ERASMUS UNIVERSITEIT ROTTERDAM

ERASMUS SCHOOL OF ECONOMICS

Master Specialization Marketing

Master Thesis

"Intensity of Bloggers' Online Complaints"

Supervisor: Daryna Kolesnyk
Second Reader: Dr. Vardan Avagyan

Name: Svetlana Tyukhtina
Student number: 370879st
E-mail address: s.tyukhtina@gmail.com
Date: 06.11.2015

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CH. 1 INTRODUCTION

> *"92% of customers read online reviews."*
>
> -Adeel Ahmed (2013).

According to the statistics and previous studies, customers complain offline on a very rare occasion. Only about 4% of customers voice their complaints offline to the companies (Newell-Legner). When we compare offline and online complaint behavior, we can see that customers are more eager to place their negative reviews or opinions online due to the technological progress (Dunn, & Dahl, 2012). Online complaints and reviews are a new form of a traditional word-of-mouth approach. Even a few online complains can lead to serious losses for a company. Now imagine what an impact and problems can harmful online complaints cause to a company. Posting such negatively intense content online, unhappy customers can directly damage the brand image and goodwill of companies.

Recently, researchers have found out that while searching for information about a prospect purchase of a product or service 92% of customers prefer making sure they pay attention on the reviews online (Ahmed, 2013). On the one hand, in some cases, like reviews on accommodation at Booking or Trip Adviser websites may be anonymous but yet important and influential for the customers (Sea et al., 2004). On the other hand, looking for a review on a more specialized product, such as newly released lipstick, customers may look up a public person, like a top beauty blogger or a celebrity, who is intensively criticizing a product in the video on Youtube. In this case the effect of such a loud online complaint may be multiplied: a customer may consider it more trustful and credible in comparison with company's promises in the ads (Berger, 2013); it will cover more audience of followers and subscribers; shorten the demand on the product; affect brand image and company's reputation (Richins, 1983). On top of that, such intense and expressive complaints may go viral and stay eternally until they are deleted by the author, like the case of "United Breaks Guitars" (Harris et al., 2006). In 2008 Dave Carroll, Canadian musician, travelled by United Airlines and after landing received his checked in guitar in a damaged condition (Wikipedia/United Breaks Guitars). Due to the fact that the company refused to provide any compensation, Dave wrote three songs with the lines, like "*I should have flown with someone else, or gone by car, 'cause United breaks guitars.*" (Dave Carroll, 2009) and uploaded on Youtube. Within one day, July 6, 2009, the video was watched 150K times, and by nowadays, August, 2015, it collected 15 million views.

Therefore, it is necessary to understand what factors actually influence public people, such as beauty bloggers as the final sample, to intensively complaint online. This study is relevant for the modern marketing community as it gives an overview of what factors impact the intensity of online complaints of the beauty bloggers and its influence on company's satisfaction, brand awareness and image, reputation, demand, retention and loyalty.

"Intensity of Bloggers` Online Complaints"

1.1 Problem Statement

This paper studies the impact of different factors on the intensity of online complaint behavior of the online community members for the cosmetics market. The term "online community members" in this research refers to the "beauty bloggers". These are independent consumers; we can call them public figures. Their target is, first, to use and conduct an opinion about products and, afterwards, share its evaluation, compliment and/or complain on their experience with the masses of subscribers or followers with the help of the modern social media tools, for instance, Facebook, Youtube, Twitter, Instagram, etc.

This paper will be useful for any company that is interested in the correct and safe approach to manage online complaint for the following reasons. Sharing online reviews and opinions is a new way of word-of-mouth. It has already been proved that word-of-mouth is a much more effective tool than traditional advertising (Berger, 2013). Berger's research suggested two reasons for this. First, being surrounded by ads everywhere indoors and outdoors, we tend to see traditional advertising as less credible; since almost every company is willing to present products as the best and the most useful on the market. Thus, people see word-of-mouth as more a persuasive approach. Subconsciously we believe that our friends or family members wish us only the best and will never recommend anything that may harm or be useless. They are more likely to use the objective point of view as there is no benefit for them to share a false opinion. Second, we can say that word-of-mouth is usually more targeted than advertising. For instance, girlfriends tend to discuss mascara and share their point of view because this product is relevant for their needs and lifestyle, rather than with a husband. In comparison, traditional advertising is less focused on the target audience. Resort commercials, for example, are broadcasted all day long and reach a large amount of people. However, we never know if people, who actually need company's product or service, were affected by this commercial.

Popular bloggers introduce a product to the company's target audience. Many companies send free samples or full versions of their products for a review to different bloggers around the world. In other cases, big companies invite bloggers to the presentations, events and anniversaries. This usually happens before or at the launch stage of a product. This is how companies create awareness of the new product release for the masses, use the brand name of the blogger and get into the network of his subscribers/followers. The size of the audience might play a significant role here. Therefore, the impact of public people sharing their reviews and complaints very intensively will be reflected on the brand awareness, especially launching a new product.

Second, any company should make sure it is aware of what kind of word-of-mouth it creates. Due to the fact that clients tend to complain online, the company has to take care and be able to face the negative feedback. When a company understands the nature and reason of an intense complaint, it will be more productive to address the solution to such a feedback. If a company manages to fulfill this task, it has higher chance of saving customers' loyalty. We all know that it is much cheaper and easier, company-wise, to keep a retaining consumer than to acquire a new one (Fornell & Wernerfelt, 1988).

Third, nowadays, means of the online communication allow users freely express their feelings and emotions towards different aspects. Regular customers share their negative experience with their family and friends on the social media. They may influence a couple of people in their environment. Now imagine a situation when a blogger with thousands of subscribers/followers is an actual influencer of customers' preferences and expectations and can directly affect more people when posting a loud and an intense complaint online. Being posted a review of any product, it usually receives credibility and trust as this person becomes a role model with his own brand name and reputation. Some reviews even go viral. So, such intense complaints may create significant consequences: influence prospective and existing customers' decision making process, shrink product demand, ruin company's brand image and reputation.

Overall, this knowledge implies multiple opportunities in controlling the complaint process. This is where a company should find ways to correctly and politely accept intense online complaints, secure itself with the proper positioning, understand their nature and reasons, and provide a customer with the best possible solution.

1.2 Research Question

Based on the introduction and problem statement described above the research question for this paper is:

"What Factors Affect the Intensity of Online Complaints of Beauty Bloggers?"

The research question is divided into 7 sub-questions:

1) Do more expensive products create higher expectation in the mind of a customer than cheaper ones?
2) Does average perceived monetary price of products boost this expectation?
3) Does luxury product increase the intensity of online complaint compared to non-luxury one?
4) Is the degree of the intensity of an online complaint enlarged by accessibility of products in different countries around the globe?
5) Will paying more than an average perceived monetary price cause the growth of the intensity of online complaint?
6) Is there a relation between higher intensity of an online complaint and an expectation gap?
7) Does the audience size impact higher level of the intensity of complaint?

1.3 Relevance of Topic

Consumer dissatisfaction and complaints are broad and pending topics that were studied the last decades by various researchers. One of the first consumer behavior models like Howard and Sheth (1969) and Engel and Blackwell (1982) started to develop this idea, but there was more room for research. Afterwards, in 1980s the first conference (Singh & Pandya, 1991), dedicated to the consumer dissatisfaction and complaints, was held. This helped to attract more attention and conduct proximate design of the aspects of post-purchase behavior. Since that time reasons

causing dissatisfaction and intentions to complaint obtained their due attention in the marketing literature.

Nowadays the complaint behavior advanced to the next level, as people tend to communicate more frequently via modern online tools such as Facebook, Youtube, Instagram, Twitter, etc (Thevenot, 2007). Not only communication for the interpersonal reasons motivated people to use these tools, but also they found them helpful to share their negative brand experiences with the masses (Ward & Ostrom, 2006). In 2004 Mattila and Wirtz found out that the channel, that customer used in the past to complain, was perceived as less favorable. With the approach of online complaint they noticed, that it gave more availability to complain. Later on Voorhees et al. (2006) explained this difference reasoned by effort and time required.

Talking about descriptive studies of the intensity of complaint behavior online, we can also see that the researches were quite limited: Smith et al. (2012) reviewed the correlation of the posted content and distribution channel; Tirunillai and Tellis (2012) followed the same idea but defined the intensity of complaints with the evaluations of ratings and reviews; Schweidel and Moe (2014) basically divided the intensity into three levels: positive, negative and neutral.

In spite of a strong theoretical base dedicated to the traditional form of word-of-mouth, methods and intentions to complain online, not much has been studied regarding the triggers that might have an impact on the intensity of the online complaint process. This is why this may fill in the gap in the academic knowledge regarding aspects that affect the intensity of the online complaint process.

CH. 2 THEORY

This chapter overviews the past presented literature that allows the current paper to base hypothesis and conceptual model so we can answer the research question.

2.1 Literature Review

2.1.1 Intensity of Online Complaint

Intensity of Online Complaint is conceptualized in this research as a degree of dissatisfaction about a product or service that a person (prospect, actual or past customer) is willing to express in a written or a recorded way, which may be shared and available for the larger audience online using various social media tools. It is very important to decide how to measure comments posted online as it will result in the awareness of the decision makers.

Social media has received a big portion of attention from the researchers' sight in the last years. Starting with the importance of the social media (Watts & Dodd, 2007; Katona et al, 2011; Goldenberg et al., 2012), social impact (Trusov et al., 2010; Aral & Walker, 2012) and online posting behavior of the customers (Schlosser, 2005; Berger & Milkman, 2012; Moe & Schweidel, 2012; Toubia & Stephen, 2013).

There have been various researches that used the data from the message boards and the forums (Kozinets, 2002; Godes & Mayzlin, 2004), product review websites (Moe & Trusov, 2011; Tirunillai & Tellis, 2012) and social media like Twitter (Rui et al., 2009; Toubia & Stephen 2013). However, they all are described by a single point-based format: rating and review (Tirunillai & Tellis, 2012).

Previous researchers like Dolinsky (1994) explained the intensity of complaint using the framework impacted and measured by the perceived importance of the complaint, the distribution of it and the result of the redress. According to another study of Schweidel and Moe (2014), they were researching the correlation between what and where people post: the expressed sentiment within various social media tools. The sentiment was expressed on three levels: positive, neutral and negative. In addition, these researchers referred to "social media choice as General Brand Impressions" (Dillon et al., 2001). They also found out that the consumers tend to post negative comments on the forums in comparison with more positive content in the blogs. Smith et al. (2012) investigated the relationship between what we hear and where we listen. In other words, social media tools, like Facebook, Youtube and Twitter, stimulate customers to express diverse sentiment depending on the brand.

To sum up we can see that the intensity of complaints posted online was studied carefully from different sides. Various researchers explained intensity from diverse points of view, however, there is no research yet that would answer what factors actually influence the intensity of the online complaint behavior.

