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EVIDENCE ON EXPECTATIONS OF LUXURY VS NON-LUXURY CONSUMERS ON FACEBOOK LUXURY BRAND PAGES

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ABSTRACT

Luxury has been reluctant to Internet strategies due to its willingness to stay rare and exclusive. When it comes to social media, these brands rely even more on a concept of accessibility. However, luxury brands have more recently incorporated social media into their marketing strategies. Today, the majority of brands are present in social media. This raise the question of luxury brands follower expectations. On the basis of a literature review, a two-fold methodology including in-depth interviews with luxury consumers and a focus group with non-consumers, this research aims to identify the main expectations of luxury consumers and non-consumers on Facebook pages. The results identify the existence of two categories of persons regarding their expectations towards luxury brands Facebook pages: The "Facebook Enthusiasts" and the "Facebook Opportunists." The identification of these two categories should help brands adapt the content of their Facebook pages.

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KEYWORDS: Luxury Brands, Facebook, Websites, Expectations

INTRODUCTION

In recent years, authors have investigated the paradox between luxury and internet. Luxury is characterized by an image of rarity and selectivity while the internet relies on a concept of accessibility. Luxury brands have been reluctant in their website adoption. In recent years, managers of luxury brands have significantly changed their opinion on the use of internet by integrating it directly into communication strategies (Geerts A. and Veg-Sala N., 2014). Nowadays, the use of the internet goes further. Luxury fashion brands have increasingly invested in social media. Currently, a majority of brands, including luxury brands are present in social media.

The community tools of Facebook, Twitter, Instagram, chat forums, web blogs are part of brands' strategy marketing (Phan M., 2011). The development of social media promised a new method of working for companies and brands that forced firms to seek new interactive ways of reaching and engaging their customers (Godey B. et al, 2016). Social media and mainly Facebook have become extremely popular. Facebook has 1.3 billion members worldwide. Social media provide marketers some opportunities to reach consumers in their communities and build more personal relationships with them (Kelly, Kerr, & Drennan, 2010). Some authors show that social media are the right platforms to find information for developing preferences about products/brands (Naylor, Lamberton et West, 2012). Customer ratings seems to have a strong effect on customers' preferences (Godey B. et al., 2016). The purpose of this paper is to understand the expectations of luxury consumers and non-consumers on the Facebook pages of luxury brands. On the basis of a literature review of the founding papers on these concepts, a two-fold methodology including in-depth interviews and focus groups is conducted. This lead to the identification of 2 kind of audience for

luxury brands Facebook pages. The paper is structured as follow: the conceptual framework with the luxury sector, the luxury sector and Internet and the luxury sector and Social Media is detailed. Thereafter, the methodology is explained and the results of the 2 studies are described. A discussion of the main findings and the limit of the research are then presented.

LITERATURE REVIEW

<u>The Luxury Sector</u>

The luxury sector is constantly evolving (Lemoine, 2012). Over the past thirty years, the luxury-brand industry has experienced unprecedented growth: The global market for personal luxury brands was estimated at 224€ billion in 2015, delivering a healthy growth of 5% year after year (Bain and Company 2015). Luxury brand marketing has generated much interest from both academics and practitioners. The economic vision of the luxury brand was developed by Mc Kinsey (1990) who defined luxury brand as the top of the price pyramid, by category of products. Prices are appreciably higher to products presenting comparable tangible features. Rather close to this very pragmatic vision, Nueno and Quelch (1998) as well as Dubois and Laurent (1993) consider luxury brands in a descriptive way with concepts such as the functional utility, price and the socio-demographic characteristics (Geerts A., 2013). According to several authors (Roux and Floch, 1996; Castarede, 2004; Nyeck, 2004; Farhat and Khan, 2012; Kastiya S., 2016), luxury can be perceived as a way of life for some, a way of being, consuming and using all brands (Nyeck, 2004). They must have the values of unity, rarity and selectivity (Keller, 2009).

