
↓ 176

Nails Gel nails
Posted by u/Peachy-peach_ 11 days ago

3 Comments Award Share Save Hide Report

↑
3
↓ 177

Does cool sculpting on your stomach work?
Posted by u/loulou1207 11 days ago

4 Comments Award Share Save Hide Report

Discussion **Silk vs. satin synthetic pillowcases**
 Posted by u/TheEasternBlueBird 11 days ago
 113 36 Comments Award Share Save Hide Report

Fashion **Can gold go with sage green?** ~ pergunta que poderia ser respondida por outros mais de pesquisas pois é factual
 8 13 Comments Award Share Save Hide Report

Seeking Advice **Best bang for your buck makeup brushes?**
 Posted by u/smithmuffin 11 days ago
 17 28 Comments Award Share Save Hide Report

First time Eyelash Extensions
 Posted by u/greysanatomyfreak 11 days ago
 6 5 Comments Award Share Save Hide Report

Discussion **What can immediately make some look more attractive?** ~ "pequenas mudanças" este tipo de post aparece mais de uma vez.
 58 36 Comments Award Share Save Hide Report

182

↑ 64
↓

 Code in Node.js, Java, Python, and other open-source languages.
PROMOTED · Posted by u/Microsoft_Azure 25 days ago 🏆 📧 💰 🐾
azure.microsoft.com [Sign Up](#)

↩️ ↘️ 0 Comments 🎁 Award ➡️ Share 📌 Save

↑ 2
↓

 Johnson & Johnson Consumer Inc. Issues Voluntary Recall of Specific NEUTROGENA® and AVEENO® Aerosol Sunscreen Products Due to the Presence of Benzene [fda.gov/safety...](https://www.fda.gov/safety...) ✓
Posted by u/Scriberathome 11 days ago

183 ↩️ ↘️ 0 Comments 🎁 Award ➡️ Share 📌 Save 🚫 Hide 🚩 Report

↑ 81
↓

Discussion: How important is perfume in your beauty routine?
Posted by u/FormerFruit 11 days ago

184 ↩️ ↘️ 67 Comments 🎁 Award ➡️ Share 📌 Save 🚫 Hide 🚩 Report

↑ 5
↓

Seeking Advice: First lash tint/lift
Posted by u/thisisusername-2021 11 days ago

185 ↩️ ↘️ 9 Comments 🎁 Award ➡️ Share 📌 Save 🚫 Hide 🚩 Report

↑ 4
↓

In what order do you apply your skin care?
Posted by u/BrownRhonda 11 days ago

186 ↩️ ↘️ 11 Comments 🎁 Award ➡️ Share 📌 Save 🚫 Hide 🚩 Report

↑ 5
↓ 137

Facial hair
Posted by u/MangoBanana2012 11 days ago
16 Comments Award Share Save Hide Report

↑ 2
↓ 133

Lip filler
Posted by u/Over-Woodpecker-2539 11 days ago
1 Comment Award Share Save Hide Report

↑ 2
↓ 189

Want to die my hair black. Thoughts? i.redd.it/9vtxnb...
Posted by u/speaking_moistly 11 days ago
2 Comments Award Share Save Hide Report

↑ 1
↓ 190

Seeking Advice I have no upper lip, and I've never found a lipstick or stain that looks remotely decent. Any suggestions? i.redd.it/2d6b3h...
Posted by u/speaking_moistly 11 days ago
2 Comments Award Share Save Hide Report

↑ 205
↓ 191

Seeking Advice How can I stop looking so old and tired?
Posted by u/wrinkleyelash 12 days ago
114 Comments Award Share Save Hide Report

↑ 2
↓ 192

Skincare Would this be a good routine for someone who has Acne Prone, Combo/Dry, and Sensitive Skin?
Posted by u/PassTheUniverse 12 days ago
4 Comments Award Share Save Hide Report

→ age shamias + self care -
usaduras que parecem de
pronta alheia,
apois de grupo.

↑ 8
↓ 193

Random **how do i get better photos of me?**
Posted by u/throwawayMultiUsage 12 days ago

2 Comments Award Share Save Hide Report

↑ 2
↓ 194

22M Can u advise me good self tanners for face and body? I m starting to self tan as a routine, don't want to look pale anymore
Posted by u/next_deen 12 days ago *→ use masculine de cosmetics.*

5 Comments Award Share Save Hide Report

↑ 3
↓ 195

Seeking Advice **How to get waterline eyeliner last throughout the day?**
Posted by u/Apollon Boy 12 days ago

5 Comments Award Share Save Hide Report

↑ 1.4k
↓

phlinox Supercharge Your Study With the Phlinox Browser Extension - Quickly look up any word, person, place or entity mentioned on any page. Whatever you long click you'll get a sidebar full of useful information!
PROMOTED · Posted by u/TeamPhlinox 4 months ago 🏆 19 🗳️ 13 💰 11 🍪 15

<https://chrome.google.com/webstore/de...> **Learn More**

0 Comments Award Share Save

↑ 5
↓ 196

Seeking Advice **Idk how to swim with my hair**
Posted by u/PurpleStarWarsSocks 12 days ago

13 Comments Award Share Save Hide Report

↑ 3
↓ 197

↑ 3
↓ 198

↑ 2
↓ 199

↑ 5
↓ 200

↑ 5
↓ 201

↑ 1
↓ 202

Haircare Shea moisture for straight oily hair
Posted by u/taclongsosad 12 days ago
1 Comment Award Share Save Hide Report

Makeup Best lip gloss for a light but still noticeable wash of color (and still high shine)?
Posted by u/LITERALLYCANNOT44 12 days ago
5 Comments Award Share Save Hide Report

Moms! ~ opiume especifica
Posted by u/Prim_Rose010102 12 days ago
4 Comments Award Share Save Hide Report

Seeking Advice Eyeliner Problems
Posted by u/PurpleStarWarsSoc 12 days ago
16 Comments Award Share Save Hide Report

Haircare Olaplex at home vs salon? ~ melhor forma de uso de uma maquiagem.
Posted by u/sohshiez 12 days ago
10 Comments Award Share Save Hide Report

Makeup Best eyelash curler?
Posted by u/strawberrycat 12 days ago
6 Comments Award Share Save Hide Report

↑ 0 203
↓

Makeup favorite Ulta dupes?
Posted by u/kkda17ns 12 days ago

0 Comments Award Share Save Hide Report

↑ 6 204
↓

Anyone who uses coffee grounds in your beauty regimen?
Posted by u/KinkyCharlyn 12 days ago

2 Comments Award Share Save Hide Report

↑ 0 205
↓

Anyone who uses coffee grounds in your beauty regimen?
Posted by u/KinkyCharlyn 12 days ago

0 Comments Award Share Save Hide Report

↑ 0 206
↓

Anyone who uses coffee grounds in your beauty regimen?
Posted by u/KinkyCharlyn 12 days ago

0 Comments Award Share Save Hide Report

↑ 1 207
↓

Seeking Advice Does this look like balding? So insecure about it. i.redd.it/0qjmcb...
Posted by u/bagoice 12 days ago

1 Comment Award Share Save Hide Report

↑ 2 208
↓

Teeth Whitening
Posted by u/big_mik 12 days ago

5 Comments Award Share Save Hide Report

usma instagram
diy

Vote

Let's run down the check list... 2,000+ Token Markets? Check. Real-time price alerts? Check. 70+ tech indicators, analytics tools & advanced charts? Check. Award-winning platform? Check. Investing is risky. **PROMOTED** · Posted by u/currencycom 2 months ago 🏆 11 🗳️ 14 💰 9 🍷 15

Currency.com [Sign Up](#)

0 Comments Award Share Save

Makeup Lipstick
Posted by u/xxbitsx 12 days ago

209 29 Comments Award Share Save Hide Report

Makeup Chanel Rouge Allure lipstick in shade Insaissable 152 (red) *rouge*
Posted by u/One-Bali7942 12 days ago

210 2 Comments Award Share Save Hide Report

Seeking Advice Should I get lash extensions or try fake lashes?
Posted by u/spiritual_pizza630 12 days ago

211 15 Comments Award Share Save Hide Report

Seeking Advice Assymetrical face, am I really as ugly as I think? *auto estime a baisse de apres*
Posted by u/reputaylena 12 days ago

212 12 Comments Award Share Save Hide Report

→ em busca de solução

↑ 1
↓ 213

↑ 8
↓ 214

↑ 2
↓ 215

↑ 130
↓ 216

↑ 1
↓ 217

Seeking Advice My sensitive watery eyes/patch seem to be caused by my eye primer What do I use now?
Posted by u/liquorandwhores94 12 days ago

5 Comments Award Share Save Hide Report

Discussion How long does your routine take you every day?
Posted by u/FormerFruit 12 days ago

15 Comments Award Share Save Hide Report

Haircare Best heavy weight shampoo/conditioner recommendations
Posted by u/KatLOo 12 days ago

4 Comments Award Share Save Hide Report

Discussion What's the all round best shampoo and conditioner you've ever used?
Posted by u/FormerFruit 12 days ago

195 Comments Award Share Save Hide Report

Skincare My skin has these acne and marks . How do i get rid of them ? Is it poss these small depression (holes) will go away too?? What should i do . Please suggest some natural alternatives too . Plus i have habit of touching those pimples when i have anxiety.
Posted by u/Traditional-Row-3828 12 days ago

0 Comments Award Share Save Hide Report

há análises debates / conversas que não partem diretamente de um produto ou recomendação mas sim do prazer em falar sobre o assunto de interesse.

→ experiências positivas
↓
recomendações
infênua

recomendações orientadas
- a alternativas naturais

* Há uma dedicação dos membros em se responderem com grande riqueza de detalhes. Falam abertamente sobre produtos, marcas e suas experiências

↑ 1
↓

Makeup Are my dark circles bluish or purple? What color should I use to color correct them?
i.redd.it/9su8ve... [✓]
Posted by u/YahrVahr 12 days ago

218 0 Comments Award Share Save Hide Report

↑ 7
↓

Skincare Sulwhasoo Overnight Mask - My thoughts on this. → *complications*
Posted by u/DyanneHone 12 days ago

219 2 Comments Award Share Save Hide Report

↑ 1
↓

Makeup Aussie Beauty Companies → *excludes*
Posted by u/DomPasta 12 days ago

220 0 Comments Award Share Save Hide Report

↑ 1
↓

Skincare Has Anyone Tried Coola Body Mineral Sunscreen? I'm looking for a good fragrance-free option.
lululemon.com/im/Minera... [✓]
Posted by u/SusiePolizzi 12 days ago

221 0 Comments Award Share Save Hide Report

↑ 3.3k
↓

ChaseApp - One Search. Any App.
PROMOTED Posted by u/chaselabs 11 months ago 🏆 35 🗳️ 23 💰 20 🍷 24 🍷
chaseapp.io/Download

Download

0 Comments Award Share Save

↑ 3
↓ 222

Haircare Keratin safe shampoo and conditioner *→ use regular.*
Posted by u/dissociationbook 13 days ago

2 Comments Award Share Save Hide Report

↑ 3
↓ 223

Discussion People that have experienced rashes from natural deodorant - what's your go-to that doesn't irritate your skin? *→ products naturalis*
Posted by u/paisleythecat 13 days ago

11 Comments Award Share Save Hide Report

↑ 1
↓ 224

Skincare First time trying Dermaplanning
Posted by u/BloodyLena 13 days ago

16 Comments Award Share Save Hide Report

↑ 1
↓ 225

Seeking Advice Is laser hair removal followed by electrolysis the way to go?
Posted by u/G__Smith 13 days ago

0 Comments Award Share Save Hide Report

↑ 5
↓ 226

I am a 33 yo transgender woman. I just started my journey to the womanhood. I want to be as feminine as possible and strengthen my womanlyness in every level, outside and inside. What is your advice for me? I need guide for real women. *→ representatividade LGBTQIA+*
Posted by u/AngelinaDulcis 13 days ago

12 Comments Award Share Save Hide Report

*some as makes
falau com esta
avaliada?*

inclusão → trend.

↑ 2
↓

 Seeking Advice **How would you use a product like this?** I received this a while ago in an IPSY box and am not sure how it works. Is it something you can wear over all kinds of makeup, such as powder foundation?
i.redd.it/6ngxds... (upvote) (checkmark)
Posted by u/thisisactuallycooper 13 days ago

227 0 Comments Award Share Save Hide Report

↑ 4
↓

Waterproof mascara recommendations that you could ACTUALLY use for swimming?? → interessante uma mascara, como para garantir que a recomendação seja verdadeira

Posted by u/OrganicCataclysm 13 days ago

228 7 Comments Award Share Save Hide Report

↑ 6
↓

Fashion **updating wardrobe ideas?**
Posted by u/amewreckindream 13 days ago

229 7 Comments Award Share Save Hide Report

↑ 3
↓

What do you use to clean your brushes?
Posted by u/ghostbirdd 13 days ago

230 23 Comments Award Share Save Hide Report

↑ 2
↓

Tipping for laser hair removal → assuntos que são além do serviço, mas toda experiência com ele.
Posted by u/beccsx 13 days ago

231 1 Comment Award Share Save Hide Report

7

232

Seeking Advice

HELP, What do I do with ruined sideburns and baby hair?