2.1.2 Online vs. Offline Complaint

Starting in 1981 Jacoby and Jaccard introduced complaints as "an action begun by the individual who entails a communication of disadvantages of a product/service, either towards the company or a third party". Later in 1987 this term is explained as "a consumer's effort to solve an insufficient purchase" by Fornell and Wernerfelt. According to Day and Landon (1977) all the customers' actions in the complaint behavior can be divided into two categories: private and public (Figure 2.1).

The *private* actions, on the one hand, describe decisions that break the relationship with a company or producer and stop purchasing from them again. On the other hand, they stimulate an unsatisfied customer to warn his friends and family regarding the unpleasant product or service. The *public* actions imply an official complaint to the company-producer or third-party institutions involved in the consumer affairs and a process of seeking redress from a company.

Figure 2.1 Customer Complaint Behavior

CONSUMER COMPLAINT BEHAVIOR[a]
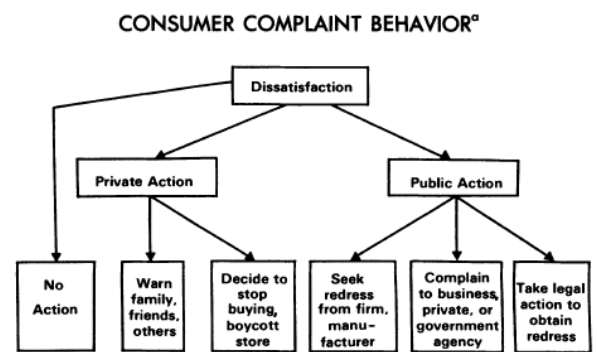
[a]Based on Day and Landon (1977).

Both ways do not seek for direct contact with a company or any other party responsible for the product or service. Whereas, the public ones represent seeking redress from the company, complaining to the third party and taking legal actions in order to obtain redress. In such cases an unsatisfied customer looks for the responsible authority that will be able to reimburse the redress he deserves.

After the social media and online platforms' introduction into the consumers' lives the whole complaint process advanced to a next step. It has never been so free and open for a customer to be heard and listened to. As Winch (2011) mentioned, nowadays Facebook and Twitter have changed the psychology of a complaining consumer. Consumers do not feel embarrassment, threat or inconvenience anymore. There has been noticed a slight shift towards complaint behavior from the private actions to the public ones (Ward & Ostrom, 2006).

The new wave of online complaints is basically a modern form of word-of-mouth but with the second breath. A basic difference between traditional and online forms of word-of-mouth is that one may facilitate consumer information search (Bickart & Schindler, 2001). Traditional world-of-mouth requires a verbal word, while in the Internet people share their reviews and experience in a written form. Every company tends to present its products and services in the best way. However, it happens that these promises are not always realistic. Preparing for a vacation trip, for example, we usually read the reviews on the hotel booking websites in order to make sure we find the suitable price-quality ratio with the help of the honest opinions of visitors (Sea et al., 2004). There are various ways a person can search for the product or service review.

Social Media is a commonly used number of websites and applications in the Internet created for posting and sharing of the content generated by users (Kaplan & Haenlein, 2010). In the same study researchers classified different social media types. First, *blogs*, which can be called an oldest form of social media, are special websites that are equivalent to personal web pages and can come in a multitude of different variations, from personal diaries dedicated to the author's life to summaries of all relevant information in one specific content area (OECD, 2007). Blogs are typically managed by one person only; however, they provide an opportunity of interaction with others through comment section. Because text-based blogs appeared first, they are still the most popular.

The next in the classification is *content communities*. The main objective of them is sharing of media content between users. Content communities exist with a big variety of different media types, including text (e.g., Twitter), photos (e.g., Instagram), and videos (e.g., YouTube) (Kaplan & Haenlein, 2010).

Social networks is the last relevant for the current study in the taxonomy of Kaplan and Haenlein (2010). Social networking sites are applications that enable users to connect by creating profiles with personal information, connecting with friends and colleagues sharing the access to those profiles, and sending instant messages each other. The profiles usually represent any type of information, including photos, video, audio files, and blogs. The most popular social network worldwide is Facebook, while Vkontakte takes the leading place in the Eastern European countries.

Generally speaking, customers' willingness to complain has significantly increased with the invention and fame of the new social media techniques. Therefore, we can say that online complaint behavior has experienced changes. In accordance with Ward and Ostrom (2006), such a shift is considered to become easier as complaints transform to public from the private ones.

2.1.3 Audience Size

Another important difference that helps to distinguish online and offline word-of-mouth is the audience. Sharing word-of-mouth usually involves more than one person. The past researchers like Brown and Reingen (1987) actually evaluated how strength of relations influences the word-of-mouth effect. Generally, they studied the effect of the audience type. On the one hand, Granovetter (1973) implied that weak connections between parties describe more distant type of acquaintances. On the other hand, the stronger ones are represented by close friends and family members, those who have more close type of relationship. First, Frenzen and Nakamoto (1993) proved that the weak connections are less likely to receive valuable information in comparison with the strong ones, as people tend to be more hesitant. Second, Brown and Reingen (1987) said that people find strong ties as more authoritative and reliable in terms of source of information.

The offline complaint process implies communication between two people, while the online word-of-mouth is considered to involve a bigger number of friends, readers, subscribers and/or followers. In other words, we can notice a gap between narrowcasting and broadcasting (Barasch

& Berger, 2014). This study was focused on the correlation of the audience size and the type of content people share.

Toubia and Stephen (2013) came very close to the study of the number of followers in Twitter. However, their main interest was to find the correlation between the number of followers and the frequency of content posting. They compared profiles of commercial and noncommercial users and came to the conclusion that Twitter is a platform that is assisting noncommercial profiles in getting in touch with the commercial ones rather than their own kind. The researchers like Kwak et al. (2010) and Cha et al. (2010) used the number of followers as an indicator of the influence, ranking and success of the account in Twitter and other platforms.

As we can see, researchers have already realized that the audience size or the number of followers will result on the quality and the frequency of posting of the content online. However, there has been no study yet that would have covered the correlation between this aspect and the intensity of online complaint.

2.1.4 Product Segment

Product segment is defined in this research as groups of products that are divided by affordability criteria: luxury and non-luxury. A study conducted by Bolfing (1989) investigated the relationship between the product segment of the hotels (budget, middle-level and luxury inns) and the unhappy customers' intentions to complain. Generally, it was not a surprise that the luxury inn guests were more satisfied than guests at the middle-level service inns, who, in their turn, were happier than the budget inn respondents. Moreover, customer expectations increased when guests changed from a budget to a luxury inn; thus, it would seem that the product segment influences the expectations of the hotels. In the same study Bolfing found out that the respondents or guests of the luxury hotels had higher tendency to use negative word-of-mouth in their circles instead of complaining to the responsible people at the hotel. An earlier study of Churchill and Surpernant (1982) confirmed such influence of the product segment on the expectations.

2.1.5 Accessibility

Accessibility in this paper is expressed as a level of financial affordability and availability to purchase products or services across countries in different parts of the world. Every country represents a unique market and consumption potential due to the local economic, political, legal, social, cultural and other reasons. Talking about the cosmetics industry we can identify the biggest market shares: North America, Western Europe, Asia-Pacifica and Latin America (Lopaciuk & Loboda, 2013). The research by De Mooij and Hofstede (2002) showed that customers have lower degree of accessibility in less wealthy countries than consumers in more wealthy ones. However, the accessibility of each region depends on various factors: Gross Domestic Product, Use per Capita, Purchasing-Power Parity, currency exchange rate and so on. In this study we decided to use the GDP index of the last years in the countries selected for this research (Wikipedia, GDP (nominal and PPP) source, 26th April, 2015). Overall, these countries are separated into two economic groups (Table 2.1 in the Appendix).

Another aspect significant for accessibility is the price formation. There are multiple elements that the final price of a product or service consists of for the final customer. Some customers might not be aware why it happens even though it is possible to compare prices in online shops, for example. Table 3.3 in the Appendix shows the overview of the prices for the products used in the following experiment. We can see how the price varies across countries. It can be explained by the fact that the producing country is able to sell the products cheaper in comparison to the exporting countries due to the absence or lack of transport costs, licenses and/or certificate fees, import taxes, duties and other expenses. Exporting countries might have higher pricing caused by the aspects discussed before and margin of a distributor(s). Sarris and Freebairn (1983) started sharing such information about the pricing formation and the local influence of the international commodity prices.

2.1.6 Average Price

Average perceived monetary price refers to an amount of money usually spent on a product (a lipstick in the experiment later on) in this study. Naturally, price plays a very important and sometimes even a crucial role in the customers' purchase behavior. Some researchers saw it as a trigger to the evaluation of the quality (Jacoby & Olson, 1977), others as a valuable factor influencing pre-purchase steps in the decision making process (Rao & Monroe 1988, 1989). Grewal (1995) and Voss et al. (1998) were one of the researchers whose findings explained the interaction between the price paid by a customer and expectation, as a pre-purchase step, and satisfaction, as a post-purchase one.

Prior theory showed that not only customers' expectations and satisfaction were impacted by the paid price but the complaint behavior as well. Following the same idea to measure the impact of the price on the complaint behavior, Kolodinsky (1992) conducted another research. She found an interaction between the price and the complaint behavior with the significant meaning. However, previous research mentioned above has to be updated in order to see the relation between the average perceived monetary price and the intensity of complaints posted online.

2.1.7 Expectation Gap

Expectation is a perceived standard of each individual, based on the past knowledge and experience, that allows to judge a product or service's performance. Churchill and Surprenant (1982) argued that the expectations of an individual are, first, confirmed when a product performs as expected. Second, they are negatively disconfirmed when the product or service end up more poorly than expected. Third, it is positively disconfirmed when the products act better than expected.

When a customer feels disconfirmation of his expectation, it can end up with the *satisfaction* (positive and negative). Westbrook (1980) studied a connection between satisfaction and expectations using different product categories. As described by Day (1984), dissatisfaction acts as stimuli to consider complaint behavior.

Expectation gap is operationalized in this study as the difference between the degree of expectation and satisfaction (Schubert & Selz, 1999). One of the first scientists was Spector (1956) who showed that such a gap leads to increase its difference due to the "surprise effect of facing the unforeseen dissimilarity". Almost at the same time Festinger worked on the theory of cognitive dissonance (1957). There he expressed the following idea: a person receives an incongruity and cognitive dissonance in case he receives a low-valued product when he expected a high-valued one. Some scientists considered an expectation gap as the "confirmation or disconfirmation paradigm" (Oliver, 1980) and explained complaint behavior with the cognitive dissonance theory, the attribution theory (Mizerski et al. 1979) and contrast theory (Engel & Blackwell 1982; Howard & Sheth 1969; Cardozo 1965). Later on Hunt (1977), Oliver (1980) and Tse and Wilton (1988) found that such a gap between expectations and satisfaction may be a trigger that serves like a source of complaints. Lastly, Grewal (1995) was the one who was looking for the influence of such an expectation gap and the level of expression of word-of-mouth.