Literature has emphasized the existence of 3 levels of luxury: inaccessible, intermediate and accessible luxury (De Barnier et al., 2012).The inaccessible luxury is mainly dedicated to a certain elite of consumers. This category includes Haute Couture, High jewelry, Art, vehicles, yachts ... Intermediary Luxury relates also to the traditional sectors of luxury but with a slightly lower level of quality requirements, for example, clothing, luggages, accessories, watches, pens. Finally the accessible luxury, mainly dedicated to the middle class is linked to category of products which turns to be more accessible to consumers such as perfumes, cosmetics, spirits, gastronomy, leisure...

Disregarding the level of luxury, the brand belongs to, luxury brands must constantly try to develop while controlling their growth. Luxury brands face many paradoxes, between selectivity and diffusion, rarity and expansion (Bechtold, 1991, Roux, 1995; Nueno and Quelch, 1998; Heilbrunn, 2002). Luxury brands must highlight an elitist image, including a choice of selective communication (Chevalier and Mazzolovo, 2008), protecting their selectivity and allowing them to remain discreet. But the communication of luxury brands is also essential in order to increase their notoriety, to show that they exist, that they are present and strong. It is the same regarding the distribution of luxury goods (Kapferer and Bastien, 2008. The management of these paradoxes has been reinforced as luxury brands began to use Internet as a communication tool (Geerts and Veg Sala, 2014).

<u>Luxury Brand & Internet</u>

Some luxury brands have long been reluctant to use the Internet like Hermès or Chanel especially as far as distribution is concerned (Larbanet and Ligier, 2010). The Internet is an important part of brand communication strategies for ordinary consumer goods as well as luxury products (Dall'Olmo Riley and Lacroix, 2003). The Internet has specific characteristics. We note specifically the interactivity (Chaffey and al., 2003), the intelligence (Chaffey et al., 2003), the individualization (Chaffey et al., 2003), the speed and the accessibility. Consumers can easily find information about the brand at any time of the day and night, without even moving (Nyeck and Roux, 1997). The use of Internet is also a risky communication tool because there are the absence of contact (De Chernatony, 2001), and the loss of control (Viot, 2009; Okonkwo, 2009). These characteristics make the Internet an adapted channel of distribution and

communication to the mass audience (Okonkwo, 2009) and consequently we understand the reluctance of luxury brands to use it. Luxury brands represent uniqueness and exclusivity with a strong quality, premium pricing and controlled distribution and communication. However, luxury brands are supposed to be innovative and have to anticipate social evolutions including new trends like social media (Jin, 2012).

Luxury Brand & Social Media Marketing Activities

It has been demonstrated that consumers are spending more money online than ever before which makes the Internet a place where luxury brands must build a presence (Reyneke, 2011). This is especially true for luxury brand presence in social media, where many luxury brands managers might be concerned about the perceived risk for their exclusive brand image in a media such as Facebook, with its 1.3 billion members worldwide (Facebook, 2016). According to Kim and Ko (2010), social media can have a dramatic impact on a brand's reputation. This is why at first, most of the luxury brands were reluctant to use this technology. However the industry has come to consider technology as an opportunity rather than a threat. Unlike earlier predictions, social media do negate positive brand reputation. Rather, interaction with customers via social media sites builds positive attention and even affection towards brands and stimulate customer's desire for luxury.

Today, traditional designer houses such as Louis Vuitton provide live broadcasting fashion shows on their blogs. Others like Gucci, Ralph Lauren, Chanel have developed I-phone applications in conjunction with Apple. Many luxury brand names create Twitter accounts or create a Facebook presence. Brands and consumers are communicating with each other without any time restriction or place restriction and thus old-fashioned one way communication is changed into interactive two way direct communication (Kim and Ko, 2012). Social media are a Pandora's box for luxury brands because they can serve as a virtual brand community (Muniz and O'Guinn, 2001) and a virtual anti-brand community (Krishnamurthy and Kucuk, 2009) simultaneously because of their versatile and unpredictable nature (Jin, 2012).

