LULULEMON'S INSTAGRAM STRATEGY: A QUALITATIVE CONTENT ANALYSIS
USING USES AND GRATIFICATIONS THEORY

By

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Abstract

Social Networking Sites (SNSs) have become increasingly integral to corporate marketing in recent years. Instagram is a newer platform that corporations have added to their digital media marketing presence. The aim of this MRP is to investigate Lululemon Athletica's presence on Instagram by examining the specific techniques they employ to satisfy users' Uses and Gratifications. 10 Lululemon Instagram posts were sampled for this study. From these posts, the first 50 comments were collected and coded using Whiting and Williams' (2013) coding schema. This study highlights the value in (1) brands sharing useful brand and product-related information, and (2) interacting with consumers by responding to their comments and posing Socratic questions to spur dialogue and further engagement.

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Introduction

Social media is a key marketing tool used by corporations, companies, and organizations for a variety of purposes, which include engaging with consumers, increasing brand awareness, marketing products and services, conducting customer service, and performing public relations (Coelho et al., 2018; Gretry et al., 2017; Paschen et al., 2017). Social media differs from traditional forms of media, such as television, radio, and print, because it allows for the instant transmission of information on a global scale. Furthermore, it is interactive; consumers not only receive messages from companies, they can respond and engage via Social Networking Sites (SNSs).

As the cost of marketing increases and more brands join SNSs, it has become increasingly important to mediate strong relationships with consumers through digital platforms (Kamboj, 2020). According to Cho et al. (2014), two-way communication between customers and organizations increases consumer engagement and involvement. Furthermore, dialogic communication is the preferred method of contact by stakeholders and it is crucial for interacting with potential customers (Cho et al., 2014; Saxton & Waters, 2014).

This MRP will examine the strategies employed by Lululemon Athletica in the digital sphere to connect with customers, build an online presence, and increase consumer-brand loyalty, with the ultimate goal of generating greater revenue. This paper uses Uses and Gratifications theory to examine the perceived benefits consumers receive from following and engaging with Lululemon on Instagram. The following research aims to explore this question: According to Uses and Gratifications theory, what gratifications do Lululemon's Instagram followers express as they engage with Lululemon posts?

Literature Review

The foundational theory that grounds this research is Uses and Gratifications Theory (UGT). By operationalizing this theory, this paper seeks to identify gratifications expressed by Lululemon followers in response to the company's Instagram posts. A number of prior studies have examined UGT with respect to the internet and social media in general (Chen, 2011; Phua et al., 2017a; Ruggerio, 2000). However, there are few studies that examine how companies utilize their presence on social media to satisfy followers' needs.

Social Networking Sites (SNS)

Digital media have become increasingly prominent since the advent of Web 2.0, which is characterized by the emergence and proliferation of user-generated content (Kaplan & Haenlein, 2010). The creation of user-generated content is facilitated through the use of Social Networking Sites (SNSs), such as Facebook, Instagram, Twitter, Pinterest, and YouTube (boyd & Ellison, 2008; Kaplan & Haenlein, 2010). Each platform offers different affordances to users who want to produce and share content. In the context of this paper, SNSs are defined as:

> Web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. (boyd & Ellison, 2008, p. 211).

The websites listed previously are commonly referred to and classified as "social media". For the purpose of this MRP, the term "Social Networking Site" was adopted to connote the importance of networking in the usage of these channels. This MRP will focus on the engagement networking practices employed by Lululemon Athletica; as such the term "social media" did not fully articulate this practice.

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SNS and Brands

Social networking sites attract users for a variety of purposes, which include connecting with large companies, brands, and businesses. Individual users not only engage with peers, friends, and family members, they choose to follow corporations and in turn, consume the content created by those organizations. In other words, some users choose to follow companies that produce promotional content that in another context could be regarded as advertising. Marketing campaigns on social media are often highly compelling and designed to appeal to the social media platform's key demographic audiences by producing posts that are engaging and relevant to the target consumer. Social networking sites also offer an appealing opportunity for brands to engage with different types of consumers one-on-one (Baldus et al., 2015).

Users can "like", "follow", or "subscribe" to a brand's social media account to receive notifications of new posts. Users can then engage with posts by "liking," "commenting" on, or "sharing" the post, which "would further propagate it on their friends' newsfeeds, whose own interactions with the post would, in turn, be rebroadcast to their networks" (Phua et al., 2017a, p. 413). As such, consumer engagement with a brand's social media content can aid in its transmission to other users who may not have been otherwise exposed to the content. Thus, SNSs can facilitate the cost-effective, yet rapid spread of a brand's information to potential consumers (Kurtiş & Karahan, 2011; Phua et al., 2017a). Previous literature has examined the factors that can lead to increased consumer engagement.

The frequency with which a brand updates their page and supplies followers with new content can increase consumer engagement because there is new content to interact with (Gao & Feng, 2016; Tsai & Men, 2013). In addition, the creation of user-generated content for a brand's page can be indicative of engaged consumers (Brodie et al., 2013; Malthouse et al., 2016).

Referrals and recommendations from other SNS users can lead to increased engagement with a brand's social media (Chatterjee, 2011). Those SNS users who feel a part of a brand's community may be more likely to engage with the brand on their page (Brodie et al., 2013; Coelho et al., 2018). Finally, electronic word-of-mouth (eWoM) can facilitate higher exposure and increased engagement levels with a brand's social media channel (Hennig-Thurau et al., 2004; Lee & Youn, 2004).

Instagram

According to Pew Research Center (2019), Instagram is one of the most popular SNSs among social media users between the ages of 18 and 24. It is also a popular platform for those between the ages of 25 and 29 (Pew Research Center, 2019). Further, younger age groups tend to spend more time on Instagram than other platforms, such as Facebook, Twitter, and Snapchat (Alhabash & Ma, 2017). Instagram differs from other SNSs because it focuses heavily on imagery rather than text (Huang & Su, 2018; Sheldon & Bryant, 2016). Instagram accounts often feature highly stylized and curated feeds of photos that depict a particular aesthetic, mood, or brand identity (Boczkowski et al., 2018; Colliander & Marder, 2017). Brands that create aesthetically pleasing social media feeds tend to gain more attention and induce higher appeal from followers than those that opt toward a text-based, or less thoughtfully curated feed (Colliander & Marder, 2017).

Some popular features of the platform include posting, liking, commenting, tagging, hash tagging and storying. Instagram users can post a photo or video to their profile. This post will then appear in the feeds of their followers' accounts, which are continuously updated as the accounts they follow share more content. The original post also contains a caption, which is a text description of up 2,200 characters that accompanies the post. When a user sees a post from

another user, they can "like" the photo/video, comment on it, and tag other users to share the post with them by typing "@" before the person's Instagram username. Instagram users can also engage with each other in the comment section by responding to and liking comments. Instagram allows location tagging, which associates a post with a specific geographic location. Further, users can add hashtags to either the caption or comment on a post, which allows other users to find content by topic. Finally, one of Instagram's newer features, "stories", allow users to upload a video or photo temporarily (for a period of 24 hours), without requiring the user to commit to keeping the content on their profile. Instagram stories can be viewed in the top panel of the feed or by clicking on a user's profile picture.

As a newer social media platform that values visual communication over textual, Instagram offers a "cool" factor that other platforms have yet to achieve, thus appealing to a unique set of social media users (Sheldon & Bryant, 2016). However, like other SNSs, Instagram allows users to both consume and create content. Although more users consume the content created by other profiles than produce their own, the platform facilitates dialogue and allows for the development of relationships between users (i.e. consumer to consumer and consumer to brand) (Athwal et al., 2019; Huang & Su, 2018).

Moreover, Instagram is a unique channel to use for marketing because the platform does not allow users to share links in the captions of photos. Rather, each account can include one hyperlink in the "bio" (account description) on their profile page and users who have more than 10 thousand followers can include links in their "stories". Instagram's CEO, Adam Mosseri, explains that this was a conscious design choice in order to discourage the platform from morphing into another SNS used for promotional materials (Shepard & Padman, 2020). As such,

brands and corporations must use Instagram strategically to appeal to their followers' desires while also promoting their brand and products/services.

Uses and Gratifications Theory

Uses and Gratifications Theory (UGT) focuses on why individuals use a certain type of media to achieve a particular outcome (Kamboj, 2020). According to Rubin (1986), UGT is grounded in five assumptions. First, individuals select media from a functional, goal-oriented standpoint (e.g. following a certain social media account to learn more about a particular topic). Second, audiences choose media based on desires or needs they anticipate the media will satisfy (e.g. consuming YouTube videos from a comedy channel to satisfy the desire for entertainment) (Katz et al., 1973; Rubin, 1986). Third, environmental factors play a role in an individual's media selection (e.g. a mother may choose to consume only child-friendly content when her children are present) (Rubin, 1986). Fourth, audiences choose media over other forms of interaction to satisfy particular needs or desires (e.g. selecting media over face to face communication to satisfy entertainment needs) (Rubin, 1986). Fifth and last, audiences maintain their autonomy and are more influential than the media itself (Rubin, 1986). Uses and Gratifications Theory also takes into account an individual's psychological and social differences with respect to their media selection motivations (Katz et al., 1973; Rubin, 1986). To further elaborate, individual differences such as personality traits, social environment, attitude/disposition, and life satisfaction are just a few factors that contribute to an individual's media selection habits (Rubin, 1986).