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To sum up, the transition between that traditional and new, online, form of word-of-mouth has significantly changed over the last decades. The modern society is much more involved in the online communication using different social media tools. Therefore, the complaint behavior has advanced in the same direction including the active presence of companies online and the direct access to get in touch for any matter. However, not many studies have been dedicated to the factors that actually influence the online complaint behavior. Thus, we saw a gap in the academic insight that should be filled in with the up-to-date knowledge.

2.2 Conceptual Model and Hypotheses

Based on the findings from the previous chapter it is possible to create a framework of the current research and form hypotheses. First, the hypotheses regarding expectation will be discussed and then other, explaining the intensity of online complaint.

Some people might believe that luxury products perform better than the non-luxury ones. This idea should influence the level of expectation at the pre-purchase step. Bolfing (1989) found that customers may increase their expectation when the shift from a low-priced to a luxury hotel occurs. For this reason we can formulate the first hypothesis:

H1. Luxury product will lead to higher expectation of a product compared to non-luxury one.

Another pre-purchase trigger that might influence the expectation evaluation is the average perceived monetary price. Voss et al. (1998) studied the cause of satisfaction and in their conceptual model tested the effect of price on the expectations of the product. In their study the researchers also referred to the prior papers that examined the same trigger of a pre-purchase decision (Dodds et al., 1991; Grewal 1995; Rao & Monroe 1988, 1989). Besides, a study of

Cardozo (1965) confirmed the impact of perceived monetary price as an influencing factor of expectations. According to this knowledge, we can prepare the second hypothesis:

H2. When the product costs more than average perceived monetary price expectations will rise.

Intensity of online complaint is an appealing topic nowadays and yet not much has been described about the factors that might impact its level. An interesting fact, discovered by Bolfing (1989), in her research is: product segment affects the way a consumer complains. Guests from the luxury hotels were more likely to use word-of-mouth in comparison with complaining to the responsible party. Moreover, Zeelenberg and Pieters (2004) identified a significant relationship between increased negative word-of-mouth and dissatisfaction with luxury brands. We can see the difference in the way of complaining and, therefore, we can mirror prior research to the third hypothesis:

H3. Luxury product will increase the intensity of online complaint compared to non-luxury one.

Another take on the influencers of the online complaint intensity is the accessibility of products in various countries in the world. The research by De Mooij and Hofstede (2002) showed that customers have lower degree of accessibility in less wealthy countries than consumers in more wealthy ones. In addition, Leisen and Prosser's (2004) study showed that, in case of dissatisfaction, customers' low affordability will increase negative flow of word-of-mouth. Therefore, we can state the next hypothesis:

H4. Lower accessibility of products will be associated with higher intensity of online complaint.

A further trigger of the intensity of complaint may be predicted due to the study written by Kolodinsky (1992). She proved a statistically significant influence of price on the complaint behavior. Moreover, negative word-of-mouth is influenced by higher price in case of dissatisfaction (Richins, 1983, 1987). Then we can say that:

H5. Paying more than average perceived monetary price will increase the intensity of complaint.

The difference between expectation and satisfaction as the comparison of pre- and post-purchase steps has always been an interesting topic for the research. First, Spector (1956) explained that a large gap between expectation and satisfaction leads the customer to increase this difference due to the "surprise effect of facing the unexpected distinction". As Festinger presented his theory of cognitive dissonance (1957), where he suggested that a person who expected a high-value product but instead received a low-value one will then identify discrepancy and tempt cognitive dissonance. Finally, Grewal (1995) supported in his paper the idea that customers with higher satisfaction level or smaller expectation gap share less negative or intense word-of-mouth. According to this we can formulate the following:

H6. A larger gap between expectations and satisfaction will lead to higher intensity of complaint.

Researchers studied the audience size in the past. They saw the influence of this factor on the frequency of posting (Toubia & Stephen, 2013), success of the account (Kwak et al, 2010; Cha et al., 2010) and what actually customers post online (Barasch & Berger, 2014). The last research by Barasch and Berger (2014) dedicated to narrowcasting and broadcasting proposed that customers, who have larger volume of the audience, keep away from posting content that can put them to a disfavored position. In other words, they tend to complain less negatively. Thus, the last but not the least hypothesis is:

 H7. The audience size will decrease the intensity of an online complaint.

Based on the previous chapter the estimated framework looks the following way (Figure 2.2):

Figure 2.2 Conceptual Model
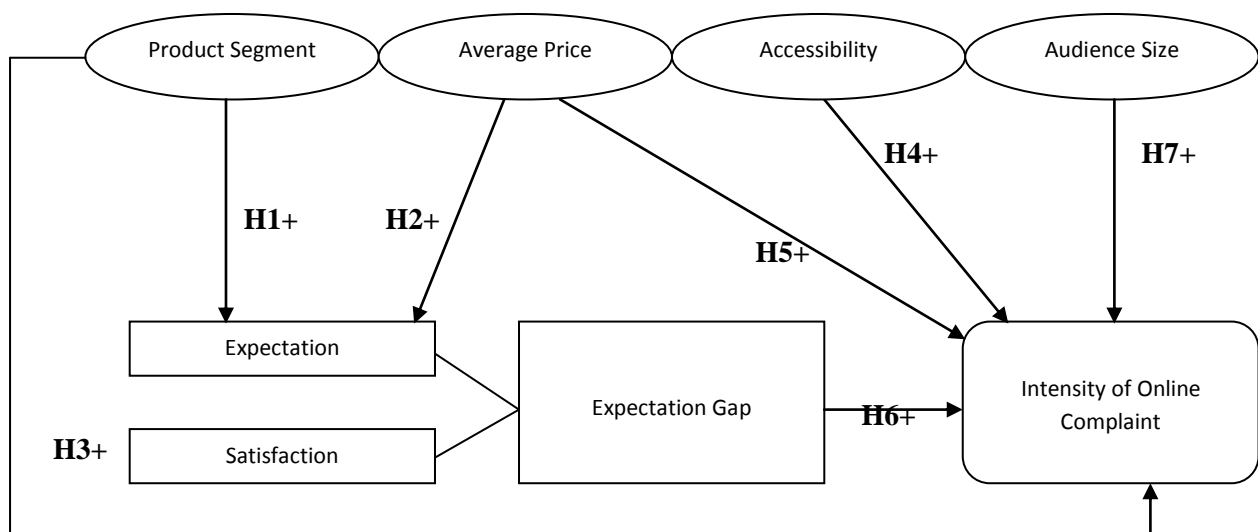
CH.3 METHODOLOGY

The following part briefly introduces the reader with method, sample criteria for inclusion, manipulations and variables.

3.1 Method

The hypotheses were evaluated with the help of an online survey experiment. Each of the independent variables appeared at two levels. Therefore, the design was two-by-two factorial, as presented in the Table 3.1. It was used to evaluate the causal effect of an intervention on the target population. Due to the fact that the selected respondents actually live in various countries around the world and in different time zones, the only possible way to collect the data was using an online marketing survey tool, such as Qualtrics. The participation was volunteer, however, a luxury makeup product, randomly awarded to two of the respondents, was used to motivate for participation of an experiment.

Using the rule of thumb, an expected estimation of a sample size was 30 respondents per cell.

Table 3.1 Experimental Design

Intensity of Online Complaint		Economic Group	
		Western	*Eastern EU*
Product	*Luxury*	A	B
Segment	*Non-luxury*	C	D

The survey was prepared, initially, in the English language. It had to be translated into the Russian language because we collected the data from two economic groups speaking two different languages. In order to secure the quality and security of content, the back translation from Russian into English was provided by a third party that was unfamiliar with the original English version. Inconsistencies were discussed and resolved.

In order to create satisfaction and expectation gap variable we used a hypothetical scenario that each group received (described below). It had to create a dissatisfying image in the mind of a respondent. This hypothetical scenario described the situation of a purchase, expectations and an actual dissatisfying result of a purchase of the product. Having stimulated both the expectation and satisfaction in this experiment it represented the expectation gap in the model.

"Imagine a situation: you are invited as a hosting beauty blogger to a presentation of a new product and an after-party. Of course you want to look fabulous. Your dress, shoes, jewellery and purse are all ready as a perfect combination. You spent an afternoon thinking about a makeup look and a hairstyle. Everything looks promising; however, you suddenly realize that you don't have a lipstick in the required shade. You go to a cosmetics store in your neighborhood and see a brand new lipstick mentioned above. A pleasant consultant presents it as a long-lasting, beautiful lipstick with a rich payoff. Perfect for tonight.

- I will give it a go, you think. Then go to a counter and purchase. On the way back home you discuss with your friend on the phone how excited you are to try the product on your lips and hoping that the product will match or even exceed your expectations.

When you come back home things are very different. Despite exciting promotion at the brand booth you understand that this lipstick is not adorning you tonight. The taste turned out to be a bit bitter; the color payoff is not as strong as you wish and the lipstick itself wipes off pretty fast. You decide to give it a minute to "sit" on your lips hoping that this taste will disappear. While waiting, you notice that the lipstick is stickier than you would prefer it to be.

You have already spent your money on a lipstick and now you are running out of time to find something new. You immediately wipe off the leftovers of a lipstick and swear to yourself never to use it again."

3.2 Criteria for Inclusion

An estimation of criteria for inclusion is one of the most crucial steps in the research. It allows an investigator to select the relevant respondents suiting the limitations of a research and exclude the non-relevant ones.

Talking about the demographics, as shown in the Table 3.2 in the Appendix, this experiment focused on two fundamentally different cultural and economic groups: the Western, group 1, and the Eastern European, group 2. The regions may slightly differ on the geographical focus, nevertheless, they were chosen by criteria of the common economic factors due to the similar financial, legal and economic policies. Therefore, a blogger had to be the resident of listed countries and publish her content in English or Russian respectively. Due to the fact that makeup and cosmetics industry is dedicated mostly to the female target audience the current study included only female beauty bloggers, excluding the male ones. Because of the recommended average age of using decorative cosmetics, the age criteria was limited from 16 up to 50 years old. Because an experiment included a luxury makeup product, an actual usage and purchase at least once in two months of the luxury segment were required.

Beauty blogging is defined as an active periodical posting using the various communication tools online. Therefore, bloggers should use Twitter, Facebook, Vkontakte, Youtube, Instagram accounts and their own blog website (one, combination or all) with a related content to communicate their messages. An entry posting criteria was at least one blog a month. The audience that receives these messages had a minimum floor of 50 subscribers, followers or/and friends.

