

Sentimental Analysis of Beauty Brands on Social Media

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Abstract— The development of social media is amplified every day all over the world. Many groups use social media networks including Facebook to offer an opportunity for clients and engage with different customer. A Large variety of user generated data is available on Facebook; companies need to analyze their competitive advantage through the engagement of clients. Facebook has popular social media networks in which people express their emotions and opinion. This paper describes how beauty manufacturers use social media to increase their customer engagement and lead generation. Additionally, the social media representative is growing that's why this would create a demand for beauty brands use social media to increase communication among the current ability purchaser. Accordingly, the take a look at represented findings from a content analysis of Facebook posts from different five United Kingdom brands Benefit cosmetics, Clarin, Clinique, L'Oréal and Maybelline via the usage of sentiment analysis and this data from January 2018 to December 2018. This paper describes competitive social media and Sentimental analysis to extract valuable data from social media sites in large amount. Some recommendations are provided for companies to increase their social media competitive strategy.

Keywords— *social media, facebook, cosmetic industry, sentimental analysis, competitive analysis*

I. INTRODUCTION

Electronic media use is developing each day. By utilizing the present-day advancement, various thoughts of online media are helping inside the movement of business. Controlling of time in online media is basic to satisfaction in the business. Usage of different frameworks e-g WOM, target critical clients, sensible explicit techniques with customers and client obligation has an effect in beneficial business [1]. The

steady development and utilization of the Internet comprehensive of online media has achieved basic trade inside the manner in which clients connect and speak with brands. To improve client brand the reliable development and utilization of the Internet comprehensive of web-based media has achieved the basic trade inside the manner in which clients connect and speak with brands. To improve client brand reliability and commitment of customers, brands need to make and extend marking procedures. Online media, as Facebook where in advertisers use the chances gave by means of advanced advertisers. Facebook has been transformed into a truly ideal vehicle for advertisers. An examination proposes that 80% of organizations are utilizing online media for the advancement of their business. Wherever on the planet, web-based media stage (Facebook) offers an outrageous possibility for advertisers to move toward their client. By methods for utilizing Facebook, advertisers understand that the estimation of brand publicizing might be done without trouble. Presently a day's kin are utilizing person to person communication stage, for example, Facebook [2]. Web-based media has become an acclaimed stage, where individuals imparting their insights, feelings uninhibitedly and associate with different clients from all around the planet. Numerous people groups are sharing their feelings, contemplations and examine various viewpoints identified with their field via online media (Facebook). The investigation of assessment mining is identified with the nostalgic examination in which cycle of ID happen and result create from various feelings about any connected field or occasion on the online media (Facebook) possibly it is good, negative or impartial [3]. Various customers use web based life (Facebook) stage to communicate their slants, sentiments, and show worry about the results of brand. Client discussion identify with item via online media stage (Facebook) can manage us to find out about the items and lean toward result

of some celebrated brand and give some supportive data to the organization for improving their promoting and client care and improvement in the item. The remainder of research paper is sort as follows:

Section I: Introduction, Section II: Literature review which include overview of social media, Competitive analytics of social media, Social media as a marketing tool, Cosmetic brands and social media in UK, Sentimental Analysis, Section III: Methodology, Section IV: Finding and discussion V: Recommendation, Section VI: Conclusion and Future work

II. LITERATURE REVIEW

Literature review explain previous study that helpful in sentimental analysis include social media. Competitive analytics of social media can be used as a marketing tool and cosmetic brands and social media in UK.

A. Social Media

In the 21st century, the utilization of web-based media has been rising quickly. With the progression of time, the assortment of web clients is growing hurriedly. A couple of worriers, utilizing online media in business promoting changed into estimated as a major disappointment in customary media, yet with the progression of time, those cynics were obliterated on the grounds that the arising pattern in web-based media improvements. In a twenty first century number of clients increment more than 3 billion in online media [5]. Different sorts of organizations (Small Business, Medium Business, Large business) for empowering a wide range of business to developing business/brand mindfulness in their customers/clients by utilizing online media and its promoting procedures.

Coordinated effort among individuals is the place where they produce offer and trade data through web-based media comprehensive of Facebook. Client's produced content has become exceptionally common on web advancements with in the early years, numerous client's members not just utilize web-based media for substance or utilization content material, anyway client's interest is additionally utilized for content material creation [5]. "Today, there are in excess of 2B Internet customers around the world, and 2M net Web objections. Wherever on the world more clients among fifteen to thirty-four years age utilizes online media, which proposes how the web is amazing and moving among those advancement buyers [6].