Luxury industry must provide values to customers in every possible way. For an effective communication with consumers luxury brands have titled their eyes towards social media (Kim and Ko, 2012). Social media activities of brands provide an opportunity to reduce misunderstanding and prejudice toward brands. In fact, these platforms allow to increase brand value by creating a platform to exchange ideas and information among people online (Kim and Ko, 2012). The research of Kim and Ko (2012) shows that an advantage of social media is that publications on theses platforms divert customers with free contents as well as social network activity. Activities on the brand social media platforms create interactions among users that can lead to the word-of-mouth effects. On social media, a luxury brands focus on hedonic values that can be reached by indirect brand experience. Balwani (2009) mentioned a number of luxury brands that have successfully used social media to engage customers. For example, Gucci has a growing number of followers on Facebook, with over 15 854 000 fans on its official Facebook Page (Facebook, 2016). The company continually updates the page, and introduces new content in the form of commentaries, photographs and videos about the brand in order to keep consumers engaged. The brand monitors the response to these updates each receives over 200 interactions in the form of "likes" and "comments". Gucci has managed to build a thriving brand community. Even though many of the Gucci fans might not be able to afford Gucci products, the Facebook fan page thrives on aspiration - the notion of "one day I'll be able to afford that" – is an integral part of any luxury brand's appeal (Reyneke, 2011).

DATA AND METHODOLOGY

The purpose of this paper is to bring about a better understanding regarding consumers' and non-consumer's expectations towards luxury brands Facebook pages. On one hand luxury brands consumers 'perspective is analyzed and on the other hand consumers with an interest on luxury brands but not buying these kind of brands is investigated. In order to reach our objective a two-fold qualitative methodology has been set up.

First in-depth face to face interviews with luxury brands consumers have been conducted in 2016. Second a focus group has been organized in order to gather opinions of consumers who were actually fans of luxury brands without consuming them in 2017.

Study 1: In Depth Interviews with Luxury Consumers

Before carrying out the interviews, various research was performed (websites, scientific articles, books...) on the use of social networks by consumers and the luxury sector. This research allowed us to realize the interview guide used for conducting interviews. In order to gather exploratory information on the subject, individual semi-directive interviews were conducted (Jolibert and Jourdan, 2011). We favored a theoretical sampling to understand the phenomenon studied in different contexts. Regarding the 3 level of luxury identified in the literature, the sample was constructed by taking these 3 categories into account. Interviews were conducted with 2 consumers of Inaccessible Luxury, 2 consumers of Intermediary Luxury, and 2 consumers of Accessible Luxury. Results are presented in Table 1. The respondents consume luxury brands including Dior, Elie Saab, Chanel, Yves St-Laurent, Louis Vuitton, Ferrari, Porsche, Zenith, Rolex, Rado,).

Table 1: Luxury Consumers Participants in Interviews

Name	Profession	Luxury Brands Usually Bought	Fan of Luxury Brands on Facebook
Idil	student	*cosmetic :* dior, elisab	dior, chanel, balmain, astom martin, bmw i8, nuxe, zénith, rolex
Victorine	student	*cosmetic :* chanel, ysl, dior *leather goods :* céline *glasses :* d&g, rayban	d&g, louis vuitton, jérôme dreyfuss, burberry, chanel, ysl, aqua di parma
Elena	teacher (special education)	*leather goods :* louis vuitton, lancel *jewelry :* tiffany *clothing:* armani, hermès *glasses:* d&g *shoes:* chanel *makeup:* ysl, chanel, lancôme	balmain, vuitton, lancel
Céline	manager of a communication agency	*cosmetic :* guerlain, dior, armani, mk *jewelry:* rolex *cars:* ferrari *clothing:* lv, louboutin, armani *gastronomy* *luxury hotels*	ferrari
Fred	rental management	*clothing:* hugo boss, armani, lagerfeld et versace *jewelry:* rado, zenith, omega, porsche design *cars:* bmw, porsche, jaguar, range rover *gastronomy* *luxury hotels*	bmw, mercedes, zénith
Fabio	manager of several communication agencies	*cars:* ferrari *jewelry:* rolex *gastronomy* *luxury hotels*	rolex, ferrari, hublot

The Table 1 shows the respondents. Interviews were conducted with 2 consumers of Inaccessible Luxury, 2 consumers of Intermediary Luxury, and 2 consumers of Accessible Luxury.