3.3 Manipulation

3.3.1 Expectation via Product Segment

Product segment was a between-subject manipulation. At the beginning of the experiment respondents saw a product's brochure with pictures of the promotional campaign of the product. The respondents randomly received an overview of one of two products (lipstick) from different segments: either from the luxury segment (Image 3.1 in the Appendix), the Dior brand, *Dior Addict Extreme*, or from the non-luxury one (Image 3.2 in the Appendix), the Avon brand, *Avon Ultra Color Absolute Lipstick*. Description of the product in the experiment (Dior official website, 26th April, 2015):

"The (brand) fashion lipstick goes Extreme: vibrant colors and a wet-look texture with flawless hold teamed with bold and sophisticated (brand) styles. A new style means a new dress code: the new (product's name) case flaunts a sheer, vibrant black. Absolute black, mysterious black, timeless black. At the heart of its new sensual, luscious texture, 4 expert waxes deliver targeted action with the perfect combination of extremes in a single formula. An extraordinary technical feat that provides flawless hold, comfort and shine in an astoundingly fine film."

With the help of this abstract we manipulated product segment and expected that it will result in impacting the expectation of the presented products.

3.3.2 Accessibility via Country

The questionnaire was distributed to two different economic and cultural regions as accessibility of the mentioned products in those regions varies due to the different charges and costs involved in the pricing models per country. There might be tax, transport, import duty, excise duty, license, certifications and so on. For example, the import charges in the Russian customs are quite high because they always include tax, imported and excise duties. In its turn, it influences higher reseller price if we compare it with the producing country.

Respondents were provided with the list of prices in different countries for both Dior and Avon lipsticks (Table 3.3 in the Appendix, References: DIOR and AVON online prices, 26th April, 2015) with a short comment section. Seeing various price points of the tested lipstick in the region, a respondent is supposed to compare the value she paid with the others.

"Here you can find a list of prices for the product you were not satisfied with. Please, read it carefully and compare pricing in your country with others. If you compare prices in your region will your degree of satisfaction change?"

3.4 Variables

Accessibility. In order to measure it, the questions like: "How accessible do you think this lipstick is in your country? Do you find this product easy to purchase in your country? Can an average person in your country afford the lipstick mentioned above?" were used.

Audience size. A question that respondents received was "What is the approximate number of friends/followers/subscribers you have in one of the platforms you use?".

Average price. Respondents indicated the regular average perceived monetary price they are willing to pay for a lipstick "What price on average are you paying for a lipstick?" which varies from 0 to a 100 EUR.

Country. This variable was used with a binary measure: the Western countries and the Eastern European countries. There have been two samples collected so this dummy variable was assigned after the data was collected. However, in the selection process of the respondents who fit the entry criteria, an actual check question "Where do you live" with the options of the selected countries (the UK/ the USA/ Canada/ Ireland and Russia/ Kazakhstan/ Ukraine/ Belarus/ Estonia) and "other". Those who selected "other" and mentioned a country out of the listed ones was excluded of the final sample. With the intention of comparing only the economic groups in between, we are not looking for any similarities or differences inside these groups.

Expectation. This variable was measured by asking respondents to evaluate their expectations based on the manipulating materials provided at the beginning of the experiment (a short product description). To distinguish this variable the measurements of Fornell et al. (1996) were used. There will be three expectations measures collected at the pre-purchase step on a ten-category scale each: (1) overall expectations of quality; "How would you rate your expectations of the overall quality of the lipstick?" where 1 is "extremely low" and 10 is "extremely high"; (2) expectations related to customization (how well a product suits the customer's personal requirements); "How well do you expect the product to meet your personal requirements?" where 1 is "not meeting at all" and 10 is "reaches my highest level"; and (3) expectations regarding reliability (how often things would go wrong); "How often do you expect that things could go wrong with the product?" where 1 is "never" and 10 is "always".

Expectation gap. The gap here was computed as a difference between perceived overall expectation of a product and actual satisfaction received.

Intensity of online complaint. First, perceived intensity of complaint was measured by four questions on a ten-category scale each (Pandya, 1991). The questions that respondents received were: "I am sure you can already imagine a complaint you are about to post online. In this case… How much emotional will it be? How much anger will you express there? How much sarcastic will you complaint be? How much scathing will you post be like?" where 1 is "absolutely not emotional/angry/sarcastic/scathing" and 10 is "absolutely emotional/angry/sarcastic/scathing".

Product Segment. This variable was measured on two levels: the luxury makeup segment (Dior Addict Extreme product) and the non-luxury one (Avon Ultra Color Absolute Lipstick). This variable was randomly manipulated as described in the manipulation subsection above.

Satisfaction. Afterwards, at the post-purchase step, satisfaction (ACSI) was measured on three levels as well: (1) an overall evaluation of quality experience; "How satisfied are you with the product now?" where 1 is "extremely not satisfied" and 10 is "extremely satisfied; and (2) the degree of expectancy (dis)confirmation (actual performance exceeds or underperforms the expectations); "Considering all expectations that we have discussed, to what extend has your expectations changed?" where 1 is "extremely negatively decreased" and 10 is "exceeded my expectations"; and (3) a rating of performance relative to an ideal product in the category; "Now I want you to imagine an ideal lipstick". How well do you think this lipstick compares with this ideal one?" where 1 is "absolutely worse than my ideal lipstick" and 10 is "absolutely better than my ideal lipstick". The scale, suggested by ACSI, was a ten-point rating scales (Fornell et al., 1996).

CH. 4 RESULTS

The target of this study is to explain what actually affects the intensity of online complaints. In order to see the outcome of the predicted factors on the intensity of the online complaints, the data was collected from an online experiment and filtered according to the criteria for inclusion. In this chapter you can also find a report with the scale reliability, descriptive statistics (see in the Appendix under 4.3), and tools that will help to explain the conceptual model, hypotheses and evaluate the findings.

4.1 Data Collection

In order to gather the data, the Qualtrics website was used in building of the experiment. Data collection took almost 4 months. The respondents were invited to participate in the experiment via Youtube, Facebook and Vkontakte profiles, public pages and groups dedicated to the bloggers, LinkedIn, Instagram, hash tags in Instagram, personal websites, and the country-based rankings of bloggers on the Internet.

In order to find bloggers, who fit the initial criteria for inclusion, their accounts and profiles were checked carefully. Overall, there have been 1,687 invitations sent by email, where 608 and 1079 were distributed in the Eastern European and the Western countries respectively. It was also noticed, that the Eastern European bloggers responded more often.

Another difficulty appeared due to the high dropout rate. Out of 253 surveys started, 161 the Eastern European respondents actually finished, while the Western ones started 121, 107 surveys were completed. Out of all complete surveys, cases that did not correspond to the selection criteria were excluded. We discarded respondents who were not residents of the listed countries and did not speak either English or Russian language respectively because we had to focus only on the selected countries. The minimum size of the audience should have been not less than 50 followers or subscribers and post content not less than once a month because we had to target bloggers, who are active online and have enough audience to influence. Finally, the respondents should have been active users of luxury make up products and should have had a purchasing ability not less than once in two months. Otherwise, the manipulation of product segment did not make sense for those, who were not actual users of the luxury make up products. However, the full dataset may be useful for further or relative research. Eventually, depending on the answers for the filtering questions for criteria for inclusions the final sample (N=156) looked the following way (Table 4.1):

Table 4.1 Final Sample

Intensity of Online Complaint		Economic Group	
		Western	Eastern EU
Product Segment	Luxury	35	44
	Non-luxury	34	43

4.2 Report on Scale Reliability

Before we used the statistical tools and found out the test results of the hypotheses we had to make sure that the used scales were reliable enough. "Accessibility", "Expectation", "Satisfaction", and "Intensity of Complaint" variables consisted of multiple items. Reliability of those variables can be found in the Table 4.2 in the Appendix. The Coefficient of Cronbach's Alpha, equal to 0.761 for "Accessibility", 0.913 for "Expectation", 0.849 for "Satisfaction", and 0.867 for "Intensity of Complaint", shows us this result.

Initially, "*Expectation*" and "*Satisfaction*" were represented by 3 questions. However, a check of the scale reliability for both variables was less than 0.7, which significantly undermined the power and reliability of variables. Therefore, the scales were computed based on 2 out of 3 items only (one item with the lowest item-total correlation was excluded), otherwise averaging responses across the 3 items to construct a scale was not justifiable.

The descriptive statistics of variables can be found in the Appendix *(4.3 Descriptive Statistics*, Tables 4.3 and 4.4).

4.3 Hypotheses Check

To test Hypothesis 1 an ANOVA was conducted with expectation as dependent variable and product segment as independent variable. The effect of product segment is statistically significant and positive, b=2.868, t=6.492, p=0.000, meaning that expectations are indeed higher for luxury products than for non-luxury ones.

To test Hypothesis 2 a Linear Regression Model was used where expectation as dependent variable and average price as independent variable. The effect of average perceived monetary price is statistically insignificant, b=-0.023, t=-1.573, p=0.118, meaning that when a lipstick costs more than average perceived monetary price does not have any statistically significant impact on intensity of complaint.

To test Hypothesis 3 an ANOVA was performed with intensity of online complaint as dependent variable and product segment as independent variable. The effect of product segment is statistically insignificant, b=0.202, t=0.427, p=0.670, meaning that product segment has no statistically significant effect on intensity of online complaint.

To test Hypothesis 4, first, an ANOVA was run where accessibility as dependent variable and country as independent variable. As a result, b=-0.505, t=-0.425, p=0.236, we can see that there is no statistically significant difference groups regarding accessibility. Second, a Linear Regression Model was used with intensity of online complaint as dependent variable and accessibility as independent variable. The effect of accessibility is statistically insignificant, b=-0.052, t=-0.561, p=0.576, meaning that accessibility across countries does not cause any statistically significant effect on intensity of online complaint.

To test Hypothesis 5 a Linear Regression Model was conducted where intensity of online complaint as dependent variable and average price as independent variable. The effect of average

perceived monetary price is statistically significant and positive, b=0.054, t=3.528, p=0.001, meaning that paying more than average for a lipstick will statistically increase intensity of online complaint.

To test Hypothesis 6 a Linear Regression Model was used with intensity of online complaint as dependent variable and expectation gap as independent variable. The effect of expectation gap is statistically insignificant, b=0.046, t=0.717, p=0.474, meaning that there is no statistically significant impact of expectation gap on intensity of online complaint.

To test Hypothesis 7 a Linear Regression Model was run with intensity of online complaint as dependent variable and audience size as independent variable. The effect of audience size is statistically insignificant, b=-2.086E-6, t=-0.455, p=0.660, meaning that audience size does not have any statistically significant effect on intensity of online complaint.

After using multiple analytical tools and testing the conceptual model, we can see the results of the hypothesis: whether they are supported or rejected (Table 4.5).

Table 4.5 Hypothesis Overview

Number	Hypothesis	Result
H1	Luxury product will lead to higher expectation of a product compared to non-luxury one.	Supported
H2	When the product costs more than average perceived monetary price expectations will rise.	Rejected
H3	Luxury product will increase the intensity of online complaint compared to non-luxury one.	Rejected
H4	Lower accessibility of products will be associated with higher intensity of online complaint.	Rejected
H5	Paying more than average perceived monetary price will increase the intensity of complaint.	Supported
H6	A larger gap between expectations and satisfaction will lead to higher intensity of complaint.	Rejected
H7	The audience size will decrease the intensity of an online complaint.	Rejected

CH. 5 GENERAL DISCUSSION

In this chapter, first, the research question will be answered, second, the managerial and academic implications will be discussed and at the end the limitations and suggestions for further research will be covered.