Posted by u/jellybean421 13 days ago

8 Comments

Award

Share

Save

Hide

Report

1

233

Seeking Advice

Beauty tips for me? Please give me suggestions on how to improve my appearance 35F, thank you

Posted by u/Ataraxis29 13 days ago

5 Comments

Award

Share

Save

Hide

Report

3

234

Scented Lotion/body butter for sensitive skin?!

Posted by u/seawitchlife 13 days ago

7 Comments

Award

Share

Save

Hide

Report

3.3k

235

ChaseApp - One Search. Any App.

PROMOTED · Posted by u/chaselabs 11 months ago

35

23

20

24

chaseapp.io/Download

Download

0 Comments

Award

Share

Save

19

235

Seeking Advice

Good Haircuts for Somebody With So Much Hair

Posted by u/Half_Shot13 13 days ago

18 Comments

Award

Share

Save

Hide

Report

142 Seeking Advice \$1000 to spend *→ toda postagem deste tipo gera engajamento. Como os membros participarem na experiência de compra alheia.*
 Posted by u/choijenn 13 days ago 109 Comments Award Share Save Hide Report

1 Haircare How does this guy style his hair? *i.redd.it/wanbfj...*
 Posted by u/felzend 13 days ago 0 Comments Award Share Save Hide Report

4 Random Dupe for Jean Paul Gaultier La Belle? *mana.*
 Posted by u/CubaLibre27 13 days ago 0 Comments Award Share Save Hide Report

0 What is the ideal morning and evening skincare routine for a 30+ woman? (I m a "new" woman. I just started my transition to a woman. 33 yo) *→ Incurtando a diversidade. As marcas falaram e atenderam este grupo de consumidoras? Qual o futuro da indústria? Tentativa para quebrar de padrões.*
 Posted by u/AngelinaDuicis 13 days ago 11 Comments Award Share Save Hide Report

6 Do fillers make your lips really pale?
 Posted by u/sia04 13 days ago 2 Comments Award Share Save Hide Report

3 Seeking Advice How can I make the Bum Bum Cream last longer? (Too pricey to repurchase it on the regular)
 Posted by u/Himmel011 13 days ago 27 Comments Award Share Save Hide Report

→ dica pedida. Produto apropriado pela consumidora mas caro. Como montar.

was de imagine

1
242

Step by step guide to waxing
Posted by u/PrettyLardie 13 days ago

1 Comment Award Share Save Hide Report

2
243

Nails Best nail polish brands which are chip-free and long lasting?
Posted by u/Quacksuss 13 days ago

9 Comments Award Share Save Hide Report

2
244

Pic post lash lift - first time having it done. Does this look too much? Any way to relax the lift a bit? Still under the 24hr mark post service. Thanks! i.redd.it/uf6gnm...

Posted by u/GlizzBride 14 days ago

5 Comments Award Share Save Hide Report

3
245

Seeking Advice are my eyes blue or green? trying to find out which colors would work best for eye makeup lol
Posted by u/FearlessGear 14 days ago

3 Comments Award Share Save Hide Report

18
246

Makeup I was so impressed with the skin finish that Fenty beauty gave me with their powder foundation in the shade 400 and eaze drop Blurring Skates it. I applied the skin tint first of course
Posted by u/CirenLeone 14 days ago

3 Comments Award Share Save Hide Report

→ Especificamente procurando por marcas que possuam estas features.
Informação → Alternativas

→ Recomendação de produtos.
Relato de experiência positiva.

247

Fashion What are these aesthetics called? Sorry if this is the wrong reddit for this

Posted by u/MissLysolCan 13 days ago

2 Comments Award Share Save Hide Report

Assembly a team full of #RPG characters! Check out #ModelBuilder - the first virtual hobby game about scale modeling. Create stunning heroes, vehicles, or spaceships within seconds. Check out what else you can create

PROMOTED Posted by u/modelbuildergame 13 days ago

store.steampowered.com **Pre-order Now**

0 Comments Award Share Save

Seeking Advice I don't know how to be an adult. [long post]

Posted by u/howdoi beagirl 13 days ago

6 Comments Award Share Save Hide Report

248

How to shave bikini zone perfectly?

Posted by u/Watermelon13346 13 days ago

10 Comments Award Share Save Hide Report

249

Haircare How to fix dry damaged hair? I need help 😞 I'm getting married in 3 months and I need to get my hair somewhat healthy again. It's very very dry and has some damage

Posted by u/amandababyyy 13 days ago

16 Comments Award Share Save Hide Report

250

superior de vulnerabilidade ao contar sua história pessoal e contato de mudança através de personal care.

7 meses

↑ 1
↓ 251

Seeking Advice **revamp**
Posted by u/hurricanes2 14 days ago

10 Comments Award Share Save Hide Report

↑ 3
↓ 252

Seeking Advice **clear mascara recommendations?**
Posted by u/kikyozoldyck 14 days ago

11 Comments Award Share Save Hide Report

↑ 1
↓ 253

Seeking Advice **What kind of shampoo and conditioner is good for bleached/colored oily hair?**
Posted by u/abmpa 14 days ago

1 Comment Award Share Save Hide Report

↑ 1
↓ 254

Haircare **How to get on the same page with my stylist**
Posted by u/encnynusk 14 days ago

3 Comments Award Share Save Hide Report

↑ 11
↓ 255

Skincare **Best Treatment for Under-Eye Circles/Bags?**
Posted by u/char10tmyname666 14 days ago

15 Comments Award Share Save Hide Report

↑ 1
↓ 256

Seeking Advice **how do I get rid of double chin and face fat?**
Posted by u/sunderm 14 days ago

13 Comments Award Share Save Hide Report

Presudimentis estinus + proclutis

postagem sem o título ~~usado~~ relativamente implícito devido a ~~to~~ menos engajamento.

Seeking Advice **Help.**
Posted by u/yoshim1999 14 days ago

257 2 Comments Award Share Save Hide Report

Skincare Do LED light therapy masks exfoliate skin or **should** I use an exfoliator too??
Posted by u/cursedopal 14 days ago

253 2 Comments Award Share Save Hide Report

Seeking Advice **How to stop heels from slipping out of shoes???**
Posted by u/sunmi_ox 14 days ago

259 10 Comments Award Share Save Hide Report

Makeup **How can I stop white or nude eyeliner from looking fake and how do I stop it from running off the waterline?**
Posted by u/cursedopal 14 days ago

260 6 Comments Award Share Save Hide Report

ChaseApp - One Search. Any App.
PROMOTED · Posted by u/chaseapps 11 months ago 🏆 35 🗳️ 23 📄 20 🍷 24 🔄

chaseapp.io/Download

0 Comments Award Share Save

Download

hacks

↑ 3
↓ 261

What are your favourite high end skin care brands?
Posted by u/bpw_1758 14 days ago

7 Comments Award Share Save Hide Report

↑ 36
↓ 262

People with high-maintenance beauty routines - how do you budget for it?
Posted by u/Friendly_Ad5967 14 days ago

21 Comments Award Share Save Hide Report

↑ 3
↓ 263

Nails Natural Solution to Weak, Bendy, Nails?
Posted by u/Itsagayyan 14 days ago

4 Comments Award Share Save Hide Report

↑ 3
↓ 264

Haircare My failed attempt to recreate waves 🥲
Posted by u/itsanofromme223 14 days ago

7 Comments Award Share Save Hide Report

↑ 3
↓ 265

Could castor oil promote hair growth and have extended brows?
Posted by u/asdignjanelle 14 days ago

3 Comments Award Share Save Hide Report

↑ 3
↓ 266

Seeking Advice Tips for shaving armpits? I always get left with a mark that looks like the hair is still there and it never gets rid of the hair completely.
Posted by u/cursedopal 14 days ago

8 Comments Award Share Save Hide Report

↑
1
↓

Haircare Best brushable hairsprays?
Posted by u/ddcd0 14 days ago
267 3 Comments Award Share Save Hide Report

↑
2
↓

Discussion Do you ever have a professional spa day? Worth the money or not? *→ considerations*
Posted by u/PowderPuff 14 days ago
268 5 Comments Award Share Save Hide Report

↑
1
↓

Haircare Beauty tip, R&CO Jackpot.
Posted by u/LegitimateMoo 14 days ago
269 1 Comment Award Share Save Hide Report

↑
9
↓

Haircare How do you make curled hair last days?
Posted by u/litsanofromme2 14 days ago
270 11 Comments Award Share Save Hide Report

↑
5
↓

Haircare Why is my hair so hard and rough after heat styling?
Posted by u/marmaladeskies80 14 days ago
271 11 Comments Award Share Save Hide Report

↑
7
↓

Perfumes that smell like the Bum Bum Cream? *→ alternatives*
Posted by u/Himmel011 14 days ago
272 4 Comments Award Share Save Hide Report

↑

1

↓



Seeking Advice Are my eyebrows uneven? I've been doing them myself for years and thought they were symmetrical but in pics they look so bad [I.redd.it/xw7e9n...](https://www.reddit.com/r/askreddit/comments/xw7e9n/) ✓

Posted by u/reputayiena 14 days ago

273 2 Comments Award Share Save Hide Report

↑

1

↓



Seeking Advice Best way to tackle hair growth per long term?

Posted by u/keeper_of_hi-fi 14 days ago

274 2 Comments Award Share Save Hide Report

↑

207

↓



Hey Reddit, the gates to Closed Beta open 7/20 and close 8/2! Pre-order on Steam, Amazon, or complete the tester sign up on newworld.com.

PROMOTED · Posted by u/playnewworld 13 days ago 📌 2

newworld.com [Learn More](#)

0 Comments Award Share Save

↑

287

↓



Discussion How do you look more expensive / wealthy? *also suspiamento*

Posted by u/FarmerFruit 14 days ago

275 125 Comments Award Share Save Hide Report

↑

3

↓



Please tell me about cap highlights

Posted by u/RiddleMeThis1213 14 days ago

276 9 Comments Award Share Save Hide Report

↑
6
↓
277

Best lash growth serum?
Posted by u/Whole_Historian4536 14 days ago
13 Comments Award Share Save Hide Report

↑
3
↓
278

Skincare Niacinamide and a recommended skincare routine products to use?
Posted by u/bearrycutebear 15 days ago
3 Comments Award Share Save Hide Report

↑
2
↓
279

Advise for a professional deep cleaning facial from an aesthetician? What are some good kinds? (No diy)
Posted by u/ilovep2019 15 days ago
4 Comments Award Share Save Hide Report

↑
1
↓
280

Seeking Advice looking for perfume recommendations!
Posted by u/goback-to-partycity 15 days ago
6 Comments Award Share Save Hide Report

↑
105
↓
281

Discussion What's everyone's beauty routine? What treatments/steps/products are your go-tos? What are your beauty must-haves, and what don't you care about?
Posted by u/likeellewoods 15 days ago
131 Comments Award Share Save Hide Report

→ *superstite individual.
compatíveis algo que é
único da pessoa.*

* posts de hacks e tips geram bastante engajamento pois as respostas são subjetivas. São coisas da experiência de cada membro e eles querem mostrar que possuem a opinião ou responder.

↑ 3
↓

Haircare My DD's hair is at about the middle of her back, the bottom half to two thirds is ringlet curls, but the hair towards the top of her hair is more straight/wavy. What's the best way to keep the bottom from being tangled by the end of the day, without brushing out her curls into a frizzy mess?
Posted by u/touchofgrace11 15 days ago

282 4 Comments Award Share Save Hide Report

↑ 2
↓

Random Lazy eye
Posted by u/mountainsarehome123 15 days ago

283 7 Comments Award Share Save Hide Report

↑ 2
↓

Skincare Why do I still have tiny black dots of hair after shaving? When I try to shave them I end up cutting myself.
Posted by u/darling_of_knowledge 15 days ago

284 3 Comments Award Share Save Hide Report

↑ 1
↓

What's dermaplaning claimed benefits?
Posted by u/rac_ed 15 days ago

285 6 Comments Award Share Save Hide Report

↑ 4
↓

Random How long did sugar waxing last you?
Posted by u/Frenchy_Frye 15 days ago

286 4 Comments Award Share Save Hide Report

↑

1

↓

↑

3.3k

↓

↑

3

↓

↑

299

↓

↑

2

↓

Discussion

How do you make your arms and legs look as attractive as possible?

Posted by u/FoamerFruit 15 days ago

287

3 Comments

Award

Share

Save

Hide

Report



ChaseApp - One Search. Any App.