To be part of the sample these respondents had to respect the following criteria: (1) Loving luxury products; (2) Consuming luxury goods; (3) Being a luxury page fan page on Facebook. The interviews, performed in the Spring 2016, lasted between 40 and 70 minutes and were carried out on the basis of an interview guide including main themes pertaining Luxury consumers' expectations on social media of luxury brands. The interviews took place at the respondent's residence. Each interview was recorded with the agreement of the respondents and transcribed. The interviews were analyzed and double coded by 2 different researchers to reveal emerging themes (Miles, Huberman and Saldana, 2014). A manual content analysis, according to a

categorical thematic analysis, was conducted. Table 3 (See Findings section) shows the interview guide used with luxury consumers.

Study 2: Focus Group on Luxury Brand Fans but Non-Consumers

The second part of the study is based on a focus group with 5 women and 4 men aged 21 to 30 years regrouped in Table 2 as a students or employee of the University. All were luxury brand non-consumers but active on Facebook and fans of luxury Facebook pages. The discussion took place in the buildings of the University of Mons in 2017. All participants had the opportunity to surf Facebook pages of their choices and some others suggested by the animator. To ensure a friendly atmosphere, small delicacies were offered. The interview guide covers several topics: the use of Facebook, their relationship with fan pages on Facebook, their relationship with luxury brands and three experiences on luxury brand pages. The focus group was filmed with the agreement of the participants. It was then transcribed and analyzed in terms of categorical thematic analysis. The Table 4 shows the interview guide on luxury non-consumers.

Table 2: Non-Consumers of Luxury - Participants in the Focus Group

Name	Sex	Age	Profession
Pierre	M	22	Student
Florine	F	21	Student
Julien	M	23	Employee
Maryline	F	21	Student
Cécile	F	26	Employee
Romina	F	29	Employee
Laure	F	24	Employee
Tristan	M	21	Student
Corentin	M	21	Student

This Table shows the respondents for focus group. All were luxury brand non-consumers but active on Facebook and fans of luxury Facebook pages.

RESULTS

Luxury Consumers

The topics presented in Table 3 were discussed with the respondents during in-depth individual interviews. Several authors (Roux and Floch (1996); Castarede (2004); Nyeck, 2004; Farhat and Khan, 2012; Kastiya S., 2016) note that luxury can be perceived as a way of life for some, a way of being, consuming and using. In fact, all luxury consumers interviewed think that luxury represents fairly similar characteristics, values and ideas. The respondents agree that luxury is a kind of exclusivity or rarity. Wearing something valuable gives them the sense of being part of a certain elite. These respondents have better self-esteem by wearing luxury goods. Luxury is also a passion for them. They are passionate about some brands and these are part of their life. Wearing luxury is also a guarantee of credibility. Some explained that arriving at a professional meeting with a beautiful watch or a beautiful car, allowed them to feel like a "serious person". *"Having a beautiful luxury watch sounds like being successful in life"* (Fabio, inaccessible and intermediary luxury); *"luxury is all about scarcity, what you do not see very often* (Céline, intermediary luxury); *"it's the proudness to be recognized by the connoisseurs"* (Frederic, Inaccessible Luxury)

All respondents give importance to the atmosphere of the stores and the experience in the boutiques. *"The salespersons are there, it is more personal"* (Victorine, accessible luxury); *"when you enter the shop, you are being served… there is a service with the salesman or to pack the product, it is a precious moment*

(Frederic, inaccessible luxury). They all seem to be reluctant to buy luxury products on the Internet due to a lack of experience and sensoriality. All respondents see Facebook as a social tool and not as a commercial tool. However, Facebook must integrate marketing campaigns of luxury brands. In fact, Facebook allows users to create profiles and send messages with friends, family and brands.