5.1 Answering Research Question

The main research question was: "*What Factors Affect the Intensity of Online Complaints of Beauty Bloggers*?". But in order to answer the main research question we had to cover the sub-questions first. According to the results we could conclude the following:

1) Do more expensive products create higher expectations in the mind of a customer than cheaper ones?

They do and this result is in line with the previous research by Bolfing (1989), who stated that the degree of expectation increases with a change of the product segment of hotels. Knowing this information any company in a luxury segment has to take into consideration and control what promises they promote and how the brand is presented. Claiming to be luxury means also higher responsibility for such a loud statement. It is not surprising that customers do expect more from the luxury products.

2) Does average perceived monetary price of products boost this expectation?

We anticipated that higher level of average perceived monetary price would increase the expectation level like in the studies of Dodds et al., (1991); Grewal (1995); Rao & Monroe (1988, 1989), Voss et al., (1998), Cardozo (1965). However, there was no statistically significant influence on the expectation due to the fact that expectation is influenced by other factors. Bloggers may rely on quality, tactile and taste sensations or other sources of information as the guidance to expectations, but not the price. Thus, the expectations will not be very influenced by this factor.

3) Does luxury product increase the intensity of online complaint compared to non-luxury one?

Originally, we expected that the way product segment influenced the expectation level, the same way the online complaint intensity will be affected because it goes in accordance with the studies of Bolfing (1989) and Zeelenberg and Pieters (2004). Nevertheless, this hypothesis was rejected due to the fact that there was not found any statistically significant impact on the intensity of complaints. Such an unexpected result may be caused by beauty bloggers' willingness not to complain online but to obtain redress in any other form due to the difference in the product segment. High dissatisfaction of luxury products may motivate people to take actions instead of talking about this result.

4) Is the degree of the intensity of an online complaint enlarged by accessibility of products in different countries around the globe?

Asking this question we expected the result to be positive and supporting the hypothesis like for the study of Leisen and Prosser's (2004) and De Mooij and Hofstede (2002). However, accessibility in different countries did not have any statistically significant effect on the intensity of online complaints. Perhaps, we may say that the there is no more difference in accessibility between the countries and Douglas and Craig (1997) noted that such a case explained generation of larger markets in one region that was united by economic and social-cultural factors. Talking about the beauty bloggers` accessibility to products, it is slightly different from the general audience of customers. Bloggers usually have relatively easy access to products: either they use their network of colleagues and order a product that, for example, is not widely distributed in their country, or, they can contact the company itself and request some samples or trials for review purposes. Therefore, the accessibility may not be a crucial factor for online complaint behavior.

5) Will paying more than an average perceived monetary price cause the growth of the intensity of online complaint?

In accordance with the results of Kolodinsky (1992) and Richins (1983, 1987), the hypothesis was supported and we can see that the price is one of the most important drivers of the intensity of online complaints. An appealing observation occurred here: according to the sample we analyzed the influence of price on expectations was not confirmed, while the effect on the intensity of complaint was. Unlike the previous hypothesis regarding the average perceived monetary price, we can see that here the effect was statistically significant and it should give a hint to companies: the more customers spend, the more intensively they may complain online later on. So realistic pricing or value-added deals and promotions may help to solve this case.

6) Is there a relation between higher intensity of an online complaint and an expectation gap?

Asking this question we predicted to find the statistically significant increase of the degree of the intensity of the complaint influence by the manipulated expectation gap. Nevertheless, unlike the study of Grewal (1995) the result of this hypothesis was not supported in our research. On the one hand, the quality and reliability of the original scales (Fornell et al., 1996), used in this study, were not sufficient enough. In order to have reliable scales of "Expectation" and "Satisfaction" variables we had to exclude one of the three questions in each variable. Therefore, we suggest that implementing these constructed measures might not be enough valid to draw conclusions, thus, attempts to replicate Fornell`s study are essential for science. On the other hand, even facing this expectation gap, bloggers tend to keep using the product further in various conditions seeking for manifestations of advantages and disadvantages. Eventually, this gap becomes less noticeable and blogger's complaint is more calm, reasoned and professional. Thus, we can say that bloggers may not complain more intensively because of the expectation gap.

7) Does the audience size impact higher level of the intensity of complaint?

The last question was expected to be positively answered, too. This hypothesis, based on the findings of Barasch and Berger (2014), was rejected. There was no statistically significant

interdependence found in the analysis of the current research. Such an interesting conclusion may be explained by the fact that beauty bloggers position themselves as regular people regardless the number of followers and subscribers they have. They present themselves as friends who are sharing experience and information for altruistic purposes, unlike, for instance, journalists or public people who may earn some benefits. Therefore, the intensity of their online complaints may not be guided by the number of followers. These findings showed that perhaps there is ground for further research of boundary conditions to findings of Barash and Berger.

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To sum up, we can conclude that out of five factors (product segment, average perceived monetary price, accessibility, audience size and expectation gap) only the price variable has statistically significant influence on the degree of the intensity of the complaint. Despite the fact that the correlations with the rest of the variables were scientifically grounded, looked reasonable and promising, no significant influence was found. However, we can observe it as a result of the low power of the data. Perhaps, if the sample included more respondents qualifying the inclusion entry criteria the results would be statistically significant.

5.2 Academic and Managerial Implications

Online complaint is a new form of word-of-mouth and has received a big portion of attention the last years. Prior research used the data of review websites, forums and social media and measured complaints only with a single point-based format represented by review and rating (Kozinets, 2002; Godes & Mayzlin, 2004; Moe & Trusov, 2011; Tirunillai & Tellis, 2012; Rui et al., 2009; Toubia & Stephen, 2013). Theorist made some attempts to cover the intensity of the online complaints, although, have not made much progress yet. Researchers like Smith et al. (2012) studied the content of the post and the social media tool. Another paper by Schweidel and Moe (2014) explored the intensity of complaints available to the masses; however, they measured the intensity of complaints as the sentiment on three levels: positive, neutral and negative. Therefore, we can see that there is a gap that our paper filled in. In this study we tested intensity of online complaints on the very specific sample – beauty bloggers; measured it on a ten point scale and discovered what factors influence the increased degree of such an expression.

Blogging and social media are indeed effective tools; however, it can become a foundation for negative expressions by unhappy clients (Thevenot, 2007), like "United Breaks Guitars". The higher the level of dissatisfaction is, the more likely a consumer will voice a complaint (Singh & Pandya, 1991): a complaint may go viral, remain so eternally (Harris et al., 2006), result in a significant damage of the image and reputation of the company (Richins, 1983), and minimize customer turnover (Fornell & Wernerfelt 1987; Fornell 1992). Companies should treat online complaints with great care, especially negative and intense ones.

Before purchasing any product or service, a customer has a certain level of expectations. This level may be influenced either by promotional campaigns and advertising or by the individual's subjective reasons. Various scientists conducted research on the attributes that influence the level of expectations. Our study confirmed that the luxury products (in contrast with non-luxury ones)

can cause an increase of the level of expectations of beauty bloggers. Characterizing beauty bloggers as customers, who have a deep insight and understanding of makeup products on the market, we may say that it is less easy to trick them just with the brand name. Because they know the real value of the product, competitive products and substitutions, the brand name will not mean much to them, but it actually does. Therefore, luxury brands should double check what brand image they create as customers rely on the brand name and automatically assume that the quality of the product or service will be appropriate.

Surprisingly, we did not find the price attribute to have any impact on the expectations of the beauty bloggers in this study. Besides the fact that usually regular customers find price one of the most crucial factors in the construction of expectations, this study confirmed no correlation at all. In other words, beauty bloggers may pay attention to other factors like quality, tactile and taste sensations rather than price. Perhaps, they may fairly evaluate the price attribute as a matter of local tax, distribution and margin involved. Hence, after conducting a research of attributes that their target audience is looking for, companies have to make sure they sell a product as a combination of appropriate quality, price, information level, taste, sense, tactile sensations and any other attributes concerned by their target audience.

Our research defined five factors that described the influence on the intensity of bloggers' online complaints. First, product categories may always be presented as one of the leading evaluating factors of the complaint behavior, however, not in this case. This finding may be explained by the fact that two product categories (luxury vs. non-luxury) might motivate customers to take different actions in case of their dissatisfaction. In other words, being disappointed by a luxury product, beauty bloggers may not be looking forward to complaining online at all. Perhaps, this factor may stimulate obtaining redress is any other suitable form. Talking about apologies, return, compensation, or other forms of redress, it has always been one of the triggers of restoring the positive brand evaluation and increasing the likelihood of a second purchase (Conlon & Murray, 1996). Now imagine what an impact such a careful customer relationship management online may have: once unhappy clients receive their redress online, they might share with the same audience that was negatively affected by the complaint before.

Basing on previous research, this study confirmed the influence of price factor on the degree of intensity of online complaint of beauty bloggers. An understanding of an average perceived monetary price is estimated individually and may be affected by factors, like GDP, average salary, PPP. Nevertheless, when beauty bloggers pay more than average for a product (a lipstick in the experiment) and the result is dissatisfying, she might be eager to complain online more intensively. This finding may call companies for actions: first, companies have to conduct a research and find out what the purchasing power of the target audience is and, second, to formulate price in an adequate and a realistic way. In case companies in upper-middle and luxury segments keep high prices for their products, they should find a way to leverage the value for a customer. An optimal solution might be the addition of promotions (including discounts) and more valuable deals (buy 1, get one free or range packages of a full size product and extra miniatures of related products).

Sometimes having access to products is not easy in some countries. Regular customers may face a lack of information about the product, low distribution around the country and even unrealistic pricing that makes a product unaffordable. Unlike real customers, beauty bloggers might have a solution: using their network of colleagues and companies providing free samples. The network of beauty bloggers around the world is based on targeted groups and communities where bloggers exchange information, products and arrange collaborations. Another possible way to have access to poorly accessible products is the PR relationship with companies. Being sent products for review is one of the ways in which bloggers are not affected by low accessibility in their countries unlike regular customers. Below you can find two screen shots of the examples of a partnership and fashion show event in cooperation with a blogger (Image 5.1, 5.2 in the Appendix).

First impression is one of the most important factors in the product's evaluation. Regular customers may judge a product too fast in case their expectation does not meet satisfaction. Then (s)he may be very unhappy and eager to complain intensively. Theoretically, the same should have applied to the beauty bloggers. However, this may be explained by the fact that their actual job is to evaluate a product under different circumstances in a longer timeframe in order to observe various manifestations. It may take some time and for this reason bloggers may tend to write their reviews in a less intense manner, but more in balanced, calm and professional way. Hence, an expectation gap may not be a factor to underrate either, so, companies should to be very careful what they promote because once the product does not meet promises and create dissatisfying results, perhaps, in combination with other factors, an intensive complaint posted may become a bomb.