PROMOTED · Posted by u/chaselabs 11 months ago

36

23

20

24

chaseapp.io/Download

Download

0 Comments

Award

Share

Save

Lash lifts

Posted by u/redheadedlizzy 15 days ago

283

5 Comments

Award

Share

Save

Hide

Report

Seeking Advice

Beauty "tricks"

Posted by u/Ok-Entrance8838 15 days ago

239

247 Comments

Award

Share

Save

Hide

Report

Discussion

At home lash "extensions" ~ home care, diy

Posted by u/Fries_and_gravy 15 days ago

290

3 Comments

Award

Share

Save

Hide

Report

↑

6

↓

↑

2

↓

↑

1

↓

↑

14

↓

↑

2

↓

Seeking Advice

Fake tan recommendation for dry skin/ eczema

Posted by u/Lemonlamps 16 days ago

4 Comments

Award

Share

Save

Hide

Report

Skincare

Best razor for very sensitive skin?

Posted by u/PeepPlop3 16 days ago

3 Comments

Award

Share

Save

Hide

Report

Quick opinion - They have this on sale where I'm at! I was wondering for I should purchase? It's a tad expensive so I wanted y'all's opinion! Is this a good product or no? Thanks

i.redd.it/pqy401...

Posted by u/Goddess-Fun2177 16 days ago

0 Comments

Award

Share

Save

Hide

Report

Crest 3D Whitestrips hurt my teeth

Posted by u/CaptMobyWhop 16 days ago

13 Comments

Award

Share

Save

Hide

Report

Complete makeup noob: Would it look weird if I used ONLY a light coverage concealer (i.e. no foundation), but used other face products like blush?

Posted by u/Elbhl_n_Andronicus 16 days ago

7 Comments

Award

Share

Save

Hide

Report

compartilhamento de experiência negativa.

140

↑

2

↓

Skincare

How to lighten your private area?

Posted by u/Chocolate56 15 days ago

296

20 Comments

Award

Share

Save

Hide

Report

↑

3

↓



Random

Not much to say, just surprised that one week ago I got a really bad sunburn, and for some reason today my skin is SO GOOD i.redd.it/8p8jgx...

Posted by u/TheElvenWitch777 15 days ago

297

2 Comments

Award

Share

Save

Hide

Report

↑

8

↓



Fashion

What Are These Pants Called?

Posted by u/atulipinmypocket 15 days ago

298

4 Comments

Award

Share

Save

Hide

Report

↑

2

↓

Nails

Is it normal to get nail polish on your skin?

Posted by u/RoadTheExile 15 days ago

299

12 Comments

Award

Share

Save

Hide

Report

↑

12

↓

Haircare

Tired of baby hairs. HEEEEELLLP!

Posted by u/maryannstrench 15 days ago

300

3 Comments

Award

Share

Save

Hide

Report

Vote

5

301

PROMOTED · Posted by u/amiehofkntia 6 days ago

[www.andela.com/talent-netowrk](#)

0 Comments

Award

Share

Save

Seeking Advice · Does anyone know any good, realistic-looking colored contacts for dark eyes?

Posted by u/noorofmyeye24 15 days ago

4 Comments

Award

Share

Save

Hide

Report

Haircare · Has anyone ever gotten a 'curl by curl' haircut from Ulta? How much did it cost?

Posted by u/aMiserable_creature 15 days ago

0 Comments

Award

Share

Save

Hide

Report

Question about Ponds Moisturizer

Posted by u/letsbelieveagain 15 days ago

8 Comments

Award

Share

Save

Hide

Report

Survey · Which one looks more intimidating? 141 votes Voting closed 8 days ago

Posted by u/One_One_2661 15 days ago

2 Comments

Award

Share

Save

Hide

Report

acompañamiento

↑ 2
↓

305

Finishing Powder or Spray
Posted by u/ash1cool 17 days ago

1 Comment Award Share Save Hide Report

↑ 2
↓

306

Makeup This is my first time posting in this group. No filter, I call it "Mermaid Chic". Who else just does makeup when they can't sleep? i.redd.it/cbxuwx... [✓]

Posted by u/fungiXfox90 16 days ago

2 Comments Award Share Save Hide Report

↑ 1
↓

307

Skincare Isle of Paradise Self Tanning Drops are amazing!! I'm totally new to self tanning and just wanted to shoutout this product because it's sooo easy to use and I'm loving my results. I used the medium colored drops.

Posted by u/kainani_s 16 days ago

0 Comments Award Share Save Hide Report

↑ 289
↓

308

Finally got rid of my dark knees!
Posted by u/rat_empanada 16 days ago

39 Comments Award Share Save Hide Report

↑ 1
↓

309

Skincare CLARINS HYDRA-ESSENTIEL SILKY CREAM

Posted by u/DyanneHoney 16 days ago

0 Comments Award Share Save Hide Report

recomendación positiva

↑

1

↓

310

Makeup

How do you do eyeshadow? Lol

Posted by u/DanTee761 16 days ago

8 Comments

Award

Share

Save

Hide

Report

↑

2

↓

311

Does colored hair stop fading after a certain point?

Posted by u/Angelique9482 16 days ago

4 Comments

Award

Share

Save

Hide

Report

↑

3

↓

312

Seeking Advice

Face muscle strengthening exercises?

Posted by u/mimiandthekeyboard 16 days ago

4 Comments

Award

Share

Save

Hide

Report

↑

3

↓

313

Best brush styling tool for hair? Why do you like/dislike?

Posted by u/little_wandererrr 16 days ago

1 Comment

Award

Share

Save

Hide

Report

↑

562

↓



ChaseApp - One Search. Any App.

PROMOTED · Posted by u/chaselabs 11 months ago

22

19

21

13

chaseapp.io/Download

0 Comments

Award

Share

Save

Download

Discussion **What are you struggling with? (Beauty and fashion related)** *identificação e conexão ativa.*
 Posted by u/Iainca 16 days ago
 314 17 Comments Award Share Save Hide Report

Skincare **Good sunscreen for darker skin tones?**
 Posted by u/Embarrassed_Summer81 16 days ago
 315 12 Comments Award Share Save Hide Report

Seeking Advice **TriLipo: for tuning and skin tightening. Looking for your experience or advice** *confiança*
 Posted by u/lovelyflower85 16 days ago
 316 0 Comments Award Share Save Hide Report

Seeking Advice **How are you supposed to go about not washing your hair every day?**
 Posted by u/badhair_ 16 days ago
 317 17 Comments Award Share Save Hide Report

Seeking Advice **What lightweight products do you use to refresh your hair in the morning and combat flyaways?**
 Posted by u/marmaladeskies80 16 days ago
 318 1 Comment Award Share Save Hide Report

Seeking Advice **Rodan and Fields?**
 Posted by u/GWagon2 16 days ago
 319 3 Comments Award Share Save Hide Report

↑
2
↓
↑
10
↓
↑
1
↓
↑
3
↓
↑
6
↓
↑
2
↓

What are some tried and tested natural home remedies for skincare that you guys know or use?
Posted by u/thegreatpretender98 16 days ago
320 4 Comments Award Share Save Hide Report

How do you minimize your pores?
Posted by u/blownyRhonda 16 days ago
321 8 Comments Award Share Save Hide Report

 **What would you say my face shape is? Pear shape? Heart shape? Round? Need to know for makeup/hairstyle ideas! Thanks!** i.redd.it/kdbqgp... [✓]
Posted by u/kittycakekats 16 days ago
322 0 Comments Award Share Save Hide Report

Shorter Glue-On Nails
Posted by u/truckinmom19 16 days ago
323 4 Comments Award Share Save Hide Report

Skincare Thinking about botox
Posted by u/... 16 days ago
324 11 Comments Award Share Save Hide Report

Survey I'm going to a fair today with a group of people. What should I bring to carry my things in?
213 votes Voting closed 13 days ago
Posted by u/coopersushi 16 days ago
325 4 Comments Award Share Save Hide Report

*Is so que parece, quando há uma
relação de confiança e comunidade
os membros se sentem a
verdade para perguntar
sobre os mesmos assuntos
mais simples, em relação
a beleza e moda.*

62

notes, tips, secrets ...
 há muito interesse e engajamento nestes posts,
 a cultura de partilha e o nome,
 "o que você sabe que eu não sei?"

What are your favorite beauty hacks?
 Posted by u/KinkyCharlyn 16 days ago

190
 326
 168 Comments
 Award Share Save Hide Report

89% of engineers report improved quality of life at Andela
 PROMOTED - Posted by u/aniefiokntia 5 days ago

www.andela.com/talent-netowrk Sign Up

0 Comments
 Award Share Save

Best places in UK to shop for high quality, unique, vintage clothes?
 Posted by u/Tea-Tuesday 16 days ago

3
 327
 4 Comments
 Award Share Save Hide Report

How do I permanently remove a unibrow?
 Posted by u/skipcab 16 days ago

1
 328
 1 Comment
 Award Share Save Hide Report

Haircare: How to go from natural blonde to a mousy brown without stripping with bleach first.
 Posted by u/ababy1975 16 days ago

1
 329
 2 Comments
 Award Share Save Hide Report

↑
3
↓

Seeking Advice They say moisturizer when damp, but then what do you wear?
Posted by u/justeatyourtomatoes 17 days ago

330 6 Comments Award Share Save Hide Report

↑
5
↓

Has anyone done their own lash lift and tint?
Posted by u/genevieveoliver 17 days ago

331 4 Comments Award Share Save Hide Report

↑
1
↓

Fake tan - can a pale gal go straight for it?
Posted by u/chnoshebetterdonuts 17 days ago

332 11 Comments Award Share Save Hide Report

↑
3
↓

Extremely long ponytail doesn't want to stay on top of my head - any tricks or tips?
Posted by u/dontcallmebabyyy 17 days ago

333 3 Comments Award Share Save Hide Report

↑
1
↓

Hair Scarves, How to Style Them?
Posted by u/tammira 17 days ago

334 2 Comments Award Share Save Hide Report

↑
417
↓

Discussion This may be a weird question, but does anyone else notice that makeup and skincare samples seem to be of a different quality than the same full size products?
Posted by u/lcdmt93 17 days ago

335 78 Comments Award Share Save Hide Report

→ sentimento compartilhado, mas por com que modo sua expectativa em relação ao produto? gera sentimento de ter sido enganada? é algo pequeno mas que as marcas sabem nem sabem que alguns consumidores ~~se~~ sentem.

↑
3
↓

Mascara for daily use

→ use specific

Posted by u/Snowflake_17 17 days ago

4 Comments Award Share Save Hide Report

↑
0
↓

How I remove my dark spots in 3 days

Posted by u/Leading-Muffin3670 17 days ago

2 Comments Award Share Save Hide Report

↑
84
↓

Is it fine to just wear foundation, blush, and mascara?

Posted by u/Idayyy335 17 days ago

58 Comments Award Share Save Hide Report

↑
3
↓

How do you know if laser hair removal is just..... not working?

→ experience negative

Posted by u/B_Hutt 17 days ago

3 Comments Award Share Save Hide Report

↑
558
↓

ChaseApp - One Search. Any App.
PROMOTED · Posted by u/chaselabs 11 months ago 🏆 22 🔄 19 💰 21 ❤️ 13
chaseapp.io/Download
0 Comments Award Share Save

Download

↑
2
↓
340

Best makeup and tips for dry eyes
Posted by u/CaptainSalix 17 days ago

1 Comment Award Share Save Hide Report

↑
6
↓
341

Discussion Favorite ride or die products and possibly a well performing eyelash curler..?
Posted by u/infia17 17 days ago

14 Comments Award Share Save Hide Report

↑
1
↓
342

Eye cream for fine line
Posted by u/flowers2107 17 days ago

10 Comments Award Share Save Hide Report

↑
8
↓
343

Seeking Advice Area above the lips (mustache area/upper lip) is always paler than the rest of my face
Posted by u/eniksero1 17 days ago

2 Comments Award Share Save Hide Report

↑
1
↓
344

Seeking Advice I have some questions about shapewear.
Posted by u/ilovecallum44 17 days ago

5 Comments Award Share Save Hide Report

↑
3
↓
345

Haircare How do I maintain my balayage??
Posted by u/dazyplantlady777 17 days ago

6 Comments Award Share Save Hide Report

↑ 10
↓ 346

Seeking Advice **What's the best toothpaste?**
Posted by u/Violet546 17 days ago

27 Comments Award Share Save Hide Report

↑ 3
↓ 347

Makeup **Why do I look worse with makeup?** *→ unaltered*
Posted by u/raisedfromthedeadd 17 days ago

7 Comments Award Share Save Hide Report

↑ 12
↓ 348

Haircare **Why are there so many hair straighteners?**
Posted by u/TheLittleDinosaur6 17 days ago

11 Comments Award Share Save Hide Report

↑ 0
↓ 349

Discussion **How do you make your boobs look more attractive?**
Posted by u/FoofeeFruit 17 days ago

3 Comments Award Share Save Hide Report

↑ 5
↓ 350

Discussion **Thoughts on brows leaning more soft/natural brows, as well as subtle arches?**
Posted by u/silenceisgold 17 days ago

12 Comments Award Share Save Hide Report

↑ 3
↓ 351

Skincare **ingrowing hairs**
Posted by u/thebritisharecome 17 days ago

2 Comments Award Share Save Hide Report

↑

1

↓



Makeup

Amazing! i.redd.it/b3c64j...