There are some of online media stages comprising of the Facebook, Instagram and others yet the Facebook plays out a significant and successful job for the development of the

private company/association, for example, a few brands like makeup and so forth by the use of Facebook, the development of new procedures is useful in the advancement of brands through the correspondence cycle of eWOM. A couple of abilities comprise of investment, social association and experience of clients.

B. Competitive analytics of Social Media

Person to person communication is utilized for connection among clients. Web based life (Facebook) stage is used by various associations to interface with their customers, it is fundamental for associations to screen their rival organization. With the progression of time rivalry between enormous organizations expanded step by step, that is the reason it is important for large organizations/businesses to dissect their issues at starting stage and attempt to discover the arrangement and push one stride ahead by their rivals in this manner organizations measure their promoting level [7]. This is fundamental issue for an association/organization if their rivals utilize refreshed innovation to pull in their clients and clients give negative remarks on their items by utilizing online media [8].

Web-based media are not just utilized for contender's data, it likewise gives data about the client's conduct and client's criticism about the items and furthermore gives an immediate examination of client input by the item among serious association. Generally the client looks at serious items and offer their estimations, criticism and feelings via web-based media stage (Facebook). This criticism and estimations assist the organizations with zeroing in on the improvement of items and continually need to investigate by business to recognize their shortcomings and strength of their items. Besides, improve systems for development of business [9].

The greatness business is incredibly centered, so for excellence brands to succeed they ought to be progressed and fundamental to get more advantage against their rivals and need to spread mindfulness in clients for their items. Due to the serious idea, all things considered, they need to zero in on some high level and energizing advancement strategies on items that draw in clients towards brand. The top greatness wonders brands have arranged with imaginative frameworks that have separate their picture and items from different brands [10].

Online media as propelling instrument that underpins the patrons in restrictive kind of thoughts for publicizing and advance strategy of electronic media publicizing and showing which impact online media clients and online media society for better activities. In this Twenty First century of front line showing the extensiveness of online media is a colossal issue.

Affiliations/clients had generally couple of choices to create relationship with their customers and rising their associations sooner than the presence of web types of progress Web 2.0. As demonstrated by the rules of standard propelling, they recommend that for the improvement of the affiliation and assemble huge extent of clients, affiliation needs to remain in monstrous number of social occasion to accomplish objective of preferred position and brand care [11].

All standard techniques of business publicizing are pointless when new online media stage shows up. These days for the progress of the business and advancing, all patrons assents on the very term that outpouring of-mouse replaces the easygoing exchange online media network for achieving the fundamental objective of business [11].

Ryan depicted in his scattered book USM (Understanding Social Media), wherein four genuine and respected business rules for developing business and online media entire which stresses the two characters of electronic media inside and outside setting. Those standards are given under.

Understanding client lead how they use their online media and how different and express thing could a bit of their contemplations in powerful mode. Analyzing, testing and finding new treasured models which might be incredibly fruitful for the new development. Online media pages get most prominent time. Measuring all achievements around the end, if not achieve than repeated standard.

C. Cosmetic brands and Social media in UK

Numerous magnificence and restorative ventures utilize online media for the consideration of the clients and the clients extra engaged than at any other time, that is especially useful for promoting. Web-based media play out a fundamental job in excellence makers and unfurled a stage for brands in the UK [12].

Presently in 2019, there are over 45 million web-based media clients in the UK and these web-based media clients are comparing to 67% of complete populace of United Kingdom.

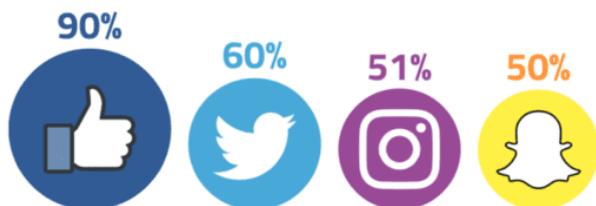


Fig. 1. Social networking popularity in UK [13]

In the wake of examining the total information base of web-based media in the United Kingdom, 90% of people in the United Kingdom are the utilization of Facebook and this likens to 40 million individuals of the United Kingdom. With regards to Facebook bits of knowledge, all out individuals dynamic on Facebook are among 35 to 40 million individuals. These experiences become mindful of the 52% populace of female and 48% populace of man [14].