Due to the fact that bloggers have an audience, they may spread a word about the upcoming product and share full opinion or first impressions. This is a great tool to use because many viewers, followers, and subscribers take a blogger as a role model and trust the opinion. Even though our research showed that there was no correlation between the audience size and the intensity of online complaints, it is not a reason to underestimate the power of this factor. Customers, who look for reviews and bloggers, might treat their opinion and experience with higher degree of trust and reliability as bloggers present themselves as friends unlike media or celebrities.

To sum up, correct management of intense complains has a significant direct impact on the retention of the current customers (Cho et al., 2002). Finally, companies should hear, accept and treat complaints as "a friendly feedback". Those unhappy customers, who do not voice their complaints, may silently decrease the retention rate and a company will face a declining market share without knowing why it happens (Singh & Pandya, 1991). Generally, complaint data may be evaluated as a key ingredient in the practice of quality assurance, increased performance, loyal customers and market share, efficient customer relationship management, positive brand image and goodwill.

5.3 Limitations and Further Research

As any other study this paper faced difficulties. Due to the fact that the target audience of respondents was so specific, it was very challenging to gather enough data in a short period of time. As a result we faced quite a low response rate. Gathering more data would have increased the power of the research and elaborated on the hypotheses stronger.

Second, the quality and credibility of the "Expectation" and "Satisfaction" scales had to be revised (Fornell et al., 1996). Implementing such a reference of scale, we expected their reliability because they had been implemented in multiple researchers around the world. Fornell created and participated in the National Customer Satisfaction Barometer in Sweden (Fornell, 1992) and the USA (Fornell et al., 1996). Later on other Satisfaction Indexes were based on Fornell's scales.

Another limitation was that the respondents participated in the online experiment where the products shown were not purchased with their own money. Such material commitment might have affected expectation and satisfaction levels. Therefore, we could have seen a slight shift in the effect on the intensity of online complaint.

The further research may include more detailed analysis of the impact of the audience size manipulated on two levels on the intensity of online complaint. It would be interesting to see the difference in the complaint process of the public people with the significant number of followers. This study had to lower the entry criteria of followers starting with minimum 50 people as a result of the difficulty of the data gathering step. Furthermore, findings show that perhaps there is ground for further research of boundary conditions to findings of Barash and Berger: exploration of conditions under which Barash and Berger's findings hold and what the actual mechanism is in case of online bloggers if Barash and Berger's prediction does not work.

It will be also fruitful to study if there is an impact of a customer's effort on the intensity of the online complaint. Another trigger that may be interesting to check is the blame (internal or external) and to see whether there is any significant impact on the intensity of complaint. However, such a study should involve interviews with people with real purchase situation rather that an experiment with a random product as in this study.

On the one hand, we may also discover further how final customers react to such intensive complaints posted online. There we can research what factors actually make them look trustful and influencing and why. On the other hand, it may be a good idea to check what consequences for the volume of sales these intensive online complaints may have.

We believe that such suggestions for further research will help to develop the topic of the intensity of online complaints to a greater extent and become a useful source for the modern marketing community.

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APPENDIX

Table 2.1. GDP 2012-2014 for the selected countries.
(References: Wikipedia, GDP (nominal and PPP) source, 26th April, 2015)

Country		GDP (Millions of US$)			GDP (PPP) (Billions of US$)		
		List by the United Nations (2013)	List by the International Monetary Fund(2014)	List by the World Bank (2013)	Data from the International Monetary Fund (2014)	Data from the World Bank (2012–2013)	Data from the CIA World Factbook (1993–2013)
Western Countries	USA	16,768,100	17,416,253	16,768,100	17,416.25	16,768	16,720
	UK	2,267,456	2,847,604	2,678,455	2,434.93	2,465	2,553
	Canada	1,838,964	1,826,769	1,826,769	1,578.92	1,520	1,518
	Ireland	232,077	232,150	232,077	235.85	199	190.4
Eastern European	Russia	2,096,774	2,057,301	2,096,777	3,558.64	3,460	2,387
	Estonia	22,376	24,259	24,477	34.4	31	29.57
	Kazakhstan	224,415	231,876	231,876	448.56	395	243.6
	Ukraine	182,026	178,313	177,431	383.836	400	337.4
	Belarus	71,710	71,710	71,710	176.921	167	149.2

Table 3.2 Criteria for Inclusion

Criteria	Group 1	Group 2
Gender	Female	Female
Region	The USA, The UK, Canada, Ireland	Russia, Ukraine, Belarus, Estonia, Kazakhstan
Language of Content	English	Russian
Age	16-50	16-50
Active Online	Facebook, Instagram, Youtube, Twitter, Blogs	Vkontakte, Facebook, Instagram, Youtube, Twitter, Blogs
Content Focus	Beauty/cosmetics	Beauty/cosmetics
Frequency of Posting on a Monthly Basis	1 blog	1 blog
Friends/Subscribers/Followers	50+	50+
Usage of Luxury Make Up Products in the Content	Yes	Yes
Frequency of Purchase of Luxury Make Up Products per 2 Months	1	1

Image 3.1 High Product Segment Product   **Image 3.2 Low Product Segment Product**

Table 3.3 Pricing of tested products worldwide (currency exchange rate of 26th April, 2015)
(References: DIOR and AVON online prices, 26th April, 2015)

Countries	Price for Dior Addict Extreme	Price for Dior in EUR	Price for Avon Ultra Color Absolute Lipstick	Price for Avon in EUR
USA	33USD	30,35	5.99USD	5.5
UK	24GBP	33,49	5GBP	6.98
Canada	34CAD	25,65	6.99CAD	6.27
Ireland	34EUR	34	5GBP	6.98
Russia	1730RUB	31,24	209RUB	3.77
Kazakhstan	7008KZT	34,7	990KZT	4.9
Ukraine	809UAH	32,43	54.99UAH	2.2
Belarus	2500BYR	45,3	209BYR	1.35
Estonia	26.88EUR	26.88	7EUR	7

Table 4.2 Reliability Check

Variable	Reliability Check Result (coefficient of Cronbach's Alpha)
Accessibility	This variable can be evaluated as a reliable one because the coefficient is $0<0.761<1$
Expectation	This variable can be evaluated as a reliable one because the coefficient is $0<0.913<1$
Satisfaction	This variable can be evaluated as a reliable one because the coefficient is $0<0.849<1$
Intensity of Complaint	This variable can be evaluated as a reliable one because the coefficient is $0<0.867<1$

4.4 Descriptive Statistics

In order to see whether the variables have sufficient variance and the results look reasonable, we need to conduct the Standard Deviation check. The results are on the graph 4.1 and in the table 4.3.

Table 4.3 Standard Deviation Check

Variable	Min.	Max.	Mean	Std. Deviation	Variance
Accessibility	1	10	7.38	2.016	4.062
Audience Size	50	320000	11763.29	36632.016	1341904587
Average Price	5	70	25.38	11.374	129.361
Expectation	1	10	6.53	2.508	6.288
Satisfaction	1	10	3.00	1.974	3.895
Expectation Gap	-3	9	3.53	3.118	9.722
Intensity of Online Complaint	1	10	5.00	2.199	4.835

Overall, we can see that data in majority of the variables is dispersed over a wide range of values (Accessibility, Average Price, Expectation, Satisfaction, Expectation Gap, and Intensity of Online Complaint). However, in case with Audience Size the distribution is closely clustered around the average. Perhaps, this dissonance is cause by the significant gap between the minimum and the maximum values (50 to 320,000).

Graph 4.1 Standard Deviation Check
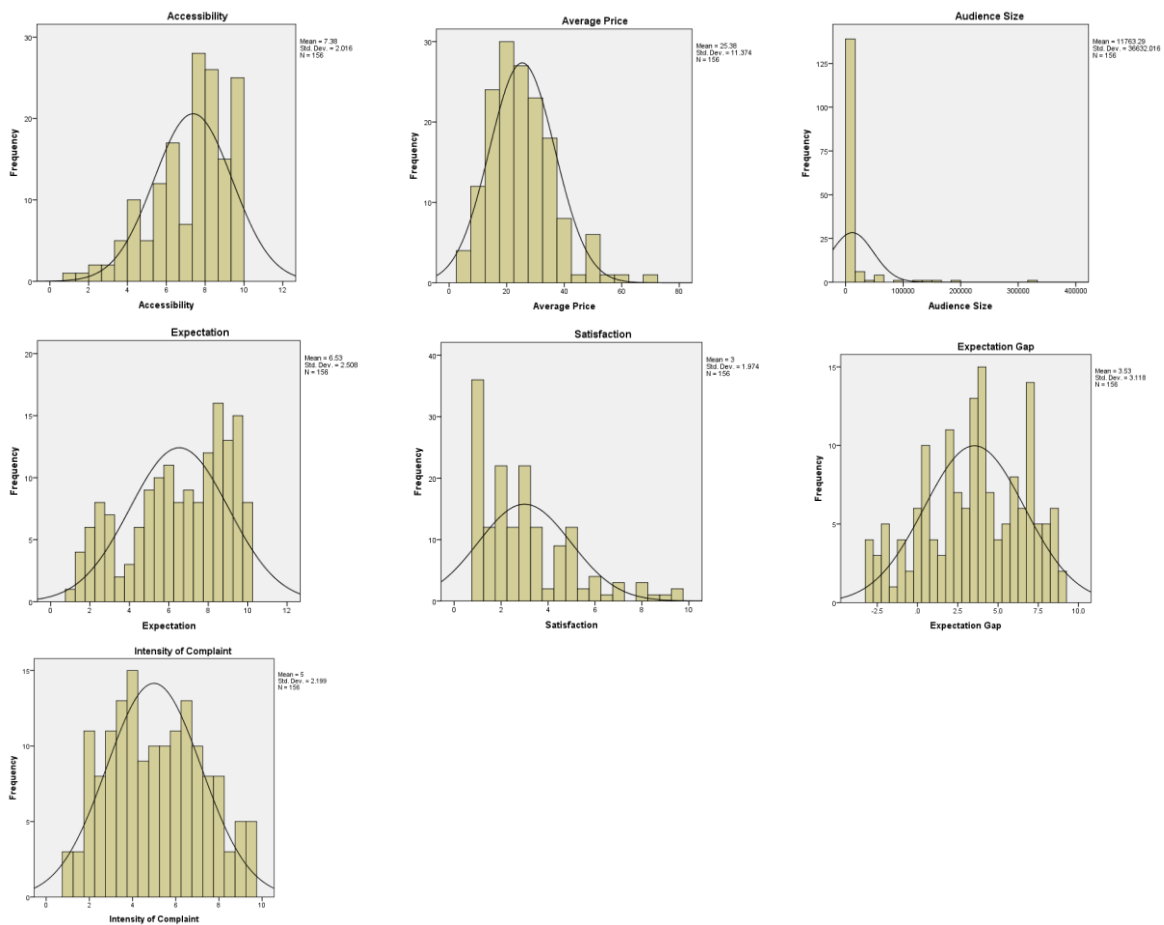
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Table 4.4 Hypothesis Check

| Model | Sig. | (Unstd. Coeff) | | (Stand. Coeff) | |
		B	Std. Error	Beta	t
Dependent Variable: Expectation					
Constant	0.000	5.644	0.426		13.240
Product Segment	0.000	2.895	0.330	0.579	8.762
Average Price	0.118	-0.023	0.015	-0.104	-1.573
Dependent Variable: Intensity of Online Complaint					
Constant	0.000	3.907	0.891		4.388
Product Segment	0.827	-0.093	0.426	-0.021	-0.219
Accessibility	0.576	-0.052	0.093	-0.048	-0.561
Average Price	0.001	0.054	0.015	0.281	3.528
Expectation Gap	0.474	0.046	0.064	0.065	0.717
Audience Size	0.660	-2.086E-6	0.000	-0.035	-0.455

Image 5.1 Partnership with the Blogger

(Zoeva website)

Image 5.2 Product Launch Event

(Felicianeo, beauty blogger)

MANY in EUR

ZOEVA
COLOR. LOVE. MAKEUP.