Posted by u/roxman68 17 days ago

0 Comments

Award

Share

Save

Hide

Report

↑

561

↓



ChaseApp - One Search. Any App.

PROMOTED · Posted by u/chaselabs 11 months ago

22

19

21

13

chaseapp.io/Download

Download

0 Comments

Award

Share

Save

↑

1

↓

353

Makeup

Makeup routine for acne-prone oily skin??

Posted by u/hella_bella_16 17 days ago

2 Comments

Award

Share

Save

Hide

Report

↑

2

↓

354

Seeking Advice

Is there a natural way to make my face more symmetrical?

Posted by u/dummiefat 18 days ago

2 Comments

Award

Share

Save

Hide

Report

↑

3

↓

355

Makeup

ISO light brown liquid liner & mascara!

Posted by u/Baby_Bucha 18 days ago

3 Comments

Award

Share

Save

Hide

Report

↑

1

↓

353

Makeup

Makeup routine for acne-prone oily skin??

Posted by u/hella_bella_16 17 days ago

2 Comments

Award

Share

Save

Hide

Report

↑

2

↓

354

Seeking Advice

Is there a natural way to make my face more symmetrical?

Posted by u/dummiefat 18 days ago

2 Comments

Award

Share

Save

Hide

Report

↑

3

↓

355

Makeup

ISO light brown liquid liner & mascara!

Posted by u/Baby_Bucha 18 days ago

3 Comments

Award

Share

Save

Hide

Report

152

↑
3
↓
↑
1
↓
↑
664
↓
↑
2
↓
↑
3
↓
↑
2
↓

Makeup Why do pencil/charcoal eyeliners make my eyes look better than liquid eyeliner?
Posted by u/thefriggshow 18 days ago
2 Comments Award Share Save Hide Report

Haircare Best products for glossy, shiny hair? *→ o que se deseja atingir*
Posted by u/hurazulian 20 days ago
2 Comments Award Share Save Hide Report

Discussion Why am I pretty in the mirror and ugly in pictures? *→ postagem com maior engajamento colada. demonstra uma insegurança compartilhada que as pessoas desejam atingir para se sentirem melhor.*
Posted by u/concealandberry 18 days ago
116 Comments Award Share Save Hide Report

My electrolysis lady sometimes only plucks, no zapping?
Posted by u/fuxyleopatra 18 days ago
2 Comments Award Share Save Hide Report

Haircare Frizz/anti humidity post comment. *→ problema específico.*
Posted by u/34p1et202y 18 days ago
4 Comments Award Share Save Hide Report

Are there any tinted 30-50+ SPF sunscreens that even out skin tone for oily and acne prone skin?
Posted by u/niksero1 18 days ago
7 Comments Award Share Save Hide Report

→ problema específico. necessidade de busca por informações.

↑

↓

1

362

↑

↓

3

363

↑

↓

2

364

↑

↓

3

365

↑

↓

Vote

89%

of engineers report improved quality of life at Andela

PROMOTED

Posted by u/anjefokntia 5 days ago

www.andela.com/talent-netowrk

Makeup Finish

Posted by u/ash1coolzyz 18 days ago

1 Comment

Award

Share

Save

Hide

Report

Discussion

Skin discoloration from laser hair removal?

Posted by u/danijanae 18 days ago

3 Comments

Award

Share

Save

Hide

Report

Seeking Advice

Conditioner suggestions for thick and straight hair?

Posted by u/sheepishwool 18 days ago

4 Comments

Award

Share

Save

Hide

Report

Discussion

Which public figures beauty/ style do you Personally find inspiration from?

Posted by u/Chernearie 18 days ago

9 Comments

Award

Share

Save

Hide

Report

89%

of engineers report improved quality of life at Andela

PROMOTED

Posted by u/anjefokntia 5 days ago

www.andela.com/talent-netowrk

0 Comments

Award

Share

Save

Sign Up

↑
11
↓

Makeup **How to make pencil eyeliner stay when used to draw a cat eye?**
Posted by u/mambs406555 18 days ago
366 8 Comments Award Share Save Hide Report

↑
1
↓

Seeking Advice **Has anyone done laser hair removal through Groupon?**
Posted by u/mon13957273 18 days ago
367 0 Comments Award Share Save Hide Report

↑
1
↓

Seeking Advice **Best Foundation for Acne Prone Skin?**
Posted by u/Poorly_Drawn_Fish 18 days ago
368 5 Comments Award Share Save Hide Report

↑
3
↓

Seeking Advice **How can I achieve this look? I have very long and straight hair, medium thickness. Not a lot of volume because the length makes it heavy.** i.redd.it/Ok9rg7...  
Posted by u/eccentric_slacker 19 days ago
369 2 Comments Award Share Save Hide Report

↑
2
↓

Skincare **Blue circles**
Posted by u/Ok_Championship_9517 18 days ago
370 1 Comment Award Share Save Hide Report

↑
3
↓

Shampoo bars
Posted by u/sweetgypsy1966 18 days ago
341 8 Comments Award Share Save Hide Report

Discussion **What's a bad habit that you can't seem to stop in regard to beauty?**
Posted by u/tututut56 18 days ago

372 14 Comments Award Share Save Hide Report

Seeking Advice **Is it normal for an esthetician to leave hair after a client's first ever Brazilian wax?**
Posted by u/MagicDiagon60 19 days ago

373 12 Comments Award Share Save Hide Report

Random **Hair removal revival!**
Posted by u/reddfox500 19 days ago

374 1 Comment Award Share Save Hide Report

427 **I have been a makeup/skincare lover for many moons, and while working at Sephora I managed to try almost everything from every brand! AMA, for no-nonsense reviews, recommendations, or formula Qs.**
Posted by u/peebsthehuman 19 days ago

375 310 Comments Award Share Save Hide Report

Makeup **Cruelty free liners for wing?**
Posted by u/softdollcx 19 days ago

376 6 Comments Award Share Save Hide Report

Nails **Can I go for a manicure with short nails?**
Posted by u/4nzelina 19 days ago

377 5 Comments Award Share Save Hide Report

↳ also engajamento de membros querendo opiniões e reviews.

↑
1
↓
378

Haircare Regular Virgin Unrefined Coconut Oil vs Pure Fractionated Coconut Oil for Hair Treatment
Posted by u/techsavvynerd91 19 days ago
0 Comments Award Share Save Hide Report
↳ comparação

↑
3
↓
379

Vitamin C Serum
Posted by u/Lifewithblemi 19 days ago
9 Comments Award Share Save Hide Report

↑
Vote
↓

89% of engineers report improved quality of life at Andela
PROMOTED · Posted by u/aniefokntia 6 days ago
www.andela.com/talent-netowrk
0 Comments Award Share Save
[Sign Up](#)

↑
151
↓
330

Discussion What expensive beauty product is / was the biggest waste of money to you?
Posted by u/FormerFruit 29 days ago
195 Comments Award Share Save Hide Report
*↳ experiências negativas.
quebra de expectativas
principalmente as se consi-
derar a relação esperá-
da dinheiro x qualidade.*

↑
3
↓
381

Haircare How dirty should hair be before bleaching?
Posted by u/LoopingLucysDots 19 days ago
11 Comments Award Share Save Hide Report

↑
6
↓

332

Skincare Good, affordable fake tan? → *qualidades precizadas. e o que não incluem os sets de alternativa*
Posted by u/B1s3XualCrabtree 19 days ago

16 Comments Award Share Save Hide Report

↑
8
↓

333

Seeking Advice Are at-home IPL devices worth it??
Posted by u/amyria 19 days ago

4 Comments Award Share Save Hide Report

↑
34
↓

334

Nails When you file your nails, do you move your finger or the nail file?
Posted by u/chellemedus 19 days ago

21 Comments Award Share Save Hide Report

↑
3
↓

335

What's the best combination skin foundation?
Posted by u/TheJawBox 19 days ago

3 Comments Award Share Save Hide Report

↑
6
↓

336

Skincare Blue circles under my eyes
Posted by u/Ok_Championship_9517 19 days ago

8 Comments Award Share Save Hide Report

↑
1
↓

337

Makeup Favorite drugstore/lowend mascara for lengthening?
Posted by u/14DependingARefund 19 days ago

8 Comments Award Share Save Hide Report

↑
2
↓
333

Seeking Advice Want beauty mark tattoo to loose a little bit of color
Posted by u/lifelezzz 19 days ago

13 Comments Award Share Save Hide Report

↑
63
↓
339

Is it not normal to tip for in-home services?
Posted by u/leilaandi 19 days ago

48 Comments Award Share Save Hide Report

↑
11
↓
390

First 2 photos are when I stopped using Latisse on my brows, the rest are when I used latisse 🐱 huge difference, I recommend it although it's expensive
Posted by u/Thereal_og_33 20 days ago

2 Comments Award Share Save Hide Report

↑
4
↓
391

Seeking Advice Hello, beauties! I am having a bit of a self tanner dilemma! For some reason my lower legs don't take to the self tan as much as the rest of my body. Would anyone have any advice for this? 😞

8 Comments Award Share Save Hide Report

↑
2
↓
392

Seeking Advice What is my face shape?
Posted by u/ReeRooBoo 19 days ago

4 Comments Award Share Save Hide Report

computivamente voluntário e espontâneo de superação positiva.

↑
2
↓
398

Threading Eyebrows for the First Time
Posted by u/sarah_imaginary_sink 20 days ago

11 Comments Award Share Save Hide Report

↑
1
↓
399

Removing Makeup
Posted by u/aoh1coolyz 20 days ago

3 Comments Award Share Save Hide Report

↑
90
↓
400

Fashion How to prevent cheaper jewelry from smelling bad?
Posted by u/dontcallmebabyyy 20 days ago

20 Comments Award Share Save Hide Report

↑
7
↓
401

Skincare armpit detox?
Posted by u/suggaarr 20 days ago

18 Comments Award Share Save Hide Report

↑
6
↓
402

Seeking Advice Drugstore makeup suggestions
Posted by u/pickledpickle 20 days ago

7 Comments Award Share Save Hide Report

↑
3
↓
403

Does anybody know if these work?
Posted by u/Angle_Conscious 20 days ago

2 Comments Award Share Save Hide Report

↑

3

↓

404

↑

1

↓

405

↑

Vote

↓

Seeking Advice

Is there a non surgical way to fix slightly uneven eyes?

Posted by u/groundzero03 20 days ago

31 Comments

Award

Share

Save

Hide

Report

Seeking Advice

What to add to coconut oil to make a balm/ moisturiser.

Posted by u/joeyaza 20 days ago

12 Comments

Award

Share

Save

Hide

Report

89% of engineers report improved quality of life at Andela

PROMOTED · Posted by u/aniehokntia 5 days ago

www.andela.com/talent-netowrk

Sign Up

0 Comments

Award

Share

Save

↑

6

↓

406

↑

36

↓

Hairloss

Posted by u/awkward-reddit-user 20 days ago

20 Comments

Award

Share

Save

Hide

Report

Random

Does Lumify really whiten/brighten better than other redness eyedrops?

Posted by u/ImDemandingARandom 20 days ago

27 Comments

Award

Share

Save

Hide

Report

162

↑ 2 What steps should I put on makeup? Posted by u/itchen-Guest9587 20 days ago
408 7 Comments Award Share Save Hide Report

↑ 2 Random Question about Isle of Paradise tanning drops Posted by u/catmom2040 20 days ago *produto*
409 4 Comments Award Share Save Hide Report

↑ 1 Haircare How to curl hair outwards at ends? Posted by u/KittyLover93 20 days ago
410 5 Comments Award Share Save Hide Report

↑ 3 Skincare Solution to dark elbows and knees! (Read my comment for link to previous post explaining) i.redd.it/os93ex...
411 1 Comment Award Share Save Hide Report

↑ 3 Makeup Etude House double lasting foundation REVIEW i.redd.it/3jz4xe...
412 0 Comments Award Share Save Hide Report

↑ 65 Seeking Advice What should I wear at a wedding? Help! Posted by u/tamara1023 20 days ago
413 29 Comments Award Share Save Hide Report

↳ compartilhamento de experiência positiva associada ao produto.

↳ compartilhamento voluntário de opinião.