Remedial brand L'Oréal has become an acclaimed and wide greatness association/affiliation that improves the presence of the face inside the world. Current assessment shows that L'Oréal magnificence care items are amazingly notable and strong for skin wellbeing the executives and its web genuinely worth is as much as 23.89bn US dollars in 2017. Association compound yearly improvement extended by methods for 4.2 percent from 2015 to 2018 [15]. L'Oréal having up to 82,600 things in all through world in 2017 and their joint worth of significance things is more than 26.06bn US dollars. The connection's eminence division is basically mindful of sound skin, hair care, make-up, and smells with the past gathering 28.5 percent of L'Oréal's significance healing courses of action worldwide in 2016 [16]. L'Oréal Paris gives a hard and fast degree of historic and model make-up things. L'Oréal United Kingdom was set up in 1932. Gayle Noah, media supervisor at L'Oréal United Kingdom communicated: "As one of the United Kingdom's vital promoting trained professionals, we need to guarantee we keep being at the bleeding edge of contemporary media practice. "In a joy market which stays dynamic and is getting all the more first rate, L'Oréal is proceeding to achieve solid unforeseen development. In energized business territories, the L'Oréal and Active Cosmetics Divisions have both recorded twofold digit improvement, driven by the force of their image portfolios and the possibility of their movements" [17].

Clarins has a strong brand. Positive audits from their clients have a breathtaking impact at the advertising of items. These positive surveys from their clients make strong connection with brand. Solid relationship and steadfastness between clients towards brand help to increment in purchasing item and achieve rehashed buy and furthermore empowers an association to deal their items. In 1954 Clarins bunch were made by Jacques Courtin. With the progression of time, Clarins brand has gotten one of the popular magnificence brands in by and large Europe for their item that improve the excellence with a piece of the overall industry of 16.2%. Clarin brand has most elevated position in skin items inside the UK (United Kingdom), France, Belgium, Switzerland, Netherlands and Austria [18].

Maybelline is the essential overall beautifiers brand from 2013 to 2017 and is accessible in 129 nations wherever on the planet and positioning of the Maybelline excellence brand item improved inside the United Kingdom (UK). Around 4,000,000 individuals from the United Kingdom utilized Maybelline eye cosmetics items in 2017. In 2017, Maybelline items I-e establishment, lip gleam/lipstick were made sure about second position in all over World. [19].

Advantage Cosmetics is one of the speediest developing worldwide magnificence brands. Advantage Cosmetics is obligated for a significant incredible arrangement the whole substance of our cosmetics sack. This brand has your magnificence wants covered. Nonetheless, Benefit even holds the delegated personality of the UK's main eyebrow brand [20].

Clinique exists to make fantastic skin basically, safely and effectively. Locate the whole extent of skincare and make-up. Presented in 1968, Clinique strong skin and cosmetics things are all affectability endeavored and 100% smell free and have been wanted to adjust to particular skin types and needs. Clinique moreover offers select aromas. The sound skin and beautifiers things depend upon the examination and related data on dermatologists [21].

It is the study of sentiments, reactions, emotions on social media (Facebook) [22] [23] [3]. Sentimental analysis is determined polarity of views in data (positive, negative and neutral) comments. Now a day's sentimental analysis is very important in business field and make easy for companies to view customer/consumer estimation about products and purchasing behavior of customer through his sentiments and online reviews of customer on different products help in marketing and make strong relationship between customers. Sentimental analysis is used to extract emotions of customer on social media. Sentimental analysis is used to view online reviews of customer on five beauty brands. Sentimental analysis is used SentiStrength tool to extract polarity of customer sentiments. This analysis is proving more helpful to improve products and increase growth of business.

III. METHODOLOGY

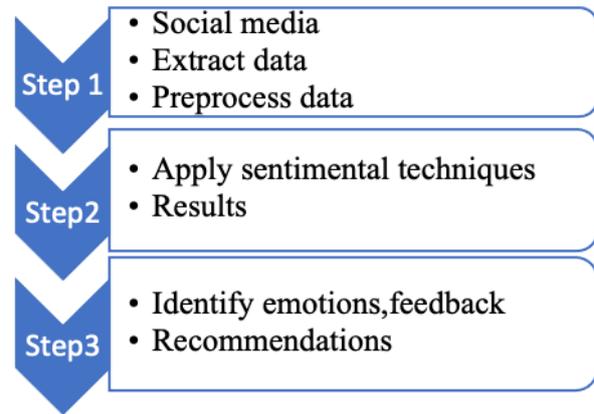


Fig. 2. Frame work of research methodology

Above figure show the exploration philosophy of nostalgic investigation in which followings steps are given beneath.