This theory focuses not only on the needs that drive individuals to use media but also the consequences that follow (Kamboj, 2020; Ruggiero, 2000). For example, individuals have social and psychological needs that media may satisfy. As a consequence of engaging on a specific

social media platform, the individual may experience an altered attitude or behaviour change (Ruggerio, 2000). To further illustrate, a user may seek social interaction with a brand or brand community member. Upon achieving that gratification, they may have an improved attitude or perception of the brand because that need was satisfied by engagement facilitated through the brand's social media page. Users can then express the satisfaction of this gratification in successive social media usage practices. Various researchers have identified different uses and gratifications that can be achieved through social media use (Park & Kim, 2014; Phua et al., 2017; Whiting and Williams, 2013)

SNS and Uses and Gratifications Theory

According to Phua et al. (2017a), a social media user's gratifications generally include passing time, showing affection, following fashion, sharing problems, demonstrating sociability, and improving social knowledge. Whiting and Williams (2013) identify ten uses and gratifications users achieve via social media, which include "social interaction, information seeking, passing time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge about others" (p. 362). Whiting and Williams (2013) identified these gratifications through an exploratory study of 25 in-depth interviews with social media users. Park and Kim (2014), suggest that consumers derive four types of benefits from engaging with a brand on social media: social benefits, informational benefits, hedonic benefits, and economic benefits. Social and hedonic benefits, such as interaction with others and enjoyment can facilitate more efficient brand to consumer relationships (Park & Kim, 2014). Despite variations in types of gratifications, the research demonstrates that engaged customers are more likely to be contented because their engagement

results in the attainment of one of the aforementioned rewards (Kaur et al., 2020; Park & Kim, 2014; Stafford et al., 2004).

Phua et al. (2017a) also examined the potential advantages for companies that satisfy consumers' needs via social media. The researchers conducted a virtual questionnaire with American college students to examine their use of social media to follow and engage with brands online (Phua et al., 2017). Phua et al (2017) identified several brand community-related outcomes, which include brand community identification, brand community engagement, brand community commitment, and brand community membership intention. Previous literature surrounding brand communities identifies a positive connection between an individual who is a part of a brand community and the likelihood of that person to patronize the company (Jain et al., 2018; Kaur et al., 2020 Park & Kim, 2014).

According to Palmgreen and Rayburn (1979), individuals whose needs are not satisfied feel a sense of disappointment. This, in turn, increases the likelihood that the user will abandon the medium in question. The application of this finding to brand social media use suggests that users whose gratifications are unmet by a brand's social media content are likely to stop following/engaging with the company on the SNS platform of choice. Conversely, those whose gratifications are consistently met by a company's social media content are more likely to become further involved and develop stronger ties with the brand and its community (Athwal et al., 2019).

Instagram and Uses and Gratifications Theory

Sheldon and Bryant (2016) conducted a study in which they surveyed 239 college students to identify Instagram users' motivations for sharing photos and engaging on the platform. According to their study, users are highly motivated to use Instagram for the following

factors "surveillance/knowledge about others, documentation, coolness, and creativity" (p. 92). Users like to learn about the people/brands who manage the accounts they follow; they enjoy documenting their own lives; they are attracted by the inherent "coolness" of a newer social networking site; and they enjoy the creative aspect of editing photos and writing captions and comments (Sheldon & Bryant, 2016). Phua et al. (2017a) found that following fashion was a key motivator for Instagram users. Further, "individuals who used Instagram most frequently for following brands scored highest on showing affection, following fashion, and demonstrating sociability" (Phua et al., 2017a, p. 421).

Virtual Brand Communities (VBCs)

A Virtual Brand Community (VBC) is defined as the networked community established amongst members of a company's social media platforms. According to Jang et al. (2008), "an on-line brand community is a specialized, non-geographically bound community, based upon social relationships among admirers of a brand in cyberspace" (p. 57). A brand community is comprised of those individuals who regularly follow and engage with the organization's digital content (Jang et al., 2008; Muniz & Guinn, 2001). Members of brand communities communicate not only with the corporation but with other consumers active on the organization's profile pages (Jang et al., 2008; Muniz & Guinn, 2001.). On Instagram, for example, communities can be built in the comment section of posts. Users can respond to the original poster and other commenters to build and develop relationships with other users.

Community and member identification in a community group is important to establishing loyalty and commitment to a brand and its cause (Habibi et al., 2016). A consumer who feels a strong sense of brand community also feels a stronger sense of obligation to that organization and its members (Chaudhuri & Holbrook, 2001; Habibi et al., 2016). Further, those consumers

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who feel obligated to support a brand are more likely to respond positively to a company's call-to-action, such as following a social media channel, or purchasing a product (Jain et al., 2018; Kaur et al., 2019; Park & Kim, 2014).

Customer Participation in Virtual Brand Communities

Brand community theory posits that consumers who have strong feelings about a brand and hold a sense of obligation or moral duty to the brand and/or other consumers are more deeply invested in the brand (Habibi et al., 2016; Muniz & O'Guinn, 2001). As such, these individuals are more likely to invest their time and energy engaging with both the brand and fellow community members via SNSs (Habibi et al., 2016). Habibi et al. (2016) identified the VBC as a crucial area of focus for brands aiming to improve their digital presence, establish strong relationships with consumers, and improve brand loyalty.

Engagement Practices in Virtual Brand Communities

In VBCs, members engage in a variety of practices to build, maintain, and strengthen bonds with other members. Consumer engagement "is a multidimensional concept comprising cognitive, emotional, and/or behavioural dimensions" (Brodie et al., 2013, p. 107). It involves interactive experiences between a corporation/company and a consumer or other members of the brand community (Brodie et al., 2013; Hollebeek et al., 2017). It also involves the participation of both the company and the consumer in an interaction. Virtual brand communities with high levels of engagement are considered to have a higher competitive advantage due to their members' ongoing contributions (Brodie et al. 2011; O'Brien et al., 2015). Hollebeek et al. (2017) developed a typology of VBC engagement practices, which includes greeting, regulating, assisting, celebrating, appreciating, empathizing, mingling, and ranking. Members of VBCs implement activities that could be classified by one of these eight categories in an effort to

maintain and strengthen the community (Hollebeek et al., 2016). For example, a new member of a Facebook group may receive a series of "Hello" messages upon their acceptance into the group. These comments could be classified as "greeting" messages.

Brand Content Strategy

Brands employ a variety of strategies to create content that resonates with and appeals to their followers and consumers. Ashley and Tuten (2014) identified both practical and creative strategies. Brands that post content regularly and update their profile frequently are considered more attractive to consumers than those that post content at a slower rate; novelty is valued (Ashley and Tuten, 2014; Gao & Feng, 2016; Tsai & Men, 2013). Brands also tend to speak to consumers through a unified voice; messages appear consistent in content and style across all posts to develop familiarity amongst consumers (Ashley & Tuten, 2014). Some brands also employ the Unique Selling Proposition technique, which focuses on brand differentiation techniques to distinguish one brand's products/services from another's (Ashley & Tuten, 2014; Constantinides, 2014).

Gao and Feng (2016) also examined the impact of different brand content strategies on consumers via social media and classified content in three categories. Strategy one is sharing content that is strictly brand-related. Strategy two is sharing brand-related content and brand-extended content (e.g. news and product information). Strategy three involves sharing brand-related content, brand-extended content, and social-oriented content (i.e. messages designed for the purpose of social interaction). Brands employ a variety of content strategies to achieve organization goals such as consumer engagement and product sales.

It is important to consider the social media engagement techniques a company with a massive social media following, such as Lululemon, employs to achieve particular outcomes.

This paper will explore the benefits consumers appear to derive from their engagement with Lululemon on Instagram. Further, it will explore what strategies and methods are employed by the brand in an attempt to achieve these gratifications.

Research Questions

The primary research question of this study is: according to Uses and Gratifications theory, what gratifications do Lululemon's Instagram followers express as they engage with Lululemon posts? To examine this overarching inquiry, the researcher aimed to answer the following two questions:

RQ 1: What communication strategies does Lululemon employ to engage with their followers on Instagram?

RQ 2: How do these strategies appear to be received by followers and what gratifications do they seem to satisfy?

Method

This research explores UGT and consumer engagement strategies through an analysis of Lululemon's Instagram feed. A qualitative content analysis was employed to examine two types of data: the captions shared by Lululemon and the comment responses posted by consumers on the post. This section describes the data collection method and analysis process used to examine Lululemon's engagement strategies on Instagram. It will begin with a case study of the brand. The case study will be followed by an explanation of the analysis framework that was used to examine the data. This section will also describe the sample and sample frame. Lastly, this section will address the data collection techniques used to assess engagement practices in this study.