↑ 3
↓ 414

Skincare Loose skin is bothering me
Posted by u/yaboitrippy 20 days ago
12 Comments Award Share Save Hide Report

↑ 56
↓ 415

Seeking Advice 19 Male here, I have no skin routine - undereye dark circles
Posted by u/SmileWords673 20 days ago
38 Comments Award Share Save Hide Report

↑ 35
↓ 416

Discussion Do I need a lipliner if I have big and plump lips?
Posted by u/iseofronthedeadd 21 days ago
28 Comments Award Share Save Hide Report

↑ 1
↓ 417

Skincare Klaire's vitamin C serum makes my face itchy. Should I continue using it or discontinue?
Posted by u/PureOrganicSkin 20 21 days ago
3 Comments Award Share Save Hide Report

↑ 2
↓ 418

Cellulite-Best treatments
Posted by u/GoodCupcakes6186 21 days ago
5 Comments Award Share Save Hide Report

↑ 564
↓

ChaseApp - One Search. Any App.
PROMOTED - Posted by u/chaselabs 11 months ago 🏆 22 🗨️ 19 📄 21 ❤️ 15
chaseapp.io/Download
Download

0 Comments Award Share Save

use de cosmétiques pour consommateurs hommes.

produits + marque expérience de use.

↑
4
↓
419

Seeking Advice **Anyone else with dark stains/spots on toes?**
Posted by u/Own-Photo-5976 21 days ago

4 Comments Award Share Save Hide Report

↑
4
↓
420

Seeking Advice **How can I get rid of my black circles??**
Posted by u/Own-Photo-5976 21 days ago

23 Comments Award Share Save Hide Report

↑
3
↓
421

Makeup **Needing Sports Fan Makeup Ideas**
Posted by u/JoyfullMommy006 21 days ago

1 Comment Award Share Save Hide Report

↑
9
↓
422

Difference between \$50 and \$300 Home IPL Hair Removal devices? *→ variações consideráveis
preço range.*
Posted by u/milkygirl21 21 days ago

4 Comments Award Share Save Hide Report

↑
330
↓
423

Seeking Advice **Shaving legs: I always seem to miss some. Ankles, knees, behind the knees, and don't realize until I'm in bright light in the car, outdoors, and can't do anything about it. What are your techniques for avoiding these missed areas when in the shower with usually not the best lighting?**
Posted by u/kjlovesthebay 22 days ago

56 Comments Award Share Save Hide Report

↑
0
↓
424

Seeking Advice **Can you cheat on your hairdresser?**
Posted by u/Karmarevolver1010 22 days ago

3 Comments Award Share Save Hide Report

↑ 20
↓ 425

Skincare When do the "You look tired," comments stop after you stop wearing makeup?
Posted by u/ForeverYoungAtHeart 22 days ago

10 Comments Award Share Save Hide Report

↑ 3
↓ 426

Oily hair and oily comb/reusable nail filer?
Posted by u/blakifer_ 22 days ago

6 Comments Award Share Save Hide Report

↑ 2
↓ 427

Seeking Advice Paulas choice BHA and Klairs Supple Preparation? 2 marcos
Posted by u/niccle 22 days ago

0 Comments Award Share Save Hide Report

↑ 1
↓ 428

Seeking Advice Will natural tanning blend tan lines?
Posted by u/Creative-Height 22 days ago

1 Comment Award Share Save Hide Report

↑ 2
↓ 429

Seeking Advice (HELP!) BLIND PIMPLE ATTACK!!
Posted by u/rhahn 22 days ago

9 Comments Award Share Save Hide Report

↑ 12
↓ 430

Makeup How do I look "interesting" without make up? → vulgare de certa maneira com a maquiagem.
Posted by u/lebsbean 22 days ago

8 Comments Award Share Save Hide Report

↑ 7
↓ 431

 **need tips on makeup**
Posted by u/BriSkincare101 22 days ago

7 Comments Award Share Save Hide Report

↑ 172
↓

 **Get Pete Renzulli's Live Swing Trade Alerts Each Day Powered by the NY Method Strategy! The easy to follow Swing Trade service that generates monthly Ca\$H Flow. LIMITED TIME OFFER \$49 for the first 30 days! Get Pete Renzulli's Swing Trade Alerts for instant mobile, desktop alerts about Trade Ideas.**
PROMOTED · Posted by u/Stock_Trading_Pro 4 months ago

stocktradingpro.com [Learn More](#)

0 Comments Award Share Save

↑ 6
↓ 432

Seeking Advice **Volumizing spray without heat?** → feature procure no products.
Posted by u/nicole-f-s 22 days ago

12 Comments Award Share Save Hide Report

↑ 0
↓ 433

Haircare **Confused about the Type of Hair oil and Shampoo I should combine**
Posted by u/kind_recognition 22 days ago

0 Comments Award Share Save Hide Report

↑ 1
↓ 434

Seeking Advice **First time getting waxed tips?? F(19)**
Posted by u/thelifewelove 22 days ago

7 Comments Award Share Save Hide Report

F = female
M = male + i dade.

↑ 1
↓ 435

Seeking Advice **Does lasering your vagina really get EVERYTHING?** *→ experiência alheia*
Posted by u/janglebo36 22 days ago

4 Comments Award Share Save Hide Report

↑ 1
↓ 436

Fashion **Fashion tip-How do I stop my bra from showing underneath a crop top?**
Posted by u/smellycat92 22 days ago

3 Comments Award Share Save Hide Report

↑ 149
↓ 437

Seeking Advice **I am a woman but I look masculine. How can I look more feminine?** *→ alta engajamento e acompanhamentos.*
Posted by u/valentinaperezx 22 days ago

71 Comments Award Share Save Hide Report

↑ 1
↓ 438

Random **Have you found brightening/whitening eye drops that are compatible with contact lenses**
Posted by u/ImDemandingARefund 22 days ago

0 Comments Award Share Save Hide Report

↑ 1
↓ 439

Recommendation for foundation that stays
Posted by u/redheadcutzzy 22 days ago

8 Comments Award Share Save Hide Report

↑ 3
↓ 440

Seeking Advice **Best natural alternatives to perfume?** *→ procura por produtos naturais.*
Posted by u/QuestionEcstasie3868 22 days ago

5 Comments Award Share Save Hide Report

↑ 0
↓

441

Physical VS. Chemical Exfoliants

Skincare ⚡ Physical VS. Chemical Exfoliants ⚡ i.redd.it/l8qoey... [✓]

← Crossposted by u/AllSkinCareTalk 23 days ago

0 Comments Award Share Save Hide Report

↑ 1
↓

442

What's the best dupe of the Estee Lauder Double Wear Stay-in-Place Foundation (\$43)?

Makeup ⚡ What's the best dupe of the Estee Lauder Double Wear Stay-in-Place Foundation (\$43)? i.redd.it/make... [✓]

← Crossposted by u/ChianHuang 23 days ago

2 Comments Award Share Save Hide Report

↑ 1
↓

443

Any advice for dark facial hair?

Posted by u/Keepitcutee 23 days ago

2 Comments Award Share Save Hide Report

↑ 1
↓

444

Desperately ISO these lip pencils

Seeking Advice ⚡ Desperately ISO these lip pencils i.redd.it/xfmkj... [✓]

Posted by u/OGTrashKen 23 days ago

2 Comments Award Share Save Hide Report

↑ 0
↓

445

I've recently noticed that my eyes are kind of asymmetrical. I'm 13 as of now. Do you think they will get worse

Seeking Advice ⚡ I've recently noticed that my eyes are kind of asymmetrical. I'm 13 as of now. Do you think they will get worse i.redd.it/pq3oro... [✓]

Posted by u/R41nst0rm 23 days ago

5 Comments Award Share Save Hide Report

Handwritten notes:
 - Under 441: "tuck."
 - Under 442: "to make a prep"
 - Under 444: "2 products specifically"
 - Under 445: "Male member"

use maior de
fotos nas ultimas
publicações

↑ 5
↓ 146

 Seeking Advice **How do I get my brows to grow back ASAP??**
Posted by u/mmsw 22 days ago
A4G 3 Comments Award Share Save Hide Report

↑ 146
↓ 447

 Seeking Advice **Dumbest question ever: do I have hooded eyes or just low-set brows?** i.redd.it/nuxq0s...
Posted by u/operose 22 days ago
47 Comments Award Share Save Hide Report

↑ 3
↓ 443

 **Eyebrow care newbie: how do I get my brows done for the first time?**
Posted by u/jackar 23 days ago
5 Comments Award Share Save Hide Report

↑ 2
↓ 449

 Seeking Advice **Any reviews on the truly beauty body polishes?**
Posted by u/krystalle 22 days ago
0 Comments Award Share Save Hide Report

↑ 14
↓ 450

 **Ladies with Round Faces**
Posted by u/zaakurax 22 days ago
12 Comments Award Share Save Hide Report

↑ 4
↓ 451

 Skincare **Retinol suggestion for large nose pores?**
Posted by u/strikeuhp 23 days ago
9 Comments Award Share Save Hide Report

para nova no assunto

142 ↑
↓ 452
452
17 Comments
Award Share Save Hide Report
Beauty Resources
Posted by u/fushaman 23 days ago
5 Comments Award Share Save Hide Report
eyelashes that won't curl?
Posted by u/lockin4lifehacks 23 days ago
6 Comments Award Share Save Hide Report
Seeking Advice Lowest maintenance beauty routine?
Posted by u/alligator 23 days ago
66 Comments Award Share Save Hide Report
customary tip for a haircut/dye?
Posted by u/foresteverygreen_ 23 days ago
13 Comments Award Share Save Hide Report
How can I keep myself from getting that orange freckley skin after being in the sun? (20F)
Posted by u/ster-goose 23 days ago
14 Comments Award Share Save Hide Report

compartimentos espontaneos

price range
2 factor differences

452

453

454

455

456

457

↑

Vote

↓



Did you miss out on investing in Apple as a startup? Don't make that mistake again

PROMOTED · Posted by u/chisocapital 12 days ago

wefunder.com

Learn More

0 Comments

Award

Share

Save

↑

480

↓



Makeup Today going to party 🌈 is it too much glam

Posted by u/Michellemakeover 24 days ago

453

82 Comments

Award

Share

Save

Hide

Report

↑

9

↓



Skincare HAIRY BODY

Posted by u/GorgeousRaybabe18 24 days ago

459

7 Comments

Award

Share

Save

Hide

Report

↑

2

↓



Makeup Is it damaging to wear mascara everyday? Am I safe if I use castor oil??

Posted by u/cursedopal 24 days ago

460

3 Comments

Award

Share

Save

Hide

Report

↑

3

↓



Makeup How do I stop flaking mascara?

Posted by u/cursedopal 24 days ago

461

6 Comments

Award

Share

Save

Hide

Report

↑
2
↓

Makeup I feel like no matter what primer- foundation combo I use (water based-water based or silicone-silicone) I still have slippage/ patchiness. Any tips welcome
Posted by u/AlwaysInFlight 24 days ago

462 6 Comments Award Share Save Hide Report

↑
1
↓

Skincare 😬 Myth VS. Truth 😬 i.redd.it/ra9g1r...
Crossposted by u/AllSkinCareTalk 24 days ago

463 3 Comments Award Share Save Hide Report

↑
356
↓

Seeking Advice My cousin (F17) is turning 18. I'm clueless on what I should get her. I picked up some things at ulta - any other suggestions? I don't know her very well and am hoping to get to know her better. We're on vacation together with our family right now. i.redd.it/3u8b2x...
Posted by u/brdwyfn92 24 days ago

464 32 Comments Award Share Save Hide Report

↑
3
↓

Any advice for beautiful feet?
Posted by u/for_personal_things 24 days ago

465 4 Comments Award Share Save Hide Report

↑
3
↓

Seeking Advice Is it really possible to grow/thicken eyelashes/eyebrows? If yes, what are your ways?
Posted by u/raisedfromthedeado 24 days ago

466 7 Comments Award Share Save Hide Report

9

467

Pain Free laser hair removal? Is it effective?

Posted by u/Puzzleheaded_Hat2071 24 days ago

8 Comments

Award

Share

Save

Hide

Report

0

468

Bath and body works dessert flower ..

Posted by u/thesystemofnight 24 days ago

2 Comments

Award

Share

Save

Hide

Report

9

469

Seeking Advice Best (pale skin) nude tights that help conceal the appearance of cellulite?

Posted by u/Oseagirl 24 days ago

10 Comments

Award

Share

Save

Hide

Report

0

470

Skincare Recommendations for tinted sunscreen as foundation/concealer?

Posted by u/serenacutane 24 days ago

2 Comments

Award

Share

Save

Hide

Report

175



Get Pete Renczulli's Live Swing Trade Alerts Each Day Powered by the NY Method Strategy! The easy to follow Swing Trade service that generates monthly Ca\$H Flow. LIMITED TIME OFFER \$49 for the first 30 days! Get Pete Renczulli's Swing Trade Alerts for instant mobile, desktop alerts about Trade Ideas.