Step1: In sync one concentrate information from online media through various API's to assemble information from separate Facebook sites. After the social event of information, information can be pre-handled for example dispense with the vacant information fields or questionable information sections from the table.

Step2: After preprocessing, information can be examined via utilizing distinctive wistful methods and SentiStrength as an instrument and we can get our necessary outcomes.

IV. FINDING AND DISCUSSIONS

By using social media platform (Facebook) results obtained from sentimental analysis of five beauty brands in United Kingdom show the polarity of customers.

For this assessment, we can get and remove the positive reactions and negative reactions from the assorted informatic assets on the web-based media stage, which incorporates remarks and reaction of the crowd for various brands. This offer a scale for the element of inspiration and pessimism of the client/crowd view of various brands the utilization of online media stages and distinctive sort of substance forward-thinking there. We can gather information from the online media stage. The outcome will be portrayed underneath.

TABLE I. RATIO OF POSITIVE AND NEGATIVE COMMENTS 2018

	Ratio of positive and negative comments
Benefit Cosmetic	7062:65
Clarín Cosmetic	5934:429
Loreal Cosmetic	428:7
Maybelline Cosmetic	181:4
Clinique Cosmetic	294:4

Above table shows the degree of positive and negative remarks 2018 of all brands through online media stage. Concerning the table, Clarin have 5934:429 degrees of remarks Clarin supportive brand has most raised wide game plan of positive remarks 5934 and negative remarks 429. Piece of breathing space healing have 7062:65 degree of remarks, Benefit restorative have exceptional positive remark 7062 through online media coordinate and have generally not many negative remarks 65. L'Oréal restorative brand have 428:7 degree of remarks a more modest gathering of positive remarks 428 when showed up diversely comparable to the above Benefit and Clarin brand have just 7 negative remarks. Maybelline helpful brand through online media stage have 181:4 degree of remarks there had been 181 positive remarks and four negative remarks. Clinique have 294:4 degree of remarks wherein 294 positives remarks and 4 negative remarks.

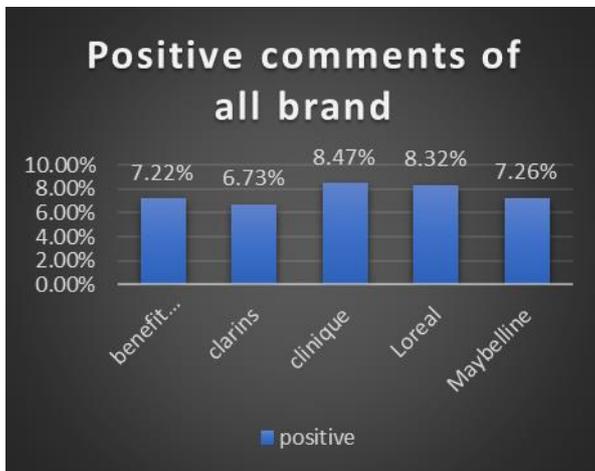


Fig. 3. Positive comments of all beauty brand

Above figure shows positive comments of all therapeutic brands by methods for electronic media in the UK. Piece of slack medicinal has 7.22% which gathers that it arranged fourth spot out of five brands. Clinique have 8.47%, trailed by L'Oréal 8.32% and Maybelline 7.26%. Clinique has the best speed of positive remarks 8.47%. Clarin has the most un-6.73% when showed up distinctively according to any excess brands. Loreal therapeutic brand at second position. All therapeutic brand requires to rise the level of positive remarks by techniques for zeroing in on their substance procedure and accomplish more endeavors to gather the positive remarks by methods for online media stage and decreasing the reasonable remarks.