Lululemon Athletica

Lululemon Athletica (commonly referred to as 'Lululemon') is a multimillion dollar Canadian athletic wear company that was founded by Chip Wilson in 1998 (Lavrence & Lozanski, 2014). Lululemon originated as a yoga apparel company but has since expanded to include clothing designed for a variety of activities, such as running, swimming, and golfing. Over the past 20 years, Lululemon has expanded beyond the status of a company to that of a brand that promotes healthy living and positive well-being. According to Lululemon's 2018 Annual Report, their vision is to "be the experiential brand that ignites a community of people living the sweatlife through sweat, grow, and connect" (Lululemon Athletica, 2018). This mantra represents their goal to inspire people to be active (sweat), strive for personal growth and development (grow), and connect with others (connect) (Lululemon Athletica, 2018). In their mission to connect with consumers beyond the borders of a physical store location, the company has developed an expansive social media presence.

Lululemon has amassed a social media following of over six million people across Instagram, Pinterest, Facebook, Twitter, and YouTube. Of the five networks they have a presence on, Lululemon's Instagram account is the most popular, with over three million followers (Lululemon, n.d.). On Instagram, Lululemon shares video and photo posts of products, customers, Lululemon events (e.g. the Lululemon SeaWheeze Half Marathon), and Lululemon brand ambassadors. Brand ambassadors are athletes, business owners, and fitness instructors who registered for Lululemon's ambassador program and who, in the company's terms, serve as "an extension of our brand and an inspiration to our guests" (Lululemon Athletica, n.d.). All posts (especially those that include ambassadors) feature Lululemon products, which are typically identified in the accompanying text caption to allow followers to easily find and purchase the

items shown. Video posts are often comprised of a yoga sequence performed by a brand ambassador, workout tips, home workouts, or product launches. Lululemon's Instagram account was created in 2014 and is updated on a daily basis in the form of a new photo or video post, and/or a series of Instagram "stories".

A notable feature of Lululemon's Instagram presence is their interactivity with their followers. Brands, companies, and individuals with large social media followings are notorious for allowing followers to interact with each other while refraining from engaging with followers themselves. This is particularly true in the case of retail brands (Jayasingh, 2019). Lululemon, however, regularly engages with social media followers by responding to comments on their posts. The brand engages with followers who ask questions about products, leave a complaint, or simply comment on the original post. Their interactive and engaging presence could be an extension of their mission statement to "connect with others," or it could be part of a digital marketing strategy implemented to increase customer retention and ultimately, product sales.

Data Collection

This section will be divided into two sections: consumer comments and Lululemon captions. The coding procedures, code definitions, and code categories will differ between the two types of data collected. Comment responses from Lululemon consumers were collected and coded with an existing typology to identify which uses and gratifications appeared to be satisfied through engagement with Lululemon on Instagram. Conversely, Lululemon captions were collected and coded to identify communication strategies they appeared to employ to connect with consumers.

Comment Responses

The study sampled 10 posts from Lululemon's Instagram page. The posts were selected from a period of six months, ranging from July 2019 to December 2019. These posts were selected to represent the brand's recent communication efforts, prior to the spread of COVID-19, which caused a shift in their digital content. Four types of posts were collected, which include three videos, two yoga photos, three product campaign photos, and two event photos. The comments from these posts were scraped into an excel document using exportcomments.com. Additionally, screenshots of each post were stored in a separate digital file.

Video posts were selected because they have a higher engagement rate than photo posts (more comments and likes) and they feature products "in action" (e.g. clothing worn by a yoga instructor in a virtual class). Yoga photos were selected because yoga was and remains, an integral part of the brand. Although Lululemon sells clothing designed for a variety of athletic activities, the company originally sold exclusively yoga apparel. As such, yoga is likely an activity that continues to attract a large number of their followers. As a product-selling brand, Lululemon launches campaigns throughout the year for new clothing collections. These collections are promoted on their page where they are shown on different body types for different physical activities (as opposed to solely on models featured on their ecommerce website). Finally, Lululemon regularly hosts events, such as virtual races (e.g. SeaWheeze), in-person races (e.g. the Lululemon Toronto 10km), and yoga classes. These events facilitate the strengthening of a brand community, both online and offline. As such, it is important to analyze the engagement on these posts.

From the 10 posts selected, the first 50 comments were collected. The comments were first separated between those comments posted by Lululemon and those posted by consumers

(Table 1). Therefore, a total of 500 comments were initially selected for this study and of these, 370 were posted by Lululemon consumers.

Table 1

Comments Posted by Lululemon vs. Comments Posted by Consumers

Post	Comments Posted by Lululemon	Comments Posted by Consumers
Event Post #1	16 (32%)	34 (68%)
Event Post #2	9 (18%)	41 (82%)
Video Post #1	19 (38%)	31 (62%)
Video Post #2	6 (12%)	44 (88%)
Video Post #3	17 (34%)	33 (66%)
Yoga Post #1	12 (24%)	38 (76%)
Yoga Post #2	15 (30%)	35 (70%)
Campaign Post #1	6 (12%)	44 (88%)
Campaign Post #2	14 (28%)	36 (72%)
Campaign Post #3	16 (32%)	34 (68%)
Total Number of Comments	130	370

Lululemon comment responses were eliminated because this study focuses on Lululemon's brand strategy, exemplified in the captions of the post rather than their comment responses to consumers. From this point, only consumer comments were coded. Consumer comments were then categorized by four types of responses. The response typology includes a comment response (i.e. contains text), an emoji response (i.e. only emojis were used or an emoji with one word), a tag response (i.e. another Instagram user was tagged), and/or a hashtag response (i.e. contains hashtags) (Table 2).

Table 2

Types of Consumer Comments

Post	Comment	Emoji	Tag	Hashtag
Event Post #1	31	0	13	9
Event Post #2	28	12	18	1
Video Post #1	31	0	18	0
Video Post #2	22	21	35	0
Video Post #3	29	3	15	0
Yoga Post #1	31	5	20	1
Yoga Post #2	30	5	18	0
Campaign Post #1	34	10	19	3
Campaign Post #2	32	2	29	1
Campaign Post #3	24	8	16	0
Total Number	292	66	201	15

Finally, before analyzing the data, all comments that were coded as emoji-only (i.e. not emoji and tag, or emoji and hashtag) were eliminated. These comments were removed due to the difficult nature of coding these ambiguous responses consistently. In all, 336 consumer comment responses were coded in this study.

Lululemon Captions

Lululemon comment responses were excluded from the comment coding process. This study aims to explore the uses and gratifications satisfied by consumers and the strategies employed by Lululemon to engage with their followers. As such, Lululemon's original captions were coded instead. Each of the captions shared on the 10 posts selected for this study were coded according to Gao and Feng's (2016) three-strategy approach to brand content strategy (Table 4). Gao and Feng (2016) define brand content strategy one as sharing content that is

strictly brand-related. Strategy two is sharing brand-related content and brand-extended content (e.g. news and product information). Strategy three involves sharing brand-related content, brand-extended content, and social-oriented content (i.e. messages designed for the purpose of social interaction).

Data Analysis

A qualitative content analysis was conducted to analyze the textual components of Lululemon's Instagram posts. According to Hsieh and Shannon (2005), qualitative content analysis is "a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns" (p. 1278). This method of analysis allows for the recognition of the context in which codes appear with an emphasis on organizing word meanings (Hsieh & Shannon, 2005; McTavish & Pirro, 1990). Rather than simply coding and counting words, this method involves a deep analysis of word sentiment and meaning in each piece of textual data. In this study, a qualitative content analysis reveals patterns in Lululemon's Instagram content with respect to communication strategies and techniques. It also illuminates the gratifications Lululemon consumer's appear to satisfy through engagement with the brand on their Instagram posts.

The process of closed method coding using Whiting and Williams (2013) coding schema allows for further inspection into social media and UGT with respect to Lululemon and their consumers. After codes were applied, the data was re-analyzed and codes were organized into categories to identify patterns. The process of closed method coding was also used to analyze the captions shared by Lululemon on the 10 posts selected. Each caption was collected and coded using Gao and Feng's brand content strategy schema. A qualitative content analysis method was then employed to address the research questions: What communication strategies does

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Lululemon employ to engage with their followers on Instagram? According to Uses and Gratifications theory, what gratifications do Lululemon's Instagram followers express as they engage with Lululemon posts?

Consumer Comments

Coding Procedures. As mentioned, response typology categories were first applied to each comment response, separating comments into comment responses, emoji responses, hashtag responses, and tag responses. All types of comment responses were coded, except those that contained only emojis. Emoji responses that contained no text (i.e. tag or hashtag) were excluded due to the difficult nature of making consistent assumptions about the gratification sought/satisfied by an emoji comment response. For example, a heart emoji on one post could represent a user passing time by leaving simple comments on posts. Whereas, on another post, a heart comment could represent an expression of opinion (i.e. love) for a Lululemon product. There were a total of 34 emoji-only consumer comments. Once these comments were removed, there were 336 remaining comments that were analyzed and coded. This is the total number of consumer comments coded in the study.