Table 3: Interview Guide on Luxury Consumers

Interview Guide on Luxury Consumers
Luxury Brands
Why are you interested in luxury brands?
What do luxury brands mean to you? How do you qualify a luxury brand?
What is your favorite luxury brand?
Have you ever bought a luxury product? If so, what do you feel when you buy a luxury product?
How often do you buy luxury brands?
Do you buy your luxury products via internet sites?
Facebook
How do you use Facebook?
Are you a fan of one or more luxury brand pages? If so, which ones and why?
How often will you visit the pages you are Fan (on average)?
Why are you going to visit these pages? (Daydreaming, design of pages, beautiful photos, follow fashion, keep informed, ...)
What does it bring you to be a fan of a luxury brand page?
Do you often "like" the new publications?
What kind of publication are you sensitive to?
Have you ever commented on a publication posted by the brand? If so, can you explain that what was the type of publication and that what were your comments or reactions?
What are your expectations on these luxury pages?
Experiences on Luxury Fan Pages
People will browse the Facebook page of Guerlain, Versace and Van Cleef & Arpels for 3-5 minutes. We will ask them to identify the elements they like the most and displease him the most. A discussion will follow to understand their expectations.
Type of questions:
Do you like this brand? Why?
Did you like this page? Or dislike?
Did the language cause you a problem? Would you like the brand to post their articles or publications in another language?
Did you see videos? If so, what type?
Did you react to a particular post? If yes, explain.
Would you be tempted to buy after seeing the Facebook page? Explain
What were you waiting to see on this page?
For Versace, we find a "buy" button on the page
Did you notice the "Buy" button? What do you think?
Did you try to click on it? What is going on? (Refer to the website)
Would you be tempted to buy more easily with this button?
Why do you think the brand added this button on the page?

This Table 3 shows the interview guide used with luxury consumers. The interview guide includes the main themes pertaining to Luxury consumers' expectations on social media of luxury brands.

As far as luxury is concerned, the official websites remain preferred to the Facebook pages of the brand. Luxury consumers think the website is much more interesting than the Facebook page "*the Facebook page remains less attractive then the website because you stay in the Facebook environment*" (Elena, Intermediary luxury). They think that Facebook's universe tarnishes the image of Luxury and so they prefer to navigate on the official website. They indicate that surfing on the Facebook page of one of their favorite brands, they are looking for information about the brand's news, events they organize and new products "*I love watching the catwalk on Facebook, … videos are important also, information on new products and advertising*" (Victorine, accessible luxury); "*I am not following brands on a regular basis I just have looked at the news for brands car*" (Fabio, Inaccessible luxury). All respondents believe that luxury brands must be on Facebook "*I am not sure that being on Facebook brings something to the brand but not being on it would be damageable*" (Frederic, Inaccessible luxury). Not finding the brand on Facebook is a sign of an old-fashioned brand. The brand must publish interesting elements related to its actuality. The text is not important to most of respondents. An image must be able to tell the story the brand wants to convey. The production videos of the product are very successful.

Given the price of the products, it is very important for the respondents to know the information about the manufacture of the product "*Luxury is about craftsmanship, showing the manufacture process of the product is really attractive and important*" (Frederic, Inaccessible luxury). It is important to note that Fabio (Inaccessible Luxury) highlights that he never shares the publication of the brand on his profile, because he has 2000 "friends" and he does not want them to know he is a consumer of this kind of brands. While Idil (Accessible Luxury) mentions that she reads comments made by other consumers on brands publication. Some brands like Versace has a "buy" button on their official page. This button returns to the website. "*I find this really interesting, it is easy to find the official website*" (Idil, accessible luxury); "*It's a great idea! Even for luxury I think it is really interesting it is part of the web browsing process*" (Frederic, inaccessible luxury). Respondents seem to be favorable to this and think that brands should have this button.

<u>Non-Consumers of Luxury Brands</u>

The following topics presented in Table 4 were discussed with the respondents during the focus group. The respondents selected for the focus group are not luxury consumers for two main reasons: they could not afford them or they have other priorities at the moment. But, they declare to be fans of luxury brands Facebook pages. They indicate that luxury represents the dream. Luxury is associated with scarcity, product quality, specific know-how, great designers and originality. Luxury pertains also to expensive products. For non-consumers, luxury divides social classes and allows people to stand out and show their wealth. The brands that make them dream are Chanel, Dior, Rolex, Louboutin, Armani… The respondents think luxury is superfluous and not essential.