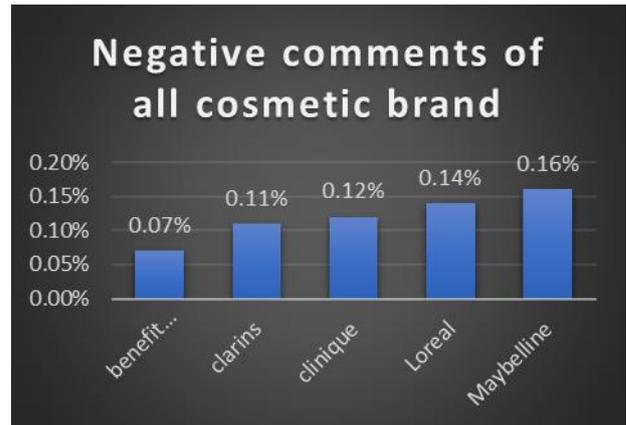


Fig. 4. Negative comments of all beauty brand

Above figure shows the negative remarks of all therapeutic brands through electronic media in UK. Maybelline remedial brand has 0.16% L'Oréal has the 0.14%, and Clinique 0.12%. Clarin has 0.11% and advantage medicinal have 0.07% negative remarks. ALL brands have more sure remarks that show more interest of client towards brand. Piece of breathing space therapeutic has less 0.07% negative remarks showed up distinctively according to some other brand that show the premium of customer toward content is more. All remedial brands need to zero in on their substance material to diminish the negative remarks and expansion the client for their business improvement.

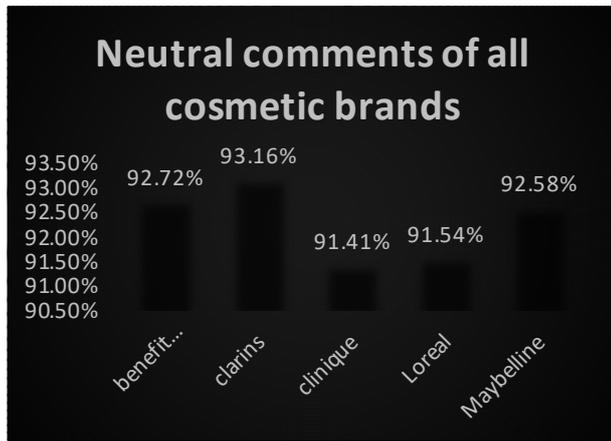


Fig. 5. Neutral Comments of Cosmetics Brands

Above figure shows the Neutral remarks of all restorative brands by methods for electronic media inside the United Kingdom. Clarin supportive has the best 93.16% unbiased remarks that show liberally less premium of clients toward presenting content material due on reality the Clarin brand doesn't post the substance material that can show the premium of customer that why client doesn't give positive and negative data. Clinique brand has less impartial remarks 91.41%. All brands have high unbiased remarks which can be scarcely stunningly not actually other healing. These reasonable remarks show the generally less interest of client that is the clarification client doesn't give positive and negative remarks. All medicinal brands require to zero in on their substance material for developing the positive data and enlargement the interest of customer.

V. RECOMMENDATIONS

Informal communication is utilized for collaboration among clients. Web-based media (Facebook) is utilized by numerous organizations to connect with their clients, it is essential for organizations/ventures to screen their rival's online media locales. With the progression of time rivalry between huge organizations expanded step by step, that is the reason it is vital for huge organizations/ventures to examine their concern at beginning stage and attempt to discover the arrangement and push one stride ahead by their rivals in this manner organizations measure their showcasing level [28]. Sentimental investigation is best strategy to discover feelings of client and their assessments via web-based media. Investigation of five corrective brand exercises via online media, we have seen that nostalgic examination assumes a significant part to discover feelings of clients. These slants are for the most part center around the post when they are refreshed via online media stage. In accordance with an online media review report Clinique restorative brand has the most elevated positive remarks contrasted with different brands,

since they post great substance on their web-based media webpage. All restorative brands have most extreme nonpartisan remarks. All five corrective brands require to invest more energy and interest into expanding their positive assumptions, feelings of clients in inclination to impartial remarks via posting great substance material via online media. It will be useful for expanding the development of business and help in future for rivaling different brands inside business.

VI. CONCLUSION AND FUTURE WORK

As of now day by day's electronic media acknowledge a monstrous part in the improvement of capable business. We have encouraged nostalgic assessment of all helpful industry from United Kingdom. The vast majority of the customers posted fair remarks through online media for all helpful industry which can be more than negative and positive remarks. From all accommodating industry, Clinique beautifiers have the best incredible positive remarks 8.47% and further therapeutic brand have under explicit remarks than Clinique brand. Client's positive remarks help to draw in clients through electronic media stage. All results of nostalgic assessment show that all grandness brands make a pleasant relationship with their clients and draw in client by the posting of good substance and they gave positive reaction by methods for online media. It shows obliging for developing the improvement of business and help in future for rising to different brands inside business.

Future assessment may be driven longer than a year and more than five brands to dismember the genuine examination between associations which will be important due to parcel of data. Moreover, in future assessment more than one gadget will be used for nostalgic examination.

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