Comments that contained an emoji and tagged another user, however, were coded. When the poster tags another user in an emoji response, this suggests that the user is either attempting to engage in social interaction, or communicatory utility. For example, one of the posts sampled for this study features a newly appointed Lululemon ambassador teaching a yoga class. Lululemon acknowledges the yoga instructor's recent appointment and many of the consumer comments on this post tagged the Lululemon ambassador along with a clapping hands emoji. In this case, these posts were coded as social interaction. When the consumer tags the ambassador

in the comment, they are attempting to interact in some manner. The inclusion of the clapping hands emoji suggests they are offering their congratulations.

Further, comments that contain only an emoji (or multiple emojis without text) and tag another user may alternatively be coded as communicatory utility. For example, some users would post a laughing emoji and tag another user. This suggests that they found something humorous about the post and tagged another user (presumably a friend or acquaintance) to share the post with them. This is an example of communication facilitation. Once emoji comments were removed, 336 consumer comments remained.

These response typology categories were not applied discretely as some comments could be classified in two or more categories. For example, some comments were labelled as a comment response and a tag response. After comments were organized by typology, they were analyzed and coded using Whiting and Williams (2013) Social Media Uses and Gratifications Coding schema (Table 3). These codes were applied discretely; no comments were attributed with multiple codes.

To better understand the gratifications expressed by Lululemon's Instagram followers, each comment was then analyzed and coded using a uses and gratifications coding schema. Measures of gratification were adopted from a prior study surrounding social media and UGT. Whiting and Williams (2013) developed a coding schema based on four previous studies surrounding Uses and Gratifications. Whiting and Williams (2013) expanded upon previous iterations of frameworks from Palmgreen and Rayburn (1979), Korgaonkar and Wolin (1999), Papacharissi and Rubin (2000), and Ko et al. (2005). The new framework combines the uses and gratifications from the previous four studies and is bolstered with the addition of three more themes to best address the common uses and gratifications of social media. These themes include

social interaction, information seeking, passing time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge of others (Whiting & Williams, 2013). These codes were assigned discretely to each of the comments collected based on Whiting and Williams' (2013) definition of each code.

Table 3

Codes Applied to Consumer Comments

Post	Social Interaction	Information Seeking	Passing Time	Entertainment	Relaxation	Communicatory Utility	Convenience Utility	Expression of Opinion	Information Sharing	Surveillance/Knowledge About Others
Event Post #1	6	2	0	0	0	2	1	14	9	0
Event Post #2	15	5	2	0	0	1	0	4	2	0
Video Post #1	10	5	0	0	0	3	0	7	6	0
Video Post #2	26	1	3	0	0	3	0	6	3	0
Video Post #3	12	3	2	0	0	2	0	9	3	0
Yoga Post #1	11	1	2	5	0	5	0	6	4	0
Yoga Post #2	8	7	0	6	0	4	0	2	6	0
Campaign Post #1	3	7	3	0	0	11	0	11	3	0
Campaign Post #2	19	2	2	0	0	6	2	3	1	0
Campaign Post #3	3	5	2	0	0	6	1	10	2	0
Total	113 (33.6%)	38 (11.3%)	16 (4.7%)	11 (3.3%)	0 (0.0%)	44 (13.3%)	3 (0.8%)	72 (21.4%)	39 (11.6%)	0 (0.0%)

It is important to note that these items were selected as a coding schema for their applicability to both overt and subtle marketing-style posts on Instagram. Lululemon varies their

posting strategy to include overt call-to-action style posts in which products are directly marketed to the consumer, in addition to those that subtly advertise products, such as in a virtual yoga class. The comment responses to content in both of these categories could be coded using this coding schema.

Code Definitions. Codes were applied to consumer comments based on the definitions provided by Whiting and Williams (2013). The original definitions from Whiting and Williams (2013) study are listed below in the codebook (Table 4). These definitions were interpreted to match the type of data collected. To further elaborate, comments labelled as social interaction were those in which one user tagged another (or multiple other) user(s) for the purpose of engagement. Information seeking posts contain questions about Lululemon's products and/or services. Posts that were labelled as passing time are those that demonstrate a low level of effort and interest in the post. Entertainment posts are those in which a user appears to have consumed the original post for the purpose of enjoyment or entertainment. In posts that express communicatory utility, users share information about Lululemon products or the brand in general. In convenience utility posts, users provide an easy way of obtaining more information about Lululemon. For example, by providing the name of a product featured in the original post to save other users from spending time searching on the ecommerce website. Expression of opinion posts contain the users' opinion about the post, the brand, or a product from the brand. In information sharing posts, users share information about themselves and their experience with Lululemon products, events, customer service, or the brand in general. Two codes from Whiting and Williams' (2013) codebook were not applied to any of the data collected: relaxation and surveillance/knowledge about others. These codes were not easily applicable to textual data and

emerged from Whiting and Williams' (2013) schema, which was developed from in-person

interviews. As such, there are no data-specific definitions for these codes.

Table 4

Whiting and Williams' (2013) Code Book

Code	Definition	Example
Social Interaction	Using social media to communicate and interact with others.	"@rearney love you. Thank you for these sweet words 🕸️ ❤️" (Yoga Post #2)
Information seeking	Using social media to seek out information or to self-educate.	"Is it a great water repellant? I have been reading reviews and some say it's for light rain?" (Product Campaign Post #3)
Passing Time	Using social media to occupy time and relieve boredom	"good 👍" (Yoga Post #1)
Entertainment	Using social media to provide entertainment and enjoyment.	"Kick their ass sea bass!💪🙋 🔲🔲 " (Yoga Post #1)
Relaxation	Using social media to relieve day-to-day stress (separate from entertainment).	
Communicatory Utility	Communication facilitation and providing information to share with others; helps facilitate communication instead of providing social interaction.	"@jae_dddd It looks like it's the Free To Be Wild Bra😊" (Yoga Post #2)
Convenience Utility	Providing convenience or usefulness to individuals.	"@amy7047 the 🔲 also comes in 'aquatic green' & the beanie is "twist of cozy knit beanie" 😊" (Product Campaign Post #3)
Expression of Opinion	Using social media to express thoughts and opinions.	"@lululemon love this!" (Product Campaign Post #1)

Information Sharing	Using social media to share information about you with others.	"Oh this sounds great especially for my morning workouts when I gotta dash to work afterwards! Definitely gonna check it out!" (Video Post #3)
Surveillance/Knowledge About Others	Watching people or things and watching what others are doing.	

Code Applications. The consumer comments on each Instagram post were analyzed by the following criteria: word use, sentiment, and emoji use. Upon analysis, these posts were then coded as: social interaction, information seeking, passing time, entertainment, communicatory utility, convenience utility, expression of opinion, or information sharing. As previously mentioned, the codes "relaxation" and "surveillance/knowledge about others" were not applied to any of the comment responses.

The coding scheme developed by Whiting and Williams (2013) emerged from qualitative data collected in the form of in-depth, in-person interviews. These codes may have been more easily applied to data collected from face-to-face interactions than textual data scraped from an Instagram post. In an in-person interview, the researcher has the advantage of reading body language, such as facial expressions and gestures in addition to hearing the respondents' tone of voice. These pieces of information serve as indicators of an individual's attitude and likely made it easier to identify relaxation as a satisfied gratification. The other code that was not applied, surveillance/knowledge about others, did appear to be applicable to the data. Typically, users who engage in surveillance through social media are referred to as "lurkers" or "creepers" (Mousavi et al., 2017). This type of activity is typically performed by an individual who wishes to gain more information about another individual. In this study, Instagram posts were collected

from a public brand account. As such, there would be little incentive for a user to engage in surveillance of a brand. Moreover, there was no evidence in the textual analysis of surveillance.

Once those codes were eliminated, the remaining eight codes were applied to the comment responses to identify the type of gratifications consumers appeared to express (Table 5).

Table 5

Codes Applied to Comments Posted by Consumers

Code	Comments Posted by Consumers
Social Interaction	113 (33.6%)
Information Seeking	38 (11.3%)
Passing Time	16 (4.7%)
Entertainment	11 (3.3%)
Relaxation	0 (0.0%)
Communicatory Utility	44 (13.3%)
Convenience Utility	3 (0.8%)
Expression of Opinion	72 (21.4%)
Information Sharing	39 (11.6%)
Surveillance/Knowledge About Others	0 (0.0%)

Second Stage Coding: Code Categories. Upon analysis of the codebook, code definitions, and coded comments, it became clear that codes could be further organized into categories (Table 6). These categories offer a better understanding of the type of comments Lululemon consumers share on the brand's Instagram posts. Passing time, entertainment, relaxation, and surveillance and/or knowledge about others can be categorized as "leisure" posts. These comments demonstrate the use of Instagram as a recreational activity. Of all consumer comments coded in this study, 27 (8%) are categorized as leisure posts (Table 6).