The results show that even if they could afford to buy luxury goods, none of them would buy them online. Indeed, they stress the importance of the atmosphere of the store, the advice, the human contact and the service that you can have in physical shops which are part of the product purchase experience. The ability to touch, feel and see the product is very important when it comes to luxury purchases. *Maryline: "I also think that going to the store is important because you pay a lot of money for a product and so you have to make an effort to get it. In the shop, there is a certain atmosphere that you will not find on the internet."* Moreover, they do not trust the online purchase for such expensive products. They are afraid that the product will not fit with their expectations.

Table 4: Interview Guide on Luxury Non-Consumers

Interview Guide on Luxury Non-Consumers
Facebook
How do you use Facebook?
Are you a fan of one or more luxury brand pages? If so, which ones and why?
How often will you visit the pages you are Fan (on average)?
Do you often "like" the new publications?
What kind of publication are you sensitive?
Have you ever commented a publication posted by the brand? If so, can you explain that what was the type of publication and what were your comments or reactions?
What are your expectations on these luxury pages? (Daydreaming, design of pages, beautiful photos, following fashion, being updated, ...)
Luxury Brands
What do luxury brands mean to you? How do you qualify a luxury brand?
What is your favorite luxury brand?
Have you ever bought a luxury product? If so, how do you feel when you buy a luxury product?
Experiences on Luxury Fan Pages
People will browse the Facebook page of Guerlain, Versace and Van Cleef & Arpels for 3-5 minutes. We will ask them to identify the elements they like most and displease him the most. A discussion will follow to understand what he really interests in this type of "Fan page". Type of questions:
Do you like this brand? Why?
Did you like this page? Or dislike?
Did the language cause you a problem? Would you like the brand to post their articles or publications in another language?
Did you see videos? If so, what type?
Did you react to a particular post? If yes, explain.
Would you be tempted to buy after seeing the Facebook page? Explain
What were you waiting to see on this page?
For Versace, we find a "buy" button on the page
Did you notice the "Buy" button? What do you think?
Did you try to click on it? What is going on? (Refer to the website)
Would you be tempted to buy more easily with this button?
Why do you think the brand added this button on the page?

The Table 4 shows the interview guide on luxury non-consumers. The interview guide covers several topics: the use of Facebook, their relationship with fan pages on Facebook, their relationship with luxury brands and three experiences on luxury brand pages.

The respondents mainly use Facebook to communicate with their friends and relatives. This tool also allows them to organize events and share files, photos or videos. Regarding the brands they follow on Facebook, they mainly use it to find stores, to know the address or the telephone number and the opening hours. They also pay attention to the opinions of people. They observe if the brand answers directly to messages posted by Internet users, which serves as a sign of credibility of the brand. *Corentin: "The customer feels involved because the brand answers him. Even if the brand remains a dream, the customer will feel flattered as he feels the brand value his comment."* Some even stress the fact that luxury brands should answer immediately to show that they offer a quality service.

Florine: "I think that with 375500 € necklaces, it is normal to have personalized answers of the brand."

It is interesting to note that respondents became fans of some luxury brand pages for a moment but do not follow them actively afterwards. For example, they mention that the posts of Guerlain, Versace and Van Cleef & Arpels had little "likes" in comparison with people who "like" the page. *Romina: "I think people like the reputation of the brand and not necessarily the info they give about this brand. It's the brand that harvests the most likes and not the posts."* According to most respondents, the benefits of being a fan of these kind of pages are to be informed about new collections and new products. They also value awareness of the brand events, advertising or celebrities who have endorsed the brand at the moment "*On the website you will have the new collection, on the Facebook page you will find event or special content which are really complementary to the websites.*" (Pierre). Some of them think that posting the videos of product manufacture or storytelling videos helps to strengthen the links between the brand and potential customers. *Corentin: "I find the videos showing the product manufacture interesting especially for luxury brands. If they position themselves as a luxury brand, it is because they pay attention to details and they have to demonstrate that. The brands have to show why their perfume is better than another, from which regions the wood, or the pearls comes from ... This reinforce the feeling to be privileged being in the secret of the brand."* Most of them do not expect to find product prices on Facebook. This will be displayed later in the E-shop on the brand website. However, they do not seem reluctant if the brand is mentioned on Facebook. Surprisingly, most respondents are enthusiastic regarding the "buy button" present on certain Facebook brand pages. Cécile "*I find it interesting, it is well located on the page, much better than the website link!*" *;* Florine " *It avoids to waste time and go directly on the official website*". However, one of them stress the fact that "*the word "buying" is maybe restrictive and Facebook is not a brand catalog to me*" (Corentin).

