Study of fashion brands' Facebook fan pages using social network analysis

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Social media is a two-way communication. SNS have allowed for people to interact in new ways and to shape new forms in which people communicate (Sabate et al., 2014). In a number of different industries, SNS is already used as marketing strategies to understand their consumers and to apply it to real business world. Although many fashion brands aware the importance of having their SNS, it has been difficult to measure how it is used among consumers and its effectiveness as a marketing strategy. Therefore, many companies are using SNS only for creating brand awareness but Gamboa & Goncalves(2014)'s study showed that SNS can be used as a vehicle for winning consumer loyalty. SNS strategies of the fashion brands can be explored by comparing SNS usages of a luxury brand, which has already gained consumers' brand loyalty, and SNS usage of a SPA fashion brand, which pursues mass popularity. Although luxury brands and SPA brands have different target markets, it would be meaningful to compare and examine how luxury and SPA brands use SNS to increase their brand values. In this study, in order to investigate current usages of brands' Facebook fan pages, a new approach in the research method, which analyzes big data, was adapted. The purpose of this study is to explore the structures of social media network in H&M and Burberry brands' Facebook Fan pages, to investigate how consumers participate in their Facebook Fan pages, and to examine how brands use Facebook fan pages to communicate with consumers using big data.

According to Krause et al. (2007), social network theory has helped for us to understand human social organization. Social network theory is a relational approach. According to social network theory, reality should be investigated from the view of the properties of relations between units rather than the properties of units themselves (Krause et al., 2007). Since this approach can explain many real world phenomena, social network theory was adapted to examine the networks among brands' Facebook users in this study. Previous studies (Lee & Lee, 2013) found that, the level of consumer participation and the extent of satisfaction could be changed depending on the contents provided by the brands on Facebook fan pages. To examine the network structures in different contents on the fashion brands' Facebook, data was categorized into seven categories developed by Cvijikj & Michahelles (2011) and the network structures in different categories were analyzed.

Facebook has the most number of users in the world among SNS as of January, 2016. Therefore, in this study, Facebook fan pages of Burberry and H&M were compared and analyzed. According to the Fanpagelist.com, which shows the rank of SNS brands, H&M was ranked first among SPA brands in terms of the number of followers on Facebook and Instagram as of March, 2016. In addition, Burberry was ranked first among luxury brands. In order to analyze these two

brands' Facebook fan pages, data from February 1, 2016 to February 29, 2016 was collected using NodeXL.

Data showed that H&M had 3,552 URL links and Burberry had 4,801 URL links. Burberry had higher density (.6) than H&M (.06), which means there were higher collaboration and reliabilities among users on Burberry Facebook. The results of diameter showed Burberry (2) were faster and more effective in spreading information to full network than H&M (3). Both brands had a similar result of Betweeness Centrality but Burberry had 4 times higher in Eigenvector (.004 vs .001). It means that users who have key roles on the Burberry Facebook fan pages have exerted stronger influence than users who have key roles on the H&M Facebook fan pages. In case of Burberry, three individuals with Facebook ID, "Fouad Djouhri", "Cristiana Terrone", and "Mia Grimaldi" were identified as power users of Burberry Facebook from Eigenvector. On H&M Facebook fan pages, there were 42 power users, top three individuals with Facebook ID, "Andrea Michelle," "Contreras Alvares," and "Jassmin Ahmed" were identified as key roler among them. Burberry had a network structure that has active user interactions and it is expected that users on Burberry fan pages would have higher brand loyalty.

In order to analyze the data further, 7 categories developed by Cvijikj & Michahelles (2011) were adapted. Seven categories include product announcement, information, designed question, questioner, competition, advertisement, and statement. The results showed that Burberry had 101 nodes in statement (37.13%), 66 nodes in product announcement (24.26%), 54 nodes in advertisement (19.85%), and 51 nodes in information (18.75%). In the case of H&M, they had 456 nodes in advertisement (21.15%), 409 nodes in questioner (18.9%), and 308 nodes in statement (14.29%). On the Burberry's Facebook fan pages, there were 101 nodes in statement, which means many users responded on the brand's postings that promote the brand image like collaboration with musicians. Meanwhile, on the H&M's Facebook fan pages, there were 456 nodes in advertisement which means people reacted actively when the H&M brand posted advertisement about new products.

As the results, a luxury brand, Burberry, used SNS to deliver information that would help to enhance the brand value. The network structure on Burberry's Facebook fan page showed effective information delivery and user interactions. In addition, there were actively participating key rolers. In the H&M's case, the network structure was widespread, so delivering information and user interactions were less effective than Burberry's, but there were active communication between the brand and consumers. In the future research, data can be collected over longer period of time and more number of brands can be compared and analyzed.

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