NEW   SHOP   BLOG   PRESS   JOBS   BRUSH GUIDE   STO

We <3 Blogs

ZOEVA is based on strong and honest relations with bloggers, vloggers and Social Media pages all over the world.

We are always delighted to receive new cooperation requests. Please note that we review every inquiry carefully and individually in consideration of website traffic, content and the allover impression and fit with ZOEVA Cosmetics and our corporate values. Unfortunately, we only have a limited amount of free samples which we allocate carefully and in our sole discretion.

Was invited down to Maybelline's event a few weeks ago!!

PRIVATE EVENT
L'Oreal Maybelline Product Launch/Fashion Show
25 February 2012
11 a.m. to 2 p.m.
Italian Bistro & Wine

"Intensity of Bloggers` Online Complaints"

Online Experiment (English Version)

Dear Respondent,

Thank you for starting this survey. Filling in this questionnaire you are helping one of your viewers in a graduation with a master degree. This is a study dedicated to the makeup/cosmetics industry. The one we all love, adore and believe in.

Please, do not worry, your data is granted to be treated absolutely anonymously.

At the end of this survey, please, leave your email address if you want to participate in a giveaway. 2 lucky respondents will get 2 brand new summer collection luxury products.

Hope you enjoy these 7 minutes.

The Avon Ultra Color Absolute fashion lipstick goes Extreme: vibrant colors and a wet-look texture with flawless hold teamed with bold and sophisticated Avon styles. A new style means a new dress code: the new Avon Ultra Color Absolute case flaunts a sheer, vibrant black. Absolute black, mysterious black, timeless black. At the heart of its new sensual, luscious texture, 4 expert waxes deliver targeted action with the perfect combination of extremes in a single formula. An extraordinary technical feat that provides flawless hold, comfort and shine in an astoundingly fine film.

Here you can find a list of prices for the product. Please, review it carefully and compare pricing in your country with others.

Country	Price for Avon in local currency	Price for Avon in EUR
USA	5.99USD	5.5
UK	5GBP	6.98
Canada	6.99CAD	6.27
Ireland	5GBP*	6.98*

Here you will see a description and a picture of a product. Please, read the text carefully in order to proceed to the next step.

The Dior Addict fashion lipstick goes Extreme: vibrant colors and a wet-look texture with flawless hold teamed with bold and sophisticated Dior styles. A new style means a new dress code: the new Dior Addict Extreme case flaunts a sheer, vibrant black. Absolute black, mysterious black, timeless black. At the heart of its new sensual, luscious texture, 4 expert waxes deliver targeted action with the perfect combination of extremes in a single formula. An extraordinary technical feat that provides flawless hold, comfort and shine in an astoundingly fine film.

Here you can find a list of prices for the product. Please, review it carefully and compare pricing in your country with others.

Country	Price for Dior in local currency	Price for Dior in EUR
USA	33USD	30.35
UK	24GBP	33.49
Canada	34CAD	25.65
Ireland	34EUR	34

What is your opinion...

	1	2	3	4	5	6	7	8	9	10
How accessible do you think this lipstick is in your country? (1-absolutely not, 10-absolutely accessible)	O	O	O	O	O	O	O	O	O	O
Do you find this product easy to purchase in your country? (1-absolutely not, 10- absolutely easy)	O	O	O	O	O	O	O	O	O	O
Can an average person in your country afford the lipstick mentioned above? (1-absolutely not, 10- absolutely affordable)	O	O	O	O	O	O	O	O	O	O

After reviewing an ad and reading a description of a lipstick how would you evaluate your expectations of the product?

	1	2	3	4	5	6	7	8	9	10
How would you rate your expectations of the overall quality of a lipstick?(1-extremely low, 10- extremely high)	O	O	O	O	O	O	O	O	O	O
How well did you expect the product to meet your personal requirements?(1-not meeting at all, 10- reaches my highest level)	O	O	O	O	O	O	O	O	O	O
How often did you expect that things could go wrong with the product? (1-never, 10- always)	O	O	O	O	O	O	O	O	O	O

Imagine a situation: you are invited as a hosting beauty blogger to a presentation of a new product and an after-party. Of course you want to look fabulous. Your dress, shoes, jewelery and purse are all ready as a perfect combination. You spent an afternoon thinking about a makeup look and a hairstyle. Everything looks promising; however, you suddenly realize that you don't have a lipstick in the required shade.

You go to a cosmetics store in your neighborhood and see a brand new lipstick mentioned above. A pleasant consultant presents it as a long-lasting, beautiful lipstick with a rich payoff. Perfect for tonight.

- I will give it a go, you think. Then go to a counter and purchase.
On the way back home you discuss with your friends how excited you are to try the product on your lips and hoping that the product will match or even exceed your expectations.

When you come back home things are very different. Despite exciting promotion at a brand booth you understand that this lipstick is not adorning you tonight.

The taste turned out to be a bit bitter; the color payoff is not as strong as you wish and the lipstick itself wipes off pretty fast.
You decide to give it a minute to "sit" on your lips hoping that this taste will disappear. While waiting, you notice that the lipstick is stickier than you would prefer it to be.

You have already spent your money on a lipstick and now you are running out of time to find something new. You immediately wipe off the leftovers of a lipstick and swear to yourself never to use it again.

Given the quality of your lipstick, how would you rate the price that you paid it? (1-absolutely was not worth it, 10- absolutely was worth to purchase)

1	2	3	4	5	6	7	8	9	10

Given the price that you paid for this lipstick, how would you rate the quality of it? (1-absolutely was not worth it, 10- absolutely was worth to purchase)

1	2	3	4	5	6	7	8	9	10

"Intensity of Bloggers` Online Complaints"

After this scenario, how satisfied do you feel about the product?

	1	2	3	4	5	6	7	8	9	10
How satisfied are you with the product now? (1-extremely not satisfied, 10- extremely satisfied)	O	O	O	O	O	O	O	O	O	O
Considering all expectations that we have discussed, to what extent has your expectations changed? (1-extremely negatively decreased, 10- exceeded my expectations)	O	O	O	O	O	O	O	O	O	O
Now, I want you to imagine an ideal lipstick. How well do you think this lipstick compares with that ideal one? (1-absolutely worse than my ideal lipstick, 10- absolutely better than my ideal one)	O	O	O	O	O	O	O	O	O	O

Facing this situation, overall, how much did you want to complain about the product before you did anything? 1- don't want to complain at all, 10- desperate to complain

1	2	3	4	5	6	7	8	9	10

If you choose to complain, how will you do it?

- Offline
- Online
- No complaint at all

Will you write a quick and short complaint in your social media (Twitter, Instagram, Facebook)?

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Will you write a post in your blog/website about what happened?

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Will you film a video for your YouTube channel?

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Will you complain offline?

- Strongly agree
- Agree
- Disagree
- Strongly Disagree

If you had to choose only one source to communicate your complaint, then how would you do it?

- A complaint in a social media with a short post (twit for Twitter, photo for Instagram, status update for Facebook)
- A slightly longer blog post with a complaint in a your blog/website
- A time and effort consuming complaint in a video on your Youtube channel
- No online complaint at all
- Prefer to complain offline

I am sure you can already imagine a complaint you are about to post online. In this case, …

	1	2	3	4	5	6	7	8	9	10
How much emotional will it be? (1- absolutely not emotional, 10- absolutely emotional)	O	O	O	O	O	O	O	O	O	O
How much anger will you express there?(1- absolutely not angry, 10- absolutely angry)	O	O	O	O	O	O	O	O	O	O
How much sarcastic will your complaint be? (1- absolutely not sarcastic, 10- absolutely sarcastic)	O	O	O	O	O	O	O	O	O	O
How much scathing will your post be like? (1- absolutely not scathing, 10- absolutely scathing)	O	O	O	O	O	O	O	O	O	O

What is your gender?

- Male
- Female

Where do you live?

- The USA
- The UK
- Canada
- Ireland
- Other

"Intensity of Bloggers` Online Complaints"

How old are you?

Is English a language you use on your blog/channel/page?

Yes

No

Are you a blogger?

Yes

No

What is the focus of your content?

Beauty/ makeup/cosmetics

Sport, healthy eating

Motherhood

Other

Where do you post you content? (multiple answers are allowed)

YouTube channel

Facebook page

Twitter

Instagram

Own blog page/website

Other

How often do you post your content?

More than Once a Month

Once a Month

2-3 Times a Month

Once a Week

2-3 Times a Week

Daily

What is the approximate number of friends/followers/subscribers you have in one of the platforms you use?

Do you use luxury makeup products in your online publications?

Yes

No

How frequently do you buy luxury makeup/cosmetics products?

Once per week

Once per 2 weeks

Once per month

Once per 2 months

Once per 3 months and more

What price on average are you paying for a lipstick?

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

Price for a lipstick (in EUR)

GIVEAWAY time!

As promised at the beginning of my study 2 lucky ladies will get 2 hot new products of the Dior summer collection 2015.

So, mention here your email address and, hopefully, I will let **you** know.

Yes, I would like to take part (insert an email below)

No, thank you!

Online Experiment (Russian Version)

Уважаемый респондент,

Благодарю вас за начало этого исследования. Заполняя этот вопросник, вы помогаете одному из ваших зрителей в завершении обучения со степенью магистра. Это исследование посвящено макияжу/косметической промышленности. Тому, что мы все любим, обожаем и верим.

Пожалуйста, не волнуйтесь, ваши предоставленные данные будут рассматриваться абсолютно анонимно.

В конце этого исследования, пожалуйста, оставьте свой адрес электронной почты, если вы хотите принять участие в **giveaway**. 2 счастливицы-респонденки получат 2 абсолютно новых летних продукта из новой коллекции одной из люксовых марок.