PROMOTED

Posted by u/Stock_Trading_Pro 4 months ago

stocktradingpro.com

Learn More

↑ 5 4→1 Skincare **Laser hair removal tips?** Posted by u/sculptedmermaid 24 days ago
4 Comments Award Share Save Hide Report

↑ 2 4→2 Random **Self tanner lotion or mousse?** → *consideração* Posted by u/CurlyBill03 24 days ago
0 Comments Award Share Save Hide Report

↑ 19 4→3 Discussion **What teeth whitening products worked for you?** → *busca por reviews / informações* Posted by u/FormerFruit 24 days ago
16 Comments Award Share Save Hide Report

↑ 13 4→4 Makeup **When doing your make up, how do you decide which features you want to enhance?** Posted by u/m0lr4t 25 days ago
11 Comments Award Share Save Hide Report

↑ 35 4→5 Seeking Advice **First Mani Pedi** Posted by u/euphemissocratus 25 days ago
13 Comments Award Share Save Hide Report

↑ 0 4→6 Makeup **Does maybelline sky high last all day?** → *products + make* Posted by u/cursedreal 25 days ago
1 Comment Award Share Save Hide Report

↑ 30
↓ 477

Makeup Best makeup trick I've ever found!
Posted by u/charrosebry 25 days ago

4 Comments Award Share Save Hide Report

↑ 0
↓ 478

Makeup Is the sky high mascara flaky, smudgy, clumpy or difficult to remove??
Posted by u/cursedopal 25 days ago

0 Comments Award Share Save Hide Report

product 2 make (maybe)

↑ 1
↓ 479

Has anybody had a good experience of lash extensions?
Posted by u/Speckyintro 25 days ago

5 Comments Award Share Save Hide Report

↑ 161
↓ 480

Seeking Advice best smelling, long lasting body washes?
Posted by u/huracultan 25 days ago

70 Comments Award Share Save Hide Report

↑ 1
↓ 481

Seeking Advice Gradual tan keeps soaking into my knees!
Posted by u/PersephonePersimmon 25 days ago

11 Comments Award Share Save Hide Report

↑ 9
↓ 482

Seeking Advice Please help me manage my terrible new pixie cut!
Posted by u/RedBeardtongue 25 days ago

28 Comments Award Share Save Hide Report

↑

2

↓

483

↑

Vote

↓

Seeking Advice

Should I get my brows done or will I risk thinning them out too much?

Posted by u/Top_E... 26 days ago

1 Comment

Award

Share

Save

Hide

Report

Customize your own shoes with Khal Lude. More than 300 leathers and fashion materials are available!

PROMOTED · Posted by u/Khallude 1 hour ago

https://khallude.net/en/?page_id=1210

View More

0 Comments

Award

Share

Save

↑

1

↓

484

↑

87

↓

self tan hack?

Posted by u/... 10 26 days ago

2 Comments

Award

Share

Save

Hide

Report

Discussion

Spill your favourite tinted moisturizers

Posted by u/Friendly_A... 26 days ago

81 Comments

Award

Share

Save

Hide

Report

Seeking Advice

Beach trip and pasty white don't mix!

Posted by u/baileythekiller 26 days ago

3 Comments

Award

Share

Save

Hide

Report

↑

0

↓

486

↑
2
↓
437

Wet hair brush/comb
Posted by u/beccassidy 25 days ago

9 Comments Award Share Save Hide Report

↑
2
↓
433

Makeup How do I stop mascara from flaking/smudging on my bottom eyelashes? Does anyone else leave their bottom lashes?
Posted by u/cursedopal 25 days ago

10 Comments Award Share Save Hide Report

↑
10
↓
439

Fake tan isn't developing as strongly as I'd like?
Posted by u/SkySnatch 25 days ago

9 Comments Award Share Save Hide Report

↑
4
↓
490

Seeking Advice Shaved my eyebrows too much and now there is a lack of hair on my left eyebrow. How long do they take to grow back?
Posted by u/beccssx 25 days ago

11 Comments Award Share Save Hide Report

↑
9
↓
491

Seeking Advice I paid for 6 Forma facials, had one done, and she said after the first "this is what your skin will look like after the 6th" - is that normal? Shouldn't I see more progression with more treatments?
Posted by u/just____peachy 25 days ago

5 Comments Award Share Save Hide Report

↑
0
↓

Does anyone have eyeliner and/ or mascara brand recommendations that are all-natural (or mostly natural) and don't or wouldn't cause blindness or harm to the health of the body and eyes in the long run with long-term use?
Posted by u/erradynamic 25 days ago

492 14 Comments Award Share Save Hide Report

↑
0
↓

DIFFERENT TYPES OF CLEANSERS
Skincare Different Types of Cleansers reddit.com/galler...
Crossposted by u/AllSkinCareTalk 26 days ago

493 0 Comments Award Share Save Hide Report

↑
3
↓

Haircare Normal price for balayage? Trying to compare and decide
Posted by u/dianabanana21 26 days ago

494 14 Comments Award Share Save Hide Report

↑
2
↓

Seeking Advice Home waxing tips for a beginner?
Posted by u/Coolplantperson 25 days ago

495 2 Comments Award Share Save Hide Report

↑
5
↓

Seeking Advice Best Sunscreens for Face
Posted by u/Avocadoes24 25 days ago

496 14 Comments Award Share Save Hide Report

preservação com a saúde

preço de custo

178

Get Pete Renzulli's Live Swing Trade Alerts Each Day Powered by the NY Method Strategy! The easy to follow Swing Trade service that generates monthly Ca\$H Flow. LIMITED TIME OFFER \$49 for the first 30 days! Get Pete Renzulli's Swing Trade Alerts for instant mobile, desktop alerts about Trade Ideas.

PROMOTED • Posted by u/Stock_Trading_Pro 4 months ago

stocktradingpro.com [Learn More](#)

0 Comments Award Share Save

What do you guys use to whiten your teeth?
Posted by u/ingle_pringle 26 days ago

497 9 Comments Award Share Save Hide Report

51 year old looking for good skin care advice? Thanks in advance.
Posted by u/chumly67 26 days ago

498 5 Comments Award Share Save Hide Report

How to get wavy hair?
Posted by u/amelia_the_destroyer 26 days ago

499 7 Comments Award Share Save Hide Report

Makeup Best BYOP?
Posted by u/sourcherry666 26 days ago

500 0 Comments Award Share Save Hide Report

↑
5
↓

Use the mitt
Posted by u/UncleAnn 27 days ago

SO1 0 Comments Award Share Save Hide Report

↑
0
↓

Skincare Let's talk ✨ CLEANSING ✨ reddit.com/galler...
Crossposted by u/AllSkinCareTalk 27 days ago

SO2 2 Comments Award Share Save Hide Report

↑
16
↓

Nails At home Silk wrap on top of stick on French tips (onto natural nail length, not extentions. This method isn't strong enough for extentions) with foil transfer floral detail!! Best job I've ever done on myself. Spent way too long on them but had to keep busy during the heat wave somehow! i.redd.it/wcq5tw...
Posted by u/CloudPositive528 27 days ago

SO3 2 Comments Award Share Save Hide Report

↑
14
↓

Seeking Advice What makeup does he have on?
Posted by u/Epicbrooomoment 27 days ago

SO4 1 Comment Award Share Save Hide Report

↑
3
↓

Discussion What does self-Care mean to you? i.redd.it/4t4826...
Crossposted by u/Deep_Second_7599 27 days ago

SO5 0 Comments Award Share Save Hide Report

↑
3
↓

TYPES OF SELF-CARE

↑ 1
↓ 506

Detailed tips for self tanning!
Posted by u/madisonit 26 days ago

2 Comments Award Share Save Hide Report

↑ 1
↓ 507

Is Castor Oil safe to use for Eyelashes and Hair Growth? Will it cause irritation?
Posted by u/DocmerGirlUK 26 days ago

8 Comments Award Share Save Hide Report

↑ 5
↓ 508

Seeking Advice Sugaring at home?
Posted by u/Obsessedthenbored 26 days ago

7 Comments Award Share Save Hide Report

↑ 40
↓ 509

Makeup Acne prone with scars and sensitive skin but I think I've found a makeup routine that works for me!
Posted by u/lbbstars 26 days ago

6 Comments Award Share Save Hide Report

↑ 569
↓ 510

Nails What should I say to the nail tech if I want to get my nails done like this? i.redd.it/l9s9ca... ✓

73 Comments Award Share Save Hide Report

↑ 40
↓ 511

Please, scare me straight! I've been falling asleep with makeup on regularly for the past 2 months.
Posted by u/leeches 26 days ago

39 Comments Award Share Save Hide Report

↳ compactione spontanea

↑
1
↓

512

Eyebrow regrowth
Posted by u/hardoutheretobunique 26 days ago

4 Comments Award Share Save Hide Report

↑
7
↓

513

Skincare: La Mer worth it? ~ maria high end: prep x quiescence.
o prep or prep? relief expectation x entrap

20 Comments Award Share Save Hide Report

↑
1
↓

514

Monolids: does wearing strip lashes make you have a double lid? 6 votes Voting closed 23 days ago

Posted by u/Frosty_Influence2682 26 days ago

0 Comments Award Share Save Hide Report

↑
234
↓

515

Discussion: What beauty habits should everyone start/ be doing in their twenties? ~ being dead cat.

Posted by u/FormerFruit 26 days ago

118 Comments Award Share Save Hide Report

↑
Vote
↓

Thought I'd share with you the World's Largest Text-based Online RPG. How does a text based game have tens of thousands of daily active players? It's 100% free to play if you want to find out what the attraction is!

PROMOTED · Posted by u/TORNRPGRPG 6 months ago

www.TORN.com

Play Now

0 Comments Award Share Save

↑ 3
↓

Beginner eyeshadow palettes
Posted by u/AggressiveExcitement 26 days ago

7 Comments Award Share Save Hide Report

↑ 2
↓

(M) Is dying my dark brown, thick and short hair to ashy blonde a good idea?
Posted by u/Kens3i 26 days ago

4 Comments Award Share Save Hide Report

↑ 2
↓

Discussion What does lip blush tattoo look like after it heals? The few healed pics I've seen it either looks wrinkly or the color looks barely there. It doesn't seem worth the money
Posted by u/CoughCoolCoolCool 26 days ago

10 Comments Award Share Save Hide Report

↑ 2
↓

Crest whitening strips question for people in u.k.
Posted by u/90claire 26 days ago

3 Comments Award Share Save Hide Report

↑ 6
↓

[Skincare] Mole Removal Healing Help
Posted by u/Skyguy2299 26 days ago

0 Comments Award Share Save Hide Report

↑ 70
↓

Seeking Advice Is eyeliner about the only thing I can do to my eyes pop?
Posted by u/SensitiveShallot967 26 days ago

53 Comments Award Share Save Hide Report

→ use masculine cosmetics

→ experience negative
↓
experience

↑

4

↓

↑

1

↓

↑

18

↓

↑

Vote

↓

↑

9

↓

522

Seeking Advice

Any good quality lean recommendation for medium length legs.

Posted by u/user22022 27 days ago

7 Comments

Award

Share

Save

Hide

Report

523

Seeking Advice

Spray tan looking blotchy immediately after?

Posted by u/lizziek13 27 days ago

2 Comments

Award

Share

Save

Hide

Report

524

Seeking Advice

How to not look shiny in photos after being out all day?

Posted by u/Meindmycatthrowaway 27 days ago

19 Comments

Award

Share

Save

Hide

Report

SimpleCryptoGuide

Money is

evolving

Time to adapt

The Absolute Beginner's Guide To Cryptocurrency Investing

PROMOTED · Posted by u/Stoffmeister 6 days ago

simplecryptoguide.com

Learn More

0 Comments

Award

Share

Save

525

Seeking Advice

IPL hair removal and shaving question

Posted by u/domenicsto5 27 days ago

5 Comments

Award

Share

Save

Hide

Report

185

↑
5
↓

Haircare Where to go for just a trim? *→ local para service*
Posted by u/pretty-bison 27 days ago
13 Comments Award Share Save Hide Report

↑
4
↓

What epilators are the most efficient?
Posted by u/Dr-Lentils 27 days ago
1 Comment Award Share Save Hide Report

↑
5
↓

Seeking Advice Tips for at home lash lifting?
Posted by u/bulmiannhody 27 days ago
4 Comments Award Share Save Hide Report

↑
1
↓

Makeup Bleach Brow products
Posted by u/_NonDucorDuco 27 days ago
1 Comment Award Share Save Hide Report

↑
2
↓

Makeup Do you prefer lash extensions or lash tint/lift? Why? *→ mascara*
Posted by u/sonbl-lightning 27 days ago
2 Comments Award Share Save Hide Report

↑
6
↓

Makeup Moisturizer + Flaking Skin
Posted by u/awkward-reddit-user 27 days ago
9 Comments Award Share Save Hide Report

↑ 175
↓

 Get Pete Renzulli's Live Swing Trade Alerts Each Day Powered by the NY Method Strategy! The easy to follow Swing Trade service that generates monthly Ca\$H Flow. LIMITED TIME OFFER \$49 for the first 30 days! Get Pete Renzulli's Swing Trade Alerts for instant mobile, desktop alerts about Trade Ideas.
PROMOTED · Posted by u/Stock_Trading_Pro 4 months ago

stocktradingpro.com [Learn More](#)

0 Comments Award Share Save

↑ 2
↓

 Seeking Advice tried filling in my very sparse brows, any advice? i.redd.it/2ic9fd... ✓
Posted by u/[deleted] 28 days ago

5 Comments Share Save Hide Report

↑ 10
↓

 I don't really know much about makeup. Where I'm from fairness is everything so I probably ended up looking like a ghost. Any suggestions on eyeliner styles or lipstick shades?
Posted by u/panstusho 45 days ago

5 Comments Award Share Save Hide Report

↑ 4
↓

 Seeking Advice Help me to create a new makeup kit
Posted by u/KnowingMay 27 days ago

7 Comments Award Share Save Hide Report

↑ 4
↓

 Best texturizing spray that's relatively & reasonably priced?
Posted by u/Training-Ride-1108 27 days ago

5 Comments Award Share Save Hide Report

* Não uma relação como de um grupo de amigos de dentro da comunidade, essa relação de confiança.