Comments coded as social interaction and information seeking can be categorized as engagement. Comments coded with these two labels often included questions or phrases designed to elicit a response from another user. For example, a user might ask another user a question about a Lululemon product. In other comments, users share the post with their friend and ask them a question about the post. Users may post social interaction and information seeking posts to engage further with another Instagram user (either a consumer or Lululemon). Of all consumer comments coded in this study, 151 (45%) are categorized as engagement posts (Table 6).

Comments coded as communicatory utility, expression of opinion, information sharing, and convenience utility can be categorized as knowledge exchange. In these comments, users either share information about themselves or provide information related to the original post. For example, a product campaign photo might elicit comments from consumers containing their personal review of the item shown in the photo. These categories can be grouped together to represent a user's effort to share knowledge and information with others. Of all the comments coded in this study, 158 (47%) are categorized as information sharing posts (Table 6).

Table 6

Consumer Comments: Codes and Code Categories

Code Category	Codes Included	Comments Posted by Consumers
Leisure	Passing Time Entertainment Relaxation Surveillance/Knowledge About Others	27 (8%)
Engagement	Social Interaction	151 (45%)

Information Seeking

Knowledge Exchange	Communicatory Utility Expression of Opinion Information Sharing Convenience Utility	158 (47%)

Code and Code Category Analysis. The coded comments that fell into the category "leisure" included passing time and entertainment responses. These gratifications were the least satisfied of all types of gratifications coded and accounted for eight percent of all consumer responses. Passing time and entertainment responses tended to be short in length and demonstrated a low level of investment/interest in the content. These responses often contained a few words and one or more emojis. An example of a passing time post shared by a consumer is "good 👍" (Yoga post #1). Similarly, an example of an entertainment post shared by a consumer is "Wonder Woman 😍 🤭" (Yoga post #1). Other comments coded as entertainment include those that did not elicit further engagement, demonstrate an expression of opinion, or provide usefulness to others. Another example of an entertainment post is "Kick their ass sea bass! 👐 👸 🐧🐧 " (Yoga post #1). The key difference between passing time and entertainment responses was the specificity of the comment with respect to the original post. Passing time comments tended to be more generic and could have been applied to any Instagram post. Entertainment posts typically made some reference to the Instagram post and caption it was shared under.

Comments that were categorized as "engagement" responses included those posts in which consumers appeared to satisfy social interaction and information seeking gratifications. These gratifications were satisfied in 45 percent of the consumer comments. Comments that were

coded as social interaction posts were identified as such for the users' apparent intent to engage

with another user. In these posts, users often tagged other users to elicit a response and identify

who their comment was directed to. An example of a social interaction post shared by a

consumer is "@ashleyvirgen Me too!!! Love the leggings 😍 Thanks for letting me know-I'll

have to go shopping now 🛍️🏃" (Product campaign post #2). In this comment, the user is

responding to another consumer who shared product information. Their response serves the sole

purpose of engagement and interaction. In other social interaction posts, consumers would pose

questions designed to elicit engagement (as opposed to gain new information).

Information seeking posts most often consisted of questions about Lululemon products.

Users would ask other consumers for information about products or tag Lululemon to ask for

more information about products featured in the photo post or products available on their

ecommerce website. An example of an information seeking post shared by a consumer is "Are

the puffers antimicrobial?" (Product campaign post #1). This example is representative of the

majority of information seeking comments posted by consumers in which they ask for more

information about a Lululemon item. Other information seeking posts contained questions about

Lululemon events; users would ask for clarification about the time and location of Lululemon

races and yoga classes, for example.

Responses labelled under the code category "knowledge exchange" included those

comments that represented the satisfaction of communicatory utility, expression of opinion,

information sharing, and convenience utility gratifications. These were the most highly satisfied

gratifications in this study (Table 6). Responses that were coded as communicatory utility

include those posts where a user shared objective information. The goal of a communicatory

utility comment was to share information (not specific to the individual). Many communicatory

utility posts contained information about Lululemon products, Lululemon events, and/or Lululemon as a brand. An example of a communicatory utility post shared by a consumer is "Thank you for inviting me to be a part of the lululemon global team!!! 🧖✨✨" (Event post #2). In this post, a Lululemon ambassador tags Lululemon to thank them for inviting them to join the brand ambassador team. The key function of the comment was to communicate, not necessarily provide information about themselves or information about the brand. Other communicatory utility posts consisted of those comments that users provided information with others. For example, "@iamcoachkris I LOVE the way the fast and free shorts fit! 😁 And check out the "feeling femmes" and "inner glow" 😺" (Video post # 2). In this comment, the user is responding to another consumer who asked about what type of shorts were best for practicing yoga. They are providing useful information to help the other consumer find the Lululemon item they need.

In convenience utility responses, users make information easily available to other users. For example, some commenters would provide the name of a Lululemon product to offer further information to another user. Lululemon would also occasionally reply with a link to help a consumer find a particular product. An example of a convenience utility post shared by a consumer is "#everyrunnercounts" (Event post #1). In this comment, the user included a hashtag, which is a searchable way of finding topic-specific information. Some other convenience utility posts shared information and links to other brand's products that the poster thought Lululemon consumers may be interested in.

In expression of opinion responses, users share their personal view about Lululemon, a Lululemon product, or the content of the post in general. An example of an expression of opinion post shared by a consumer is "Love this stuff! So comfortable, just can't get enough of it!"

(Product campaign post #1). In this comment, the consumer is referring to a Lululemon product

shown in the Instagram post and the user shares their personal feelings about the item. Other

expression of opinion posts contained consumer's experiences with Lululemon products, their

thoughts about products shown in the Instagram photo/video, and their opinion about

Lululemon's customer service.

Responses that were coded as information sharing demonstrate a user's effort to share

information about themselves with others (this is the differentiating factor that separates

communicatory utility from information sharing). Many of the posts that were coded with this

label contained a user's story about their experience with a Lululemon product, the brand, or a

Lululemon event. An example of an information sharing post shared by a consumer is:

> I can't believe it is already over - this was my first half marathon and I don't think I could
>
> have picked a better run to do. This run tested me / taught me to be grateful for where I
>
> am / showed me how amazing my body is and how far I can push myself . I will cherish
>
> this weekend for ever ! Thank you so much Lululemon ! I hope to get in again next year !
>
> (Event post #1).

In this comment, the user shared information about their experience at the Lululemon

SeaWheeze half marathon. Other examples of information sharing include consumers sharing

information about their favourite Lululemon products for a particular physical activity and

consumers sharing information about their experience with the brand's customer service.

Lululemon Captions

Coding Procedures. To better understand the communication strategies employed by

Lululemon on their Instagram account, it is necessary to begin by identifying various types of

brand engagement strategies. The types of communication strategies explored in this research

were identified by Gao and Feng (2016) in a study conducted regarding consumer-brand relationships facilitated through social media. In their research, Gao and Feng (2016) examined uses and gratifications expressed by consumers on brand social media and consequently identified three brand engagement strategies implemented by the brands to satisfy consumer gratifications. The researchers identified three core strategies utilized by the brand to satisfy consumers' gratifications via social media interactions. The strategies were assigned discretely to each of the captions shared by Lululemon on the 10 Instagram posts collected for this study.

Code Definitions. Three brand content strategies were applied to Lululemon's captions based on the definitions of the strategies from Gao and Feng's (2016) research (Table 7).

Table 7

Brand Content Strategies (Gao & Feng, 2016, p. 878)

Brand Content Strategy	Definition
Strategy One	Posting brand content only, such as information about the brand, its products and services, the company that owns the brand, and the activities and events of the brand.
Strategy Two	Posting brand and brand-extended content, such as related knowledge, news, and product category information. The aim could be linking the brand/product to current happenings and facilitating consumers' learning about the brand/product.
Strategy Three	Posting brand content, brand-extended content, and social-oriented content. Social-oriented content refers to the messages that are not related to the brand/product but are provided to elicit social interactions with users or among users.

Code Application. Lululemon employed all three strategies in the captions of the 10 posts selected for this study. In some captions, they would provide information about the brand. For example on the first video post, Lululemon shared information about their "Fast and Free" pants, offering details about the product's material and sharing information about how to find the

item on their website (Table 8). This is an example of the brand employing content strategy one. In this caption, all information is directly related to the brand and its products.

In other captions, Lululemon would provide information about brand-extended content. For example, the second event post contained information about a new Lululemon brand ambassador who shared yoga poses for runners to try after completing the Lululemon SeaWheeze Half Marathon (Table 8). In this caption, Lululemon is not overtly promoting their products or providing brand-related information. Rather, they are engaging with consumers and referring them to other Lululemon Instagram content (i.e. Instagram stories) to obtain health and fitness-related information from a Lululemon brand ambassador. Lululemon is a fitness clothing brand, as such this information is related to the brand category, however, it is not an overt attempt at marketing.