Qualification of the Groups According to Their Level of Luxury

Due to the twofold methodology used in this research, the results show that consumers' reactions are heterogeneous when using luxury brands Facebook pages. According to the design of the research, two distinct samples were interviewed (consumers vs non-consumers). Consumers were also split into three categories according to the luxury level they buy. The result of this study led us to identify two categories of persons regarding their expectations towards luxury brands Facebook pages.

The first category identified is represented by the luxury fans but non consumers and the consumers of accessible luxury, this group are "the Facebook Enthusiasts". The second category is represented by the consumers of intermediary and inaccessible luxury and are called "the Facebook Opportunists". Among the Facebook Enthusiasts, it seems that non consumers and accessible luxury consumers show an interest in finding luxury brands on Facebook. This group expects to find information about the brand, the products, the price and advertising on Facebook pages. They particularly enjoy having access to catwalks and special events through videos, which are generally very private events. It is like having a VIP access to the brand. They are willing to have the opportunity to connect easily to the E-shop through the "buy" button even if they do not intend to buy anything online. They are using Facebook to dream and do not expect to find the same information on social media than on the website. It is a complementary tool according to them.

This could be explained by the "dream equation" of luxury (Dubois and Paternault, 1995; Kapferer and Bastien, 2008) which states that Dream = -8.6 + 0.58 Awareness – 0.59 Puchase. So Facebook would be used to make everyone dream and reinforced the "awareness" aspect of the equation to non-consumers and even accessible luxury consumers who are often related to excursionists buyers (Kapferer and Bastien, 2008). Regarding the group of Facebook Opportunist, inaccessible and intermediary luxury consumers' expectations are different. They largely prefer going directly on the website to find information about the brands, new collection, prices rather than on Facebook pages.

They think that luxury brands should be present on Facebook but they are not heavy users or fans of this media to keep the contact with the brand. They will not search on Facebook to find their favorite luxury brands news but still would appreciate if the brands publish news in their "Newsfeed". When it comes to their expectations on luxury brands Facebook pages, they enjoy all the videos related to product manufacture or craftsmanship. However, they think that Facebook's universe is always less attractive than the official website of the brand. It is interesting to stress that once they have liked a luxury brand page they do not return to check on it after if the brand is not present on the "Newsfeed". They nevertheless seem to appreciate the "buy" button which gives direct access to the website and to e-shop. The figure 1 summarizes the respective expectations of both groups.