Надеюсь, вам понравятся эти 7 минут.

Здесь вы увидите описание и изображение продукта. Пожалуйста, прочтите текст внимательно, чтобы перейти к следующему шагу.

Dior Addict- модная помада переходит в экстрим: яркие цвета и увлажненный вид текстуры с безупречной удержание совместно с смелыми и сложными стилями Dior. Новый стиль означает новый дресс-код: новый Dior Addict Extreme показывает истинный и живой черный цвет. Абсолютно черный, таинственный черный, вневременной черный. В центре его новой, чувственной, сочной текстуры, 4 экспертных воска доставляют целенаправленную деятельность с идеальным сочетанием крайностей в одной формуле. Внеочередной технический подвиг, который обеспечивает безупречное удержание, комфорт и сияние в удивительно тонком покрытие.

Далее вы можете найти список цен на продукт. Пожалуйста, ознакомьтесь с ним внимательно и сравните цены в вашей стране с другими.

Страна	Цена для Dior	Цена Dior в Евро
Россия	1730RUB	31,24
Польша	155PLN	38,37
Казахстан	7008KZT	34,7
Украина	809UAH	32,43
Беларусь	2500RUB	45,3
Литва	37.36EUR	37.36
Латвия	35EUR	35
Эстония	26.88EUR	26.88
Молдова	151RO LEI	34,25

Здесь вы увидите описание и изображение продукта. Пожалуйста, прочтите текст внимательно, чтобы перейти к следующему шагу.

Avon Абсолютный Поцелуй- модная помада переходит в экстрим: яркие цвета и увлажненный вид текстуры с безупречной удержание совместно с смелыми и сложными стилями Avon. Новый стиль означает новый дресс-код: новый Avon Абсолютный Поцелуй показывает истинный и живой черный цвет. Абсолютно черный, таинственный черный, вневременной черный. В центре его новой, чувственной, сочной текстуры, 4 экспертных воска доставляют целенаправленную деятельность с идеальным сочетанием крайностей в одной формуле. Внеочередной технический подвиг, который обеспечивает безупречное удержание, комфорт и сияние в удивительно тонком покрытие.

Далее вы можете найти список цен на продукт. Пожалуйста, ознакомьтесь с ним внимательно и сравните цены в вашей стране с другими.

Страна	Цена для AVON	Цена AVON в Евро
Россия	209RUB	3.77
Польша	32PLN	7.92
Казахстан	990KZT	4.9
Украина	54.99UAH	2.2
Беларусь	209BYR	1.35
Литва	7.2EUR	7.2
Латвия	7EUR	7
Эстония	7EUR	7
Молдова	69MDL	3.47

Ваше мнение...

	1	2	3	4	5	6	7	8	9	10
Насколько доступна эта помада в вашей стране? (1- совсем недоступна, 10- абсолютно доступна)	O	O	O	O	O	O	O	O	O	O
Вы находите этот продукт легко покупаемым в вашей стране? (1- абсолютно нет, 10- абсолютно легко купить)	O	O	O	O	O	O	O	O	O	O
Может ли среднестатистический человек в вашей стране финансово позволить себе купить вышеупомянутую помаду? (1- совсем недоступна, 10- абсолютно доступна)	O	O	O	O	O	O	O	O	O	O

После рассмотрения рекламы и чтения описания помады, как бы вы оценили ваши ожидания от продукта?

	1	2	3	4	5	6	7	8	9	10
Как бы вы оценили ваши ожидания от общего качества помады? (1- крайне низкие, 10- крайне высокие)	O	O	O	O	O	O	O	O	O	O
Насколько хорошо вы ожидали, что продукт подойдет вашим личным требованиям? (1- совсем не подойдут, 10- достигли пика моих требований)	O	O	O	O	O	O	O	O	O	O
Как часто вы ожидаете, что что-то может пойти не так? (1- никогда, 10- всегда)	O	O	O	O	O	O	O	O	O	O

Представьте себе ситуацию: вас пригласили в качестве ведущей гостьи блоггера на презентацию нового продукта и after-партии. Конечно, вы хотите выглядеть сказочно. Ваше платье, обувь, ювелирные изделия и сумочка - все готово, как идеальное сочетание. Вы провели день, думая о варианте макияжа и прически. Все выглядит многообещающе. Однако, вы вдруг понимаете, что у вас нет помады в нужном отттенке.

Вы идете в магазин косметики в вашем районе и видите новую помаду, упомянутую выше. Приятный консультант представляет ее как длительную, красивую помаду с богатой отдачей цвета. Все идеально подходит для вечера.

- Я попробую, вы думаете. Затем перейдете на кассу и купите. По дороге домой вы обсудите с друзьями, с каким волнением вы хотите попробовать продукт на ваших губах в надежде, что продукт будет соответствовать или даже превосходить ваши ожидания.

Когда вы возвращаетесь домой, все выглядит немного по-другому. Не смотря на захватывающее представление бренда на стенде вы понимаете, что эта помада не украшает вас сегодня.

Вкус оказался немного горький; цвето-отдача не так сильна, как вы хотели бы, да и сама помада стирается довольно быстро. Вы решили дать ей минуту, чтобы "сесть" на губах, надеясь, что этот вкус исчезнет.
Ожидая, вы заметите, что помада более липкая, чем вы предпочли бы, чтобы это было.

Вы уже потратили деньги на помаду, и теперь нет времени, чтобы найти что-то новое. Вы мгновенно вытираете остатки помады и клянетесь себе никогда не использовать ее снова.

"Intensity of Bloggers` Online Complaints"

ERASMUS UNIVERSITEIT ROTTERDAM
ERASMUS SCHOOL OF ECONOMICS

После того, как вы узнали качество продукта, как бы вы оценили цену, которую вы заплатили? (1- абсолютно не стоило того, 10- абсолютно стоило того, чтобы купить)

1	2	3	4	5	6	7	8	9	10

Зная цену, которую вы заплатили за помаду, как бы вы оценили ее качество? 1- абсолютно не стоило того, 10- абсолютно стоило того, чтобы купить)

1	2	3	4	5	6	7	8	9	10

После этого сценария, насколько удовлетворены продуктом вы останетесь?

	1	2	3	4	5	6	7	8	9	10
Насколько вы удовлетворены продуктом в целом сейчас? (1- крайне не удовлетворена, 10- крайне удовлетворена)	O	O	O	O	O	O	O	O	O	O
Беря во внимание все ожидания, что мы обсудили, насколько изменились ваши ожидания? (1- крайне ниже моих ожиданий, 10- крайне выше моих ожиданий)	O	O	O	O	O	O	O	O	O	O
Сейчас я хочу, чтобы вы представили себе идеальную помаду. Насколько хорошо сравнима представленная выше помада и ваша идеальная? (1- абсолютно хуже, чем моя идеальная, 10- абсолютно лучше, чем моя идеальная)	O	O	O	O	O	O	O	O	O	O

Исходя из ситуации, в общем, насколько сильно вы хотите пожаловаться о продукте прежде, чем что-либо сделать? (1- не хочу жаловаться совсем, 10- жажду пожаловаться)

1	2	3	4	5	6	7	8	9	10

Если вы выбрали желание пожаловаться, как вы бы это сделали?

Оффлайн
Онлайн
Не буду жаловаться

Вы напишите быструю и короткую жалобу в своей/их социальный сетях (Твиттер, Инстаграм, Вконтакте)?

Полностью согласна
Согласна
Не согласна
Полностью не согласна

Вы напишите пост в своем блоге/сайте о том, что случилось?

Полностью согласна
Согласна
Не согласна
Полностью не согласна

Вы запишите видео для своего канала на Youtube?

Полностью согласна
Согласна
Не согласна
Полностью не согласна

Вы пожалуетесь оффлайн?

Полностью согласна
Согласна
Не согласна
Полностью не согласна

Если бы вы могли выбрать только один способ, чтобы передать вашу жалобу, как бы вы это сделали?

Жалоба в социальных сетях с коротким постом (твит для Твиттера, фото для Инстаграмма, статус для Вконтакте)
Пост немного длиннее с жалобой на блоге/сайте
Видео с вложением сил и времени для Youtube канала
Никак не жаловалась бы онлайн
Предпочла бы жаловаться оффлайн

Я уверена, что вы можете себе представить жалобу, которую вы собираетесь размещать онлайн. В этом случае, ...

	1	2	3	4	5	6	7	8	9	10
Насколько эмоциональной будет жалоба? (1- совершенно не эмоциональной, 10- абсолютно эмоциональной)	O	O	O	O	O	O	O	O	O	O
Сколько злости вы будете вымещать там? (1- совершенно нет злости, 10- крайне злостно)	O	O	O	O	O	O	O	O	O	O
Насколько саркастической ваша жалоба будет? (1- абсолютно не саркастическая, 10- абсолютно саркастическая)	O	O	O	O	O	O	O	O	O	O
Насколько будет язвительный ваш пост? (1- абсолютно не язвительный, 10- абсолютно язвительный)	O	O	O	O	O	O	O	O	O	O

Ваш пол?

Мужчина
Женщина

Где вы живете?

Россия
Украина
Беларусь
Эстония
Латвия

"Intensity of Bloggers` Online Complaints"

Литва

Казахстан

Польша

Молдова

Другое

Сколько вам лет?

Русский язык-это язык, на котором вы ведете блог/канал/страничку?

Да

Нет

Вы - блоггер?

Да

Нет

Какое направление у вашего контента?

Красота/макияж/косметика

Спорт/правильное питание

Материнство

Друое

Где вы публикуете свой контент? (можно выбрать несколько вариантов ответа)

YouTube channel

Vkontakte

Twitter

Instagram

Свой блог/сайт

Другое

Как часто вы публикуете свой контент?

Больше, чем раз в месяц

Раз в месяц

2-3 раза в месяц

Раз в неделю

2-3 раза в неделю

Ежедневно

Какое примерное количество друзей/фолловеров/подписчиков у вас есть на одной из платформ?

Вы используете косметику люксового класса в своих онлайн публикациях?

Да

Нет

Насколько часто вы покупаете продукты косметики люксового сегмента?

Раз в неделю

Раз в 2 недели

Раз в месяц

Раз в 2 месяца

Раз в 3 месяца и более

Сколько обычно вы платите за помаду?

0   10   20   30   40   50   60   70   80   90   100

(Цена за помаду в Евро)

GIVEAWAY time!

Как и было обещано в начале моего исследования 2 счастливицы получат 2 горячих новинок летней коллекции Dior 2015.

Поэтому оставьте здесь свой электронный адрес и, надеюсь, я дам **вам** знать.

После того, как вы оставите свой имейл для связи, нажмите кнопку ДАЛЕЕ. Вы перейдете на следующую страницу с благодарностью от меня. Нажмите снова ДАЛЕЕ и ваши данные будут записаны.Так вы полноправно примете участие в розыгрыше приза.

Да, я хочу принять участие (Оставьте ваш имейл для связи ниже)

Нет, спасибо!