8

↑

↓

536

Skincare

Gradual Self Tanners?

Posted by u/Aquele_Mano 27 days ago

10 Comments

Award

Share

Save

Hide

Report

204

↑

↓

537

Seeking Advice

Brazilian Wax - Is it worth it?

Posted by u/rnjones 27 days ago

186 Comments

Award

Share

Save

Hide

Report

2

↑

↓

533

Shrinkflation? Batiste Dry Shampoo

i.redd.it/xetfqo...

Posted by u/bridgebuilderives 28 days ago

4 Comments

Award

Share

Save

Hide

Report

1

↑

↓

539

Skincare

⚡ Question of The Day ⚡

/r/AllS...

Crossposted by u/AllSkinCareTalk 28 days ago

0 Comments

Award

Share

Save

Hide

Report

1

↑

↓

540

Haircare

Any ideas what should I do with my hair? Advice would be greatly appreciated.

reddit.com/galler...

Crossposted by u/mintsquid 28 days ago

0 Comments

Award

Share

Save

Hide

Report

6

↑

↓

541

my glo up. I used to be really ugly but thankfully I had a glo up this year. The 2 before pics were taken earlier this year, the rest were taken this month after I started mewing.

Posted by u/ironharv 28 days ago

1 Comment

Award

Share

Save

Hide

Report

188

Discussion **What is your technique when applying mascara?**
Posted by u/FormerFruit 27 days ago

48 Comments Award Share Save Hide Report

Has anyone ever encountered a moisturising bar of soap?!

Posted by u/androidis4lyf 27 days ago

8 Comments Award Share Save Hide Report

Seeking Advice **How to clear acne and do makeup? And better hairstyles.**
Posted by u/agghhhhhhhhhhh 27 days ago

8 Comments Award Share Save Hide Report

Fashion **Are there any kind of jeans that won't wrinkle at the knees?**
Posted by u/Pure-Organization-26 27 days ago

6 Comments Award Share Save Hide Report

Discussion **Is natural makeup subjective?**
Posted by u/stravverrycat 27 days ago

1 Comment Award Share Save Hide Report

Skincare **Are there any efficient methods/creams and etc for lightening the nipple area?**

Posted by u/Internal_Bluebird_00 26 days ago

5 Comments Award Share Save Hide Report

no, não demonstra
que só houve decepção
com outras alternativas
que não foram
eficientes.

↑

5

↓

↑

1

↓

↑

3

↓

↑

57

↓

↑

9

↓

Skincare

Saggy cheeks

Posted by u/coral_dantra 26 days ago

10 Comments

Award

Share

Save

Hide

Report

Fashion

Jeans for small waist and thicker thighs/booty?

Posted by u/mojopin666 28 days ago

9 Comments

Award

Share

Save

Hide

Report

Haircare

Shampoo bar for color treated hair?

Posted by u/cerin2001 28 days ago

2 Comments

Award

Share

Save

Hide

Report

Code in Node.js, Java, Python, and other open-source languages.

PROMOTED · Posted by u/Microsoft_Azure 25 days ago

0 Comments

Award

Share

Save

Seeking Advice

What are your best hand care tips/advice?

Posted by u/LuceMia 28 days ago

3 Comments

Award

Share

Save

Hide

Report

Sign Up

190

↑ 2
↓

Seeking Advice **Best way to cover eye bags?**
Posted by u/sbird24 28 days ago

1 Comment Award Share Save Hide Report

↑ 3
↓

Haircare **I overwashed my hair**
Posted by u/nicedOutChilling 28 days ago

9 Comments Award Share Save Hide Report

↑ 1
↓

Seeking Advice **Hair extensions for very thin/fine hair?**
Posted by u/Intrepid_Living_9224 28 days ago

1 Comment Award Share Save Hide Report

↑ 474
↓

Discussion **Did anyone else just stop caring about high heels after a certain point? How and why?**
Posted by u/fluffybarbwire 28 days ago

157 Comments Award Share Save Hide Report

↑ 2
↓

Skincare **Getting rid of forehead creases?**
Posted by u/Ephru_ 28 days ago

9 Comments Award Share Save Hide Report

↑ 0
↓

Advice **for my wife to teach her better hair care**
Posted by u/Bbypndabamboo 28 days ago

19 Comments Award Share Save Hide Report

2, completely harmless personal all experiences.

↑ 3
↓

How to keep makeup from being cakey?
Posted by u/Slothren 28 days ago

8 Comments Award Share Save Hide Report

↑ 4
↓

Seeking Advice Bought TO Alpha Arbutin, Azelaic acid, Niacinamide and Retinol 1% ?
Posted by u/Whine_Bitch_Whine 28 days ago

1 Comment Award Share Save Hide Report

↑ 204
↓

I've realized that my eyes are very strange (compared to others that I've seen). Can someone help me figure what type of eyes that I have, and how I can make them look better? Thank you!
Posted by u/princeJAY3712 1 month ago

69 Comments Award Share Save Hide Report

↑ 1
↓

Makeup Am I removing tubing mascara wrong?
Posted by u/tootsmalarkey 28 days ago

4 Comments Award Share Save Hide Report

↑ 17
↓

Haircare Best gel/curl cream for fine hair
Posted by u/Mangosaregreat19 28 days ago

8 Comments Award Share Save Hide Report

↑ 1
↓

Haircare How to lighten my hair a little?
Posted by u/Violet546 1 month ago

6 Comments Award Share Save Hide Report

↑ 2
↓

SG 8

Seeking Advice **Help** Dry, brittle hair
Posted by u/SmallAmbleweed7793 1 month ago

7 Comments Award Share Save Hide Report

↑ 1
↓

SG 9

Skincare IT Cosmetics Confidence in a Cream
Posted by u/helloclarm 1 month ago

3 Comments Award Share Save Hide Report

↑ 2
↓

S + 0

is sustainable beauty a fad? → *interessa sobre a sustentabilidade dentro da indústria, como pode ajudar empresas de consumo.*
Posted by u/Important-Yellow4451 1 month ago

4 Comments Award Share Save Hide Report

↑ 4
↓

S + 1

Makeup Using Makeup Revolution Forever Flawless Affinity Eyeshadow Palette and Lip Vinyl in color Thirsty
Posted by u/mirypz 1 month ago

1 Comment Award Share Save Hide Report

↑ 3
↓

S + 2

Random Hi. Happy Sunday have the best day 🍀
Posted by u/allthesecrets1111 1 month ago

3 Comments Award Share Save Hide Report

↑ 9
↓

S + 3

SKINCARE & BEAUTY

Skincare How many have you done? Comment the things you've done below! 😞😞
Crossposted by u/AllSkinCareTalk 1 month ago

9 Comments Award Share Save Hide Report

*→ mais + produtos
↓
resultado em foto.*

i.redd.it/v8iv4h...

i.redd.it/mqwoxu...

b) Online Survey (Questions)

Are you a member of a virtual community of consumption?

Yes

No

What type of platform hosts the virtual community you are a member of?

Social Media

Internet Forum/Message Board

Paid Mobile App

Brand Website

Other

On average, how often do you access the virtual community you are a member of?

More than once a day

Once a day

Every couple of days

Once a week

Monthly

Almost never

Never

To what extent do you agree with the following statements regarding the virtual community you are a member of?

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Members share experiences about products/services with other members of the community.	☐	☐	☐	☐	☐	☐	☐
The community is not useful for gathering information on products/services.	☐	☐	☐	☐	☐	☐	☐
Members of the community benefit from the information found in it.	☐	☐	☐	☐	☐	☐	☐
Members of the community share a common bond with one another.	☐	☐	☐	☐	☐	☐	☐
Members of the community are not strongly affiliated with one another.	☐	☐	☐	☐	☐	☐	☐

To what extent do the following features describe the virtual community you are a member of?

Describes very poorly						Describes very well
1	2	3	4	5	6	7
Informative						
☒						
Useful						
☒						
Positive						
☒						
Favorable						
☒						
Good						
☒						

How would you describe the information provided in the virtual community you are a member of?

untrustworthy	☐	☐	☐	☐	☐	☐	☐	trustworthy
not credible	☐	☐	☐	☐	☐	☐	☐	credible
not knowledgeable	☐	☐	☐	☐	☐	☐	☐	knowledgeable
not qualified	☐	☐	☐	☐	☐	☐	☐	qualified
unethical	☐	☐	☐	☐	☐	☐	☐	ethical
not objective	☐	☐	☐	☐	☐	☐	☐	objective

Intention to recommend

	Highly unlikely	Unlikely	Somewhat unlikely	Neither unlikely or likely	Somewhat likely	Likely	Highly likely
How likely are you to share a positive recommendation about a product/service in the virtual community?	☐	☐	☐	☐	☐	☐	☐
How likely are you to share a negative recommendation about a product/service in the virtual community?	☐	☐	☐	☐	☐	☐	☐

How would you describe the relevance of the virtual community to you?

unimportant	☐	☐	☐	☐	☐	☐	☐	important
irrelevant	☐	☐	☐	☐	☐	☐	☐	relevant
means nothing to me	☐	☐	☐	☐	☐	☐	☐	means a lot to me
useless	☐	☐	☐	☐	☐	☐	☐	useful
worthless	☐	☐	☐	☐	☐	☐	☐	valuable
trivial	☐	☐	☐	☐	☐	☐	☐	fundamental
not beneficial	☐	☐	☐	☐	☐	☐	☐	beneficial
doesn't matter	☐	☐	☐	☐	☐	☐	☐	matters to me
insignificant	☐	☐	☐	☐	☐	☐	☐	significant
boring	☐	☐	☐	☐	☐	☐	☐	interesting
unexciting	☐	☐	☐	☐	☐	☐	☐	exciting
nonessential	☐	☐	☐	☐	☐	☐	☐	essential
not needed	☐	☐	☐	☐	☐	☐	☐	needed
uninvolving	☐	☐	☐	☐	☐	☐	☐	involving

c) Online Survey (Results)

Are you a member of a virtual community of consumption?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	159	78,3	78,3	78,3
	No	44	21,7	21,7	100,0
	Total	203	100,0	100,0	

What type of platform hosts the virtual community you are a member of? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social Media	133	65,5	83,6	83,6
	Internet Forum/Message Board	16	7,9	10,1	93,7
	Brand Website	5	2,5	3,1	96,9
	Other	5	2,5	3,1	100,0
	Total	159	78,3	100,0	
Missing	System	44	21,7		
Total		203	100,0		

On average, how often do you access the virtual community you are a member of?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a day	64	31,5	40,3	40,3
	Once a day	36	17,7	22,6	62,9
	Every couple of days	36	17,7	22,6	85,5
	Once a week	10	4,9	6,3	91,8
	Monthly	9	4,4	5,7	97,5
	Almost never	4	2,0	2,5	100,0
	Total	159	78,3	100,0	
Missing	System	44	21,7		
Total		203	100,0		

Statistics

		To what extent do you agree with the following statements regarding the virtual community you are a member of? - Members share experiences about products/services with other members of the community.	To what extent do you agree with the following statements regarding the virtual community you are a member of? - The community is not useful for gathering information on products/services.	To what extent do you agree with the following statements regarding the virtual community you are a member of? - Members of the community benefit from the information found in it.	To what extent do you agree with the following statements regarding the virtual community you are a member of? - Members of the community share a common bond with one another.	To what extent do you agree with the following statements regarding the virtual community you are a member of? - Members of the community are not strongly affiliated with one another.
N	Valid	159	159	159	159	159
	Missing	44	44	44	44	44
Mean		6,04	2,48	6,11	5,55	4,04
Median		6,00	2,00	6,00	6,00	4,00
Mode		7	1 ^a	7	6	4
Minimum		2	1	3	1	1
Maximum		7	7	7	7	7

a. Multiple modes exist. The smallest value is shown

Statistics

		To what extent do the following features describe the virtual community you are a member of? - Informative	To what extent do the following features describe the virtual community you are a member of? - Useful	To what extent do the following features describe the virtual community you are a member of? - Positive	To what extent do the following features describe the virtual community you are a member of? - Favorable	To what extent do the following features describe the virtual community you are a member of? - Good
N	Valid	159	159	159	159	159
	Missing	44	44	44	44	44
Mean		5,9497	5,8553	5,2264	5,3396	5,6604
Std. Deviation		1,07208	1,15746	1,44048	1,17371	1,17371
Minimum		2,00	1,00	1,00	1,00	1,00
Maximum		7,00	7,00	7,00	7,00	7,00