Figure 1: Expectations of Both Groups
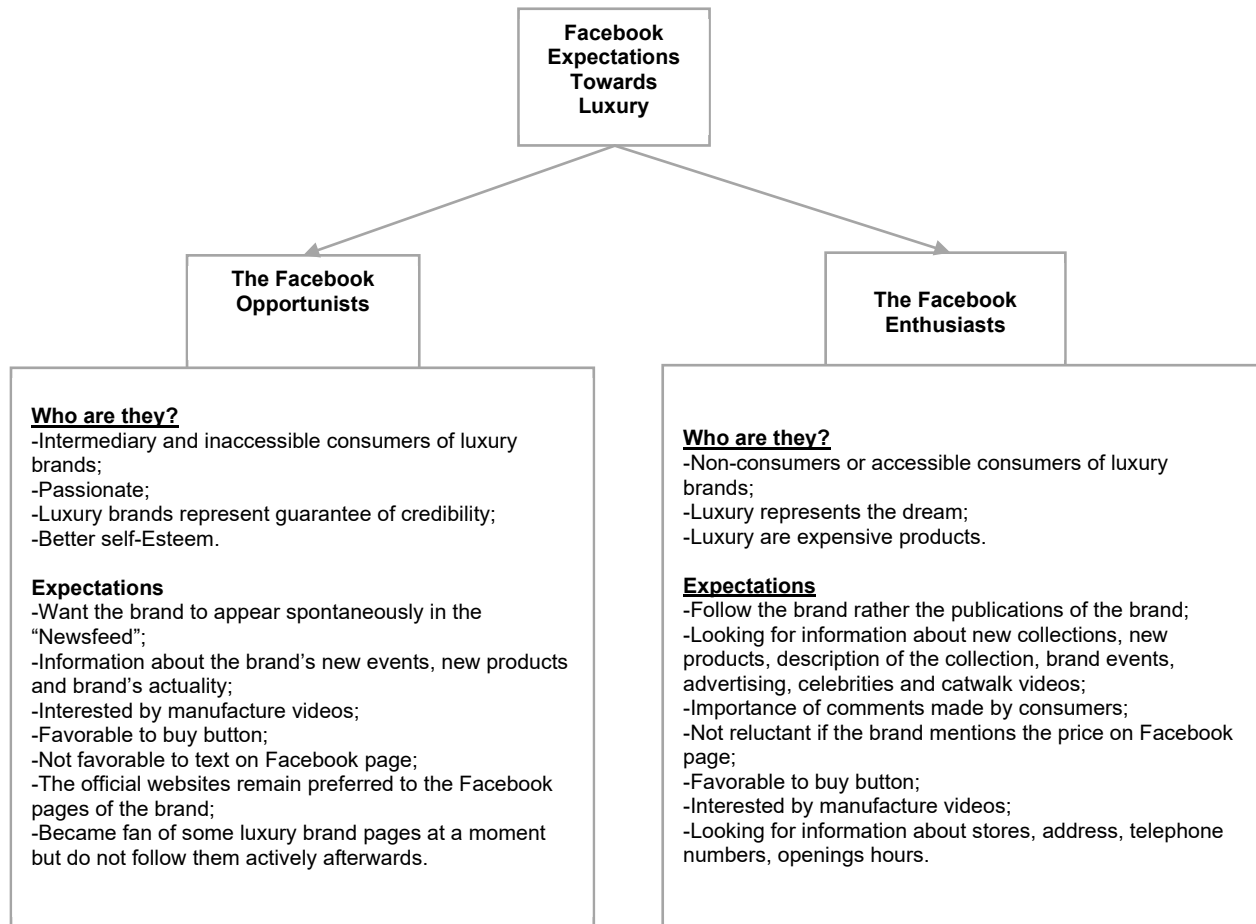
CONCLUSION

The purpose of this paper is to understand the expectations of luxury consumers and non-consumers on the Facebook pages of luxury brands. A two-fold qualitative methodology was implemented by conducting in-depth interviews with luxury consumers and a focus group with luxury brand followers but not consuming these kind of brands. The results of this research follow previous work which highlights that there is not a single type of luxury consumers but many (Dubois and Laurent, 1996; Kapferer and Bastien, 2008). According to the expectations of each group, profiles appear and could enable brands to develop more suitable strategies according to different targets. In terms of managerial implications, the identification of these two categories should help the brand to adapt the content of their Facebook pages. Regarding the

target, they should consider the first category as the real target of their Facebook page. Brands should emphasize content towards the category of Facebook Enthusiasts they are really interested in by using social media with luxury brands. This helps them dream and reinforce the link with the brand. This approach fits with the Dream Equation Strategy: make everyone dream, be only accessible to a few of them (Kapferer and Bastien, 2008).

The brand should also develop special events to share on Facebook like catwalks but also videos displaying manufacture, or creation process to enhance the craftsmanship of the brand. This kind of content will also be appreciated by Facebook Opportunists even if they are not the first target of the Facebook pages. Finally, the study emphasizes that luxury brands should be on Facebook, the question should no longer be raised. Even if the heavy consumers are not heavy followers of the brand, both categories have stressed that it would be disappointing not finding the brand on this social media.

Despite many precautions, this research is not without limitations. First, although our research enabled us to uncover important dimensions of the phenomenon under study, its exploratory nature may have hindered other dimensions which could be highlighted in future studies. It would be interesting to further investigate the behavior of the brand on other social media like Instagram and the expectations of the consumers and non-consumers towards these other platforms. Finally, this research is conducted through qualitative methodology which aims to understand consumers 'perception. It would be interesting to complete this approach with managers 'opinion and the inherent brand strategy.

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