Lululemon also wrote captions that could be regarded as brand content, brand-extended content, and social-oriented content (i.e. strategy three). For example the first event post contained a simple call-to-action for consumers to share their experience at the SeaWheeze Half Marathon in the comment section (Table 8). This caption was written to elicit a response from consumers and drive engagement levels in the comment section of the post.

Table 8

Brand Content Strategies Used by Lululemon

Strategy	Total Number of Captions	Post	Examples
Strategy One	3	Video post #1	Feel fluid in the Fast and Free Pant, designed for making moves. Nulux fabric provides weightless coverage with breathable yarns that keep you cool and dry when things heat up. Experience movement in flow—link in bio to shop the Fast and Free Collection. #thesweatlife

		Campaign post #1	Get cozy with some of our favourite puffers this season, as seen on @bethanymenzel from our collective. #thesweatlife
		Campaign post #3	"One of the best things about this jacket is the nice, big hood. You can fit a hoodie underneath it—stay nice and cozy. It also has a drawstring, so you can cinch the hood to make it smaller if you want to." Elite ambassador and fly-fishing guide @maddiebrenneman, featured in the Rain Rebel Jacket. #thesweatlife
Strategy Two	5	Event post #2	A half marathon isn't complete without yoga to prepare and restore your body. For the 5,000 finishers of the first-ever #SeaWheeze Virtual Half Marathon, our newest global yoga ambassador, @saraclarkyoga is delivering a practice to help you recover. See our stories as she delivers the 5 best poses to do after any run. #thesweatlife Yoga Benefits | Chelsea Jackson Roberts
		Video post #2	Watch how yoga became more than a workout for global yoga ambassador @chelsealovesyoga and why she thinks it is for every—body. #thesweatlife Verified lululemon selfcare | Sweat-tested by Holly Keskey
		Video post #3	Can't stop sweating post workout, even after a quick shower? Sweat lag is real. From instant cooling effects to speeding up your get-ready time, lululemon ambassador @hollykeskey_koester, shares what she loves about our new post-workout body lotion. the full review on IGTV. #thesweatlife
		Yoga post #1	Do you feel that? It's the instant calm you feel when you reconnect with the mat. This month we invited 27 inspiring humans to come together in Park City, to detach from what no longer serves them, and rediscover that feeling. #thesweatlife
		Campaign post #2	"Now I usually buy sports bras 'cause they double as tops, fun secret. When I go out to the club, I'm usually

			wearing sports bras as a top, and you think it's a really cute top. No, it's a sports bra. Like this is a sports bra. I would wear this to the club tonight, and there's nothing you can do about it 'cause it looks great. It's a good fit. I know these tits are looking great in there. Sports bras are always super comfortable, so you don't have to second guess them, and they're built to dance in. You can move in a sports bra." Transgender supermodel and comedian @ariscestocrat featured in the Enlite Bra Zip Front. Check out her episode of #boobtruth Tuesdays on our IGTV now.
Strategy Three	2	Event post #1	#SeaWheeze in one word. Go 👇
		Yoga post #2	With only a few days left in this decade, what will you be doing to find space for sweat, reflection and gratitude? If you need us, we'll be hitting the mat.

Lululemon's Content Strategy and Engagement Levels. In order to examine the success of Lululemon's Instagram content strategy, it is important to assess the levels of consumer engagement each strategy generated. Content strategy two elicited the highest levels of engagement from consumers. Lululemon's posts that focused on brand and brand-extended content led to a cumulative 84,816 likes and 772 comments (Table 9). This suggests that Lululemon's consumers most appreciate content that shares information about the brand and brand-related topics (i.e. fitness, physical health, and wellness).

Posts that employed content strategy one led to the second highest levels of likes, with 73,896 likes and the lowest number of comments at 511 responses. These posts shared strictly brand-related information. Once again, this may indicate that Lululemon's consumers prefer content that provides information about the brand and its products.

Posts that utilized content strategy three generated the lowest level of likes at 39,007 likes and the second highest number of comments at 526 responses. Content strategy three differs from one and two because it incorporates social interaction. Since this strategy generated the lowest number of likes, this finding suggests that consumers may not follow Lululemon for the primary purpose of engaging with the company. In other words, they may be more motivated to follow Lululemon as a means of gaining brand and product-related information than interacting with the brand.

Table 9

Consumer Engagement Levels

Strategy	Posts	Engagement	
		Total # of likes	Total # of comments
Strategy One	Video post #1 Campaign post #1 Campaign post #3	73,896	511
Strategy Two	Event post #2 Video post #2 Video post #3 Yoga post #1 Campaign post #2	84,816	772
Strategy Three	Event post #1 Yoga post #2	39,007	526

Lululemon's Content Strategy and Consumer Gratifications. Researchers measure user gratification on social media in a variety of ways. Some researchers correlate the amount of time

a user spends on social media with the level of gratification obtained (Gao & Feng, 2016; Wang & Tchernev, 2012). Other researchers interview subjects and ask them to rate their own level of satisfaction based on a variety of factors (Leung, 2013; Quan-Haase & Young, 2010). Regardless of the method selected, it is difficult to ensure the accuracy of this data. As such, this research aims to look at the perceived reception of Lululemon's Instagram strategy by their followers, specifically those followers who engage with the brand's posts.

Each content strategy employed by Lululemon satisfied consumer gratifications in different ways (Table 10). Content strategy one primarily satisfied expression of opinion, communicatory utility, and social interaction gratifications. Content strategy two primarily satisfied social interaction, expression of opinion, and convenience utility gratifications. Content strategy three primarily satisfied expression of opinion, information sharing, and social interaction gratifications. Although these gratifications were satisfied at different rates depending on the strategy employed, a pattern emerged in the types of consumer gratifications that Lululemon's overall Instagram posting strategy fulfilled.

The main gratifications satisfied by each content strategy fit into the code categories engagement and knowledge exchange. This suggests that Lululemon's Instagram strategy satisfies consumers' need to engage with each other and the brand via a SNS. It also suggests that their content strategy supports the exchange of knowledge and information from brand to consumer, consumer to consumer, and consumer to brand in the comment response section.

Table 10

Lululemon's Content Strategies and Satisfied Consumer Gratifications

Content Strategy	Posts	Social Interaction	Information Seeking	Passing Time	Entertainment	Communicatory Utility	Convenience Utility	Expression of Opinion	Information Sharing
Strategy 1	Video Post #1 Campaign Post #1 Campaign Post #3	16	12	5	0	20	1	28	11
Strategy 2	Event Post #2 Video Post #2 Video Post #3 Yoga Post #1 Campaign Post #2	83	12	11	5	17	2	28	13
Strategy 3	Event Post #1 Yoga Post #2	14	9	0	6	6	1	16	15

Research Validity

The coding schemas used in this MRP originated from prior research in the field of Communications. A code book containing the original researchers' definitions of each code was used to ensure consistency across coding of all data. These codebooks were referenced throughout the coding process to ensure the logical and even application of codes throughout the study. The original researchers' articles were also referenced for specific examples of how codes were applied in their studies.

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Findings & Discussion

This section of the MRP presents the findings and discussion of the qualitative content analysis conducted on the Instagram captions shared by Lululemon and comment responses posted by Lululemon consumers. This section aims to address the research questions by identifying patterns and themes in the types of comment responses shared by Lululemon consumers on 10 of Lululemon's Instagram posts. It will also explore the core communication strategies utilized by Lululemon in their Instagram post captions. This section will begin by addressing the communications strategies used by Lululemon. It will then address the types of comments shared by consumers and the gratifications consumers appeared to express.

RQ 1: What communication techniques does Lululemon employ to engage with their followers on Instagram?

Lululemon utilizes three social media content strategies in their Instagram post captions. The first strategy focuses on providing brand information. The second strategy provides brand information and incorporates brand-extended information. The third strategy provides brand information, brand-extended information, and it also incorporates social-oriented content. As such, the common objective that is present in all strategies is to provide consumers with information about the Lululemon brand.

Lululemon employed all of these strategies throughout their captions. The objective to provide information about the brand is evidenced by the fact that every caption sampled in this study referenced either a Lululemon product or a Lululemon event. To elaborate further, captions provided information about products shown in the photo/video that the caption was posted on. For example, on the first video post, Lululemon describes the material of the pants shown in the corresponding video. The caption states, "Feel fluid in the Fast and Free Pant, designed for making moves. Nulux fabric provides weightless coverage with breathable yarns that keep you

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cool and dry when things heat up. Experience movement in flow—link in bio to shop the Fast and Free Collection. #thesweatlife" This is an example of the brand employing content strategy one. In this caption, all information is directly related to the brand and its products.

In other captions, Lululemon would provide information about the brand and brand-extended content. For example, some captions referenced Instagram TV (IGTV) videos that featured Lululemon brand ambassadors. In another caption, Lululemon referred followers to their Instagram Story where a yoga instructor brand ambassador shared yoga tips. In these captions featuring brand-extended content, Lululemon is not focused on making overt sales pitches by providing information about the brand. They are referring consumers to other Lululemon Instagram content (i.e. Instagram stories) to obtain health and fitness-related information from a Lululemon brand ambassador. Lululemon is an athletic wear brand, as such this information is related to the brand category, however, it is not an overt attempt at marketing.

Finally, strategy three included brand content, brand extended content, and social-oriented content. This strategy incorporates the notion of building a brand community. For example, on the first event post sampled, Lululemon simply asked followers to describe their experience at the Lululemon SeaWheeze half marathon. In the comment response section, consumers shared information about their own experience and also interacted with other followers to engage in dialogue about shared experiences at the race. This finding is consistent with existing literature, which addresses the benefits of engaging with consumers on social media. Brands that make an effort to engage with their followers are then able to build Virtual Brand Communities (VBCs) of dedicated and loyal consumers (Coelho et al., 2018). Those SNS users who feel a part of that brand's community are also more likely to engage with the brand on their page (Brodie et al., 2013; Coelho et al., 2018).

According to the existing literature about VBCs, content strategies that focus on providing information about a brand are effective (Ashley & Tuten, 2014). Hollebeek et al (2017) found that consumers use VBCs not only to be a part of a community but to acquire brand-related information. However, "when a consumer's knowledge about a brand increases (through social media) so does the emotional attachment to the brand, regardless of whether content of the brand's social communications was functional or emotional in nature" (Ashley & Tuten, 2014, p. 19). In using a three-pronged content strategy that is centered around providing brand information, Lululemon may also be building relationships with their consumers.

RQ 2: How do these communication techniques appear to be received by followers? What gratifications were satisfied?

For the purpose of this study, only one type of activity was examined: comment responses. In particular, this study focused on users who posted comments on Lululemon's Instagram photos. Other methods of engagement such as liking posts, liking comments, sending direct messages, and posting photos that tag the brand were not included. This study was particularly interested in the expressive activity of comment responses.

Consumer responses were first coded using Whiting and Williams' (2013) typology and then organized into the code categories leisure, engagement, and knowledge exchange. Comments in the code category leisure (i.e. passing time, entertainment, relaxation, and surveillance/knowledge about others) showed the lowest level of satisfied gratifications. Eight percent of all comments coded in this study satisfied gratifications in the category "leisure" (Table 6). This suggests that consumers follow Lululemon for purposes outside of passing time and entertaining themselves. This information is consistent with existing marketing literature which suggests that Instagram users follow accounts to obtain information (Alhabash & Ma, 2017; Sheldon & Bryant, 2016). Moreover, Yilmaz and Enginkaya (2015) found five

motivations that compelled consumers to follow brands on SNSs, which include brand affiliation, conversation, opportunity seeking, entertainment, and investigation. Lululemon consumers' leisure gratifications were not heavily satisfied in their engagement with the brand's content. As such, other motivations such as the five identified in Yilmaz and Enginkaya's (2015) research may more accurately describe consumers' motivations to follow Lululemon and comment on their Instagram posts.

Comments in the code category "engagement" (i.e. social interaction and information seeking) accounted for 151 (45%) of the comments posted by consumers (Table 6). In other words, these gratifications were highly satisfied. The posts in this category generally serve the purpose of gaining more knowledge about the brand (i.e. information seeking) and interacting with either Lululemon or other Lululemon consumers (i.e. social interaction). The content strategy that most satisfied engagement posts was strategy two, which focused on sharing brand and brand-extended information. Content strategy two primarily elicited social interaction gratifications (Table 11).

Comments in the code category "knowledge exchange" (i.e. communicatory utility, expression of opinion, information sharing, and convenience utility) were the most highly satisfied gratification. Knowledge exchange posts accounted for 158 (47%) of all consumer comments (Table 6). The gratifications in this code category were the most satisfied in this study. The content strategies that most satisfied knowledge exchange posts were strategy one and three, which focused on sharing brand information, brand-extended information, and social interaction (Table 11). Content strategies one and three primarily elicited expression of opinion gratifications.

Table 11

Lululemon's Content Strategy and Highest Satisfied Gratifications

Content Strategy	Posts	Highest Gratification Satisfied	Code Category
Strategy 1	Video Post #1 Campaign Post #1 Campaign Post #3	Expression of Opinion	Knowledge Exchange
Strategy 2	Event Post #2 Video Post #2 Video Post #3 Yoga Post #1 Campaign Post #2	Social Interaction	Engagement
Strategy 3	Event Post #1 Yoga Post #2	Expression of Opinion	Knowledge Exchange

In sum, the consumer gratifications that were most frequently satisfied by Lululemon's posts were social interaction and expression of opinion gratifications. Of the 336 consumer comments coded, 113 (33.6%) were coded as social interaction and 72 (21.4%) were coded as expression of opinion (Table 12). These two gratifications were satisfied by strategy one, two, and three. In other words, all three content strategies employed by Lululemon worked to satisfy consumer gratifications in the code categories knowledge exchange and engagement. Lululemon's overall Instagram content strategy, then, primarily satisfied consumers' need to engage in social interaction and acquire knowledge about the brand.

Existing literature in the field of marketing addresses consumer engagement in VBCs and suggests that consumers' need for information is often satisfied through engagement with fellow members of the VBC (Brodie et al., 2013). Brodie et al. (2013) studied consumer engagement in VBCs through a netnography . According to their research, "the consumer engagement process is initiated largely by consumers' need for information" (p. 112). This could mean that Lululemon consumers can satisfy their need for information by engaging on the brand's Instagram platform. The notion that consumers join Lululemon's VBC to satisfy engagement needs is also supported in UGT literature. Phua et al. (2017a) found that "individuals who most frequently used Instagram for following brands reported highest brand community engagement" (p. 422). These findings coupled with the literature suggest that Lululemon consumers' needs for engagement and knowledge are both sought and satisfied by joining the brand's VBC.

Table 12

Lululemon's Content Strategies and Satisfied Consumer Gratifications

Content Strategy	Posts	Social Interaction	Information Seeking	Passing Time	Entertainment	Communicatory Utility	Convenience Utility	Expression of Opinion	Information Sharing
	Video Post #1	10	5	0	0	3	0	7	6
	Campaign Post #1	3	7	3	0	11	0	11	3
Strategy 1	Campaign Post #3	3	5	2	0	6	1	10	2
	Total	16	12	5	0	20	1	29	11
	Event Post #2	15	5	2	0	1	0	4	2
Strategy 2	Video Post #2	26	1	3	0	3	0	6	3
	Video Post #3	12	3	2	0	2	0	9	3

	Yoga Post #1	11	1	2	5	5	0	6	4
	Campaign Post #2	19	2	2	0	6	2	3	1
	Total	83	12	11	5	17	2	28	13
	Event Post #1	6	2	0	0	2	1	14	9
Strategy 3	Yoga Post #2	8	7	0	6	4	0	2	6
	Total	14	9	0	6	6	1	16	15

Lululemon's captions may not always openly encourage social interaction or expression of opinion, however, they continue to elicit responses that satisfy these gratifications amongst their followers. According to Kamboj (2020) and Ruggerio (2000), UGT is not only focused on the needs and desires that compel an individual to consume a particular type of social media but also on the consequences that follow. Lululemon consumers, therefore, may read the brand's captions and not anticipate satisfying certain gratifications but this may be a consequence of engaging on the brand's platform. The findings of this research also suggest that the content strategy that explicitly encourages interaction resulted in other types of gratifications. To further elaborate, content strategy three was designed to elicit social interaction, however, it primarily gratified expression of opinion and information sharing gratifications; social interaction was the third-highest satisfied gratification (Table 12).

According to Phua et al. (2017a), there are several positive outcomes and advantages for brands that satisfy consumers' needs and desires through social media. One of the outcomes is further enhancing brand community engagement, which is evident in the number of social interaction comments shared across all consumer responses. Strong brand community engagement also increases the chances of consumers purchasing products from that company (Jain et al., 2018; Kaur et al., 2019; Park & Kim, 2014). Through satisfying users' social interaction needs, Lululemon also benefits by building a loyal VBC of individuals who are likely

to support the brand by purchasing products. This suggests that the communication strategies employed by Lululemon serve a mutually beneficial purpose of satisfying consumers' needs while also building a loyal customer base.

<p style="text-align:center">Limitations and Future Research</p>

Future researchers could conduct in-person interviews with Lululemon followers to better identify the uses and gratifications they satisfy on Lululemon's Instagram page. With in-person interviews, researchers could more accurately apply all codes in Whiting and Williams' (2013) coding schema and identify gratifications such as relaxation and surveillance/knowledge.

To further expand on the coding schema, two possible new codes were identified with respect to UGT and Instagram. Emotional expression is a code that could have been used to describe many of the comment responses shared by consumers. This code would include those comments in which consumers expressed excitement, love, or dissatisfaction with Lululemon posts, products, events, and Lululemon as a brand. For example, "@mauramay omg YES" (Video post #3). This comment was coded as a social interaction post because the poster tagged another user to share the post and engage. However, their excitement about the post could be better classified as emotional expression.

The second code that emerged in the coding process is praise. Many consumers would praise the brand or Lululemon ambassadors featured in posts. For example, "I LOVE @chelsealovesyoga!!! I'm so excited that she is one of our company ambassadors!! 😍🙇🏾" (Video post #2). This comment was coded as an expression of opinion. However, the commenter is clearly offering praise to the Lululemon brand ambassador featured in the post. As such, a praise code would have applied to those comments in which users were expressing their approval of the brand, its products, and ambassadors. Future research could incorporate these codes to

better identify the types of gratifications sought by Instagram users on Lululemon's Instagram page.

Another limitation of this research that is important to consider is the scope of the study. At the time this paper was written, Lululemon had almost 3,000 posts on their Instagram page. In this study, just 10 of these posts were sampled. This brings into question the issue of representativeness. Further, from each of these posts, just 50 comments were collected. Lululemon posts often have hundreds of comments from consumers. As such, these 50 comments may not be representative of the majority of the comments posted on the photos/videos. For example, those users who posted comments first (i.e. those among the first 50 posts) may be "super fans" of the brand and may seek/satisfy different gratifications than the majority of followers who comment hours or days after the post was shared.

Future studies could expand on this research by selecting a larger sample frame to offer a more representative view of the types of comments posted by both consumers and Lululemon. This could be done by collecting more Instagram posts and more comments. Further, the posts sampled could cover a broader timeframe. The posts collected for this study were all shared within a six month period. Future studies could select posts covering a one year period or longer.

Conclusion

The findings from this study suggest that Lululemon has established a dedicated community of followers on Instagram who appear to enjoy engaging with the brand on their posts. Lululemon implements a content strategy that involves sharing brand content, brand-extended content, and social-oriented content to satisfy the needs of their followers. In essence, their social media strategy is concerned primarily with providing useful information to their followers and engaging their followers in social interaction.

Lululemon followers appear satisfied with this social media strategy and were highly responsive in the comment section of the posts sampled. Consumers regularly posed questions that sought information from the brand or other consumers, sought customer service assistance, and engaged with both Lululemon and other followers. The posts that elicited the highest levels of engagement were those that featured a call-to-action, compelling users to complete a task or activity. For example, when Lululemon asked consumers a question and invited them to leave their response in the comment section, they received over 300 comment responses.

Based on this study, Lululemon uses their Instagram page to share information and cultivate connections with their consumers. They do this by providing product information (i.e. product names and colours), event information, links to their website, informative videos, and more. They strengthen connections with followers by engaging and asking questions designed to elicit a social interaction experience. Lululemon followers respond positively to this style of social media use and frequently tagged friends to share Lululemon's Instagram posts with.

The findings of this research suggest that Lululemon's Instagram strategy is highly effective and satisfies their followers' needs. Other brands with either similar product ranges (i.e. fitness and lifestyle products) or similar social media goals (i.e. sweat, grow, and connect) could implement a similar three-strategy approach with their social media accounts. As a reminder, these three strategies include sharing brand content, brand-extended content, and social-oriented content.

This MRP is a contribution to a broader understanding of the Instagram strategy implemented by large corporations with a substantial number of followers. A common theme throughout the analysis of the data emphasizes the importance of social interaction for the purpose of community- and relationship-building with consumers. This study highlights the

value in (1) brands sharing useful brand and product-related information, and (2) interacting with consumers and posing questions to spur further engagement. In doing so, companies satisfy consumers' needs to seek information, engage in social interaction, and communicate. Other companies that implement a similar Instagram strategy may form connections with consumers and further strengthen feelings of a virtual brand community.

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Appendix A

Figure A1: Event Post #1

Figure A2: Event Post #2
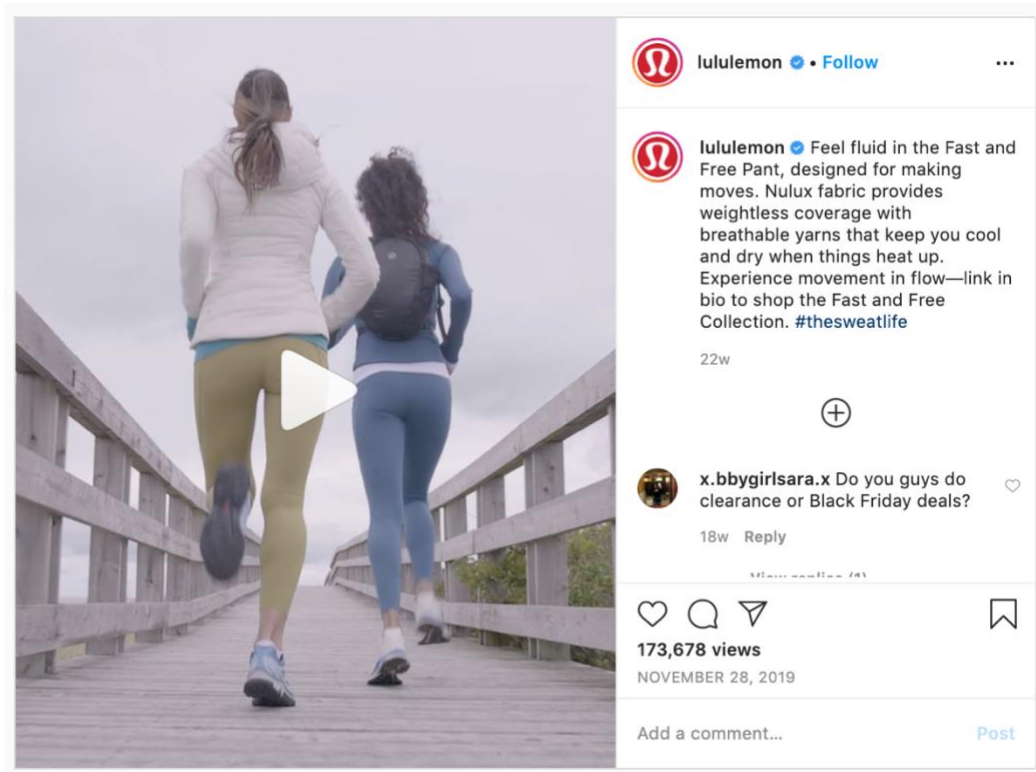
Figure A3: Video Post #1
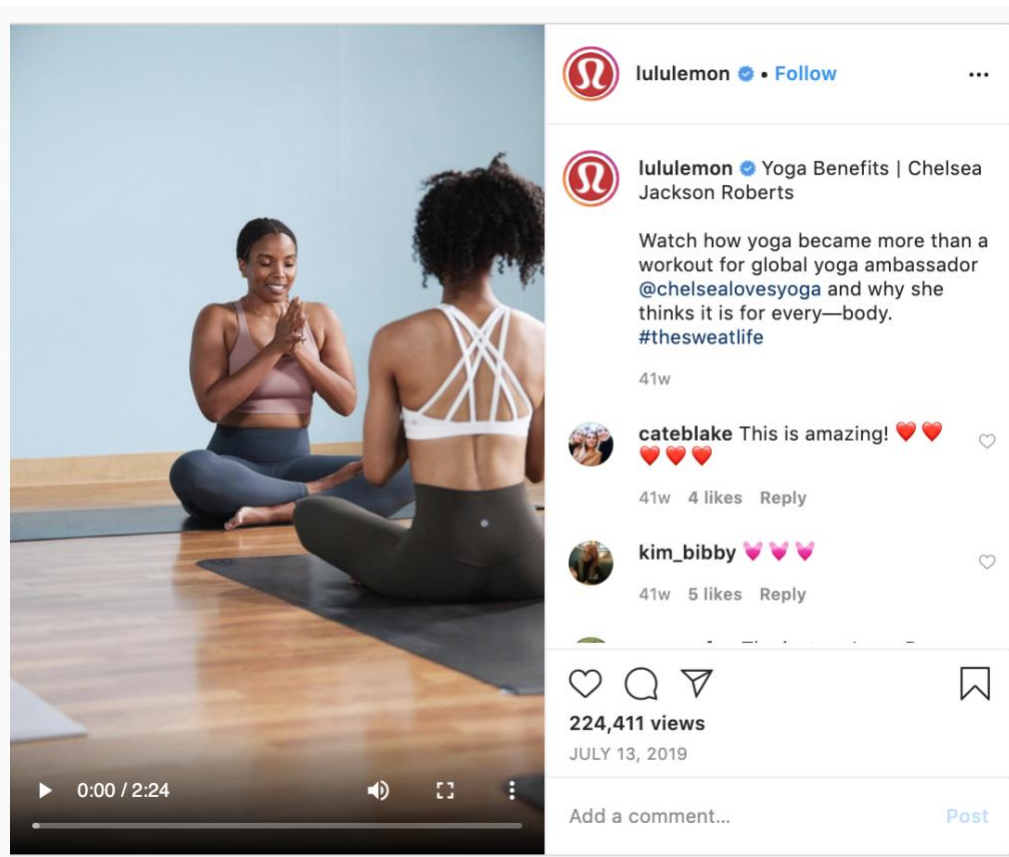

Figure A4: Video Post #2