Statistics

		How would you describe the information provided in the virtual community you are a member of? - untrustworthy: trustworthy	How would you describe the information provided in the virtual community you are a member of? - not credible: credible	How would you describe the information provided in the virtual community you are a member of? - not knowledgeable : knowledgeable
N	Valid	159	159	159
	Missing	44	44	44
Mean		5,49	5,45	5,58
Minimum		1	2	1
Maximum		7	7	7

Statistics

		How would you describe the information provided in the virtual community you are a member of? - not qualified: qualified	How would you describe the information provided in the virtual community you are a member of? - unethical: ethical	How would you describe the information provided in the virtual community you are a member of? - not objective: objective
N	Valid	159	159	159
	Missing	44	44	44
Mean		4,97	5,44	4,78
Minimum		1	1	1
Maximum		7	7	7

Statistics

		Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?
N	Valid	159	159
	Missing	44	44
Mean		5,07	4,20
Median		5,00	4,00
Mode		6	6
Minimum		1	1
Maximum		7	7

Statistics

		How would you describe the relevance of the virtual community to you? - unimportant: important	How would you describe the relevance of the virtual community to you? - irrelevant: relevant	How would you describe the relevance of the virtual community to you? - means nothing to me: means a lot to me	How would you describe the relevance of the virtual community to you? - useless: useful
N	Valid	159	159	159	159
	Missing	44	44	44	44
Mean		5,01	5,40	4,60	5,73
Minimum		1	1	1	1
Maximum		7	7	7	7

Statistics

		How would you describe the relevance of the virtual community to you? - worthless: valuable	How would you describe the relevance of the virtual community to you? - trivial: fundamental	How would you describe the relevance of the virtual community to you? - not beneficial: beneficial	How would you describe the relevance of the virtual community to you? - doesn't matter: matters to me
N	Valid	159	159	159	159
	Missing	44	44	44	44
Mean		5,40	4,52	5,65	5,01
Minimum		1	1	1	1
Maximum		7	7	7	7

Statistics

		How would you describe the relevance of the virtual community to you? - insignificant: significant	How would you describe the relevance of the virtual community to you? - boring: interesting	How would you describe the relevance of the virtual community to you? - unexciting: exciting
N	Valid	159	159	159
	Missing	44	44	44
Mean		5,04	5,85	5,19
Minimum		1	1	1
Maximum		7	7	7

Statistics

		How would you describe the relevance of the virtual community to you? - nonessential: essential	How would you describe the relevance of the virtual community to you? - not needed: needed	How would you describe the relevance of the virtual community to you? - uninvolving: involving
N	Valid	159	159	159
	Missing	44	44	44
Mean		4,30	4,79	5,43
Minimum		1	1	1
Maximum		7	7	7

Your gender:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	24,6	31,4	31,4
	Female	102	50,2	64,2	95,6
	Non-binary/Third gender	5	2,5	3,1	98,7
	Prefer not to say	2	1,0	1,3	100,0
	Total	159	78,3	100,0	
Missing	System	44	21,7		
Total		203	100,0		

Your generation:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gen Z (1997-2012)	47	23,2	29,6	29,6
	Millennials (1981-1996)	91	44,8	57,2	86,8
	Gen X (1965-1980)	17	8,4	10,7	97,5
	Boomers (1946-1964)	4	2,0	2,5	100,0
	Total	159	78,3	100,0	
Missing	System	44	21,7		
Total		203	100,0		

d) Online Survey (Correlations)

Correlations

		Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	To what extent do you agree with the following statements regarding the virtual community you are a member of? - Members share experiences about products/services with other members of the community.	To what extent do you agree with the following statements regarding the virtual community you are a member of? - Members of the community benefit from the information found in it.	To what extent do you agree with the following statements regarding the virtual community you are a member of? - Members of the community share a common bond with one another.
Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	Pearson Correlation	1	,331**	,434**	,440**
	Sig. (2-tailed)		<,001	<,001	<,001
	N	159	159	159	159

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	To what extent do you agree with the following statements regarding the virtual community you are a member of? - Members share experiences about products/services with other members of the community.	To what extent do you agree with the following statements regarding the virtual community you are a member of? - Members of the community share a common bond with one another.	To what extent do you agree with the following statements regarding the virtual community you are a member of? - Members of the community share a common bond with one another.
Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	Pearson Correlation	1	,182*	,223**	,149
	Sig. (2-tailed)		,022	,005	,061
	N	159	159	159	159

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	To what extent do the following features describe the virtual community you are a member of? - Informative	To what extent do the following features describe the virtual community you are a member of? - Useful	To what extent do the following features describe the virtual community you are a member of? - Positive	To what extent do the following features describe the virtual community you are a member of? - Favorable	To what extent do the following features describe the virtual community you are a member of? - Good
Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	Pearson Correlation	1	,397**	,471**	,396**	,400**	,430**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	159	159	159	159	159	159

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	To what extent do the following features describe the virtual community you are a member of? - Informative	To what extent do the following features describe the virtual community you are a member of? - Useful	To what extent do the following features describe the virtual community you are a member of? - Positive	To what extent do the following features describe the virtual community you are a member of? - Favorable	To what extent do the following features describe the virtual community you are a member of? - Good
Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	Pearson Correlation	1	,069	,123	,006	,016	,088
	Sig. (2-tailed)		,388	,121	,940	,838	,272
	N	159	159	159	159	159	159

Correlations

		Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	How would you describe the information provided in the virtual community you are a member of? - untrustworthy: trustworthy	How would you describe the information provided in the virtual community you are a member of? - not credible: credible	How would you describe the information provided in the virtual community you are a member of? - not knowledgeable: knowledgeable
Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	Pearson Correlation	1	,330**	,372**	,277**
	Sig. (2-tailed)		<,001	<,001	<,001
	N	159	159	159	159

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	How would you describe the information provided in the virtual community you are a member of? - not qualified: qualified	How would you describe the information provided in the virtual community you are a member of? - unethical: ethical	How would you describe the information provided in the virtual community you are a member of? - not objective: objective
Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	Pearson Correlation	1	,285**	,248**	,236**
	Sig. (2-tailed)		<,001	,002	,003
	N	159	159	159	159

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	How would you describe the information provided in the virtual community you are a member of? - untrustworthy: trustworthy	How would you describe the information provided in the virtual community you are a member of? - not credible: credible	How would you describe the information provided in the virtual community you are a member of? - not knowledgeable: knowledgeable
Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	Pearson Correlation	1	,036	,014	-,024
	Sig. (2-tailed)		,656	,862	,768
	N	159	159	159	159

Correlations

		Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	How would you describe the information provided in the virtual community you are a member of? - not qualified: qualified	How would you describe the information provided in the virtual community you are a member of? - unethical: ethical	How would you describe the information provided in the virtual community you are a member of? - not objective: objective
Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	Pearson Correlation	1	-,010	,009	-,016
	Sig. (2-tailed)		,899	,905	,839
	N	159	159	159	159

Correlations

		Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	How would you describe the relevance of the virtual community to you? - unimportant: important	How would you describe the relevance of the virtual community to you? - irrelevant: relevant	How would you describe the relevance of the virtual community to you? - useless: useful	How would you describe the relevance of the virtual community to you? - worthless: valuable
Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	Pearson Correlation	1	,477**	,476**	,469**	,443**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001
	N	159	159	159	159	159

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	How would you describe the relevance of the virtual community to you? - trivial: fundamental	How would you describe the relevance of the virtual community to you? - not beneficial: beneficial	How would you describe the relevance of the virtual community to you? - boring: interesting
Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	Pearson Correlation	1	,281**	,432**	,324**
	Sig. (2-tailed)		<,001	<,001	<,001
	N	159	159	159	159

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations						
		Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	How would you describe the relevance of the virtual community to you? - means nothing to me: means a lot to me	How would you describe the relevance of the virtual community to you? - doesn't matter:matters to me	How would you describe the relevance of the virtual community to you? - insignificant: significant	How would you describe the relevance of the virtual community to you? - unexciting: exciting
Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	Pearson Correlation	1	,395**	,374**	,386**	,395**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001
	N	159	159	159	159	159

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations					
		Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	How would you describe the relevance of the virtual community to you? - nonessential: essential	How would you describe the relevance of the virtual community to you? - not needed: needed	How would you describe the relevance of the virtual community to you? - uninvolving: involving
Intention to recommend - How likely are you to share a positive recommendation about a product/service in the virtual community?	Pearson Correlation	1	,353**	,394**	,387**
	Sig. (2-tailed)		<,001	<,001	<,001
	N	159	159	159	159

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations						
		Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	How would you describe the relevance of the virtual community to you? - unimportant: important	How would you describe the relevance of the virtual community to you? - irrelevant: relevant	How would you describe the relevance of the virtual community to you? - useless: useful	How would you describe the relevance of the virtual community to you? - worthless: valuable
Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	Pearson Correlation	1	,228**	,145	,170*	,102
	Sig. (2-tailed)		,004	,068	,032	,201
	N	159	159	159	159	159

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	How would you describe the relevance of the virtual community to you? - trivial: fundamental	How would you describe the relevance of the virtual community to you? - not beneficial: beneficial	How would you describe the relevance of the virtual community to you? - boring: interesting
Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	Pearson Correlation	1	,025	,133	,133
	Sig. (2-tailed)		,756	,095	,095
	N	159	159	159	159

Correlations

		Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	How would you describe the relevance of the virtual community to you? - means nothing to me: means a lot to me	How would you describe the relevance of the virtual community to you? - doesn't matter: matters to me	How would you describe the relevance of the virtual community to you? - insignificant: significant	How would you describe the relevance of the virtual community to you? - unexciting: exciting
Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	Pearson Correlation	1	,002	,083	,115	,104
	Sig. (2-tailed)		,980	,299	,151	,190
	N	159	159	159	159	159

Correlations

		Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	How would you describe the relevance of the virtual community to you? - nonessential: essential	How would you describe the relevance of the virtual community to you? - not needed: needed	How would you describe the relevance of the virtual community to you? - uninvolved: involving
Intention to recommend - How likely are you to share a negative recommendation about a product/service in the virtual community?	Pearson Correlation	1	,068	,068	,122
	Sig. (2-tailed)		,392	,391	,124
	N	159	159	159	159

glossary

artificial intelligence	intelligence demonstrated by machines, as opposed to the natural intelligence displayed by humans or animals
automation	a wide range of technologies that reduce human intervention
avatar	a graphical representation of a user; profile picture
brand equity	the value created in and of a brand
branding	a set of actions aligned with the brand-positioning that aims at developing connections with the consumer
co-creation	the process of inviting consumers to participate in the creation of a new product or service
co-producer	someone who participates in a project along with other producers
cyberspace	the virtual computer world; an electronic medium that facilitates online communications
digitalization	the use of digital technologies to transform a business model
do-it-yourself	perform an activity without the direct aid of certified experts
e-consumer	consumers that have rapidly incorporated digital technologies in their everyday life
electronic word of mouth	any positive or negative statement made about a product or company on the internet

ethnography	a research methodology that explores cultural phenomena from the point of view of the subject of the study
hermeneutic	a method or theory of interpretation
high-end brand	luxury brand; expensive
machine-learning	a type of artificial intelligence that allows software applications to become more accurate at predicting outcomes
market gap	an area that is currently not explored by existing businesses; an opportunity
mean	the average of a group of numbers
median	the middle number of a group of numbers
mode	the number that appears the most in a group of numbers
netizens	an avid user of the internet
netnography	an online research method that aims at understanding social interactions through digital communications
original poster	the user who started a discussion thread
participatory culture	a culture in which individuals can engage as creators and producers of content
prospect	a potential consumer
reference group	a group that has the power of influencing an individual's opinions, beliefs, behavior, and attitudes

sample	a group of people taken from a larger population for research
semantic differential	a rating scale designed to measure connotative meanings
sharing economy	an economic model based on peer-to-peer offer through shared resources
stakeholders	a person or group with an interest in a business
standard deviation	the dispersion of a data in relation to its mean
target	a segment of consumers which a business aims its marketing efforts and resources
thread	an online conversation; discussion
value	the organization's core principals and ethics
value chain	the full range of activities necessary to create a valuable product or service
user-driven	something that has its main focus on the final user
user-generated content	content that has been produced by internet users
username	an identification used on an online platform
word-of-mouth	natural discussions about a product, service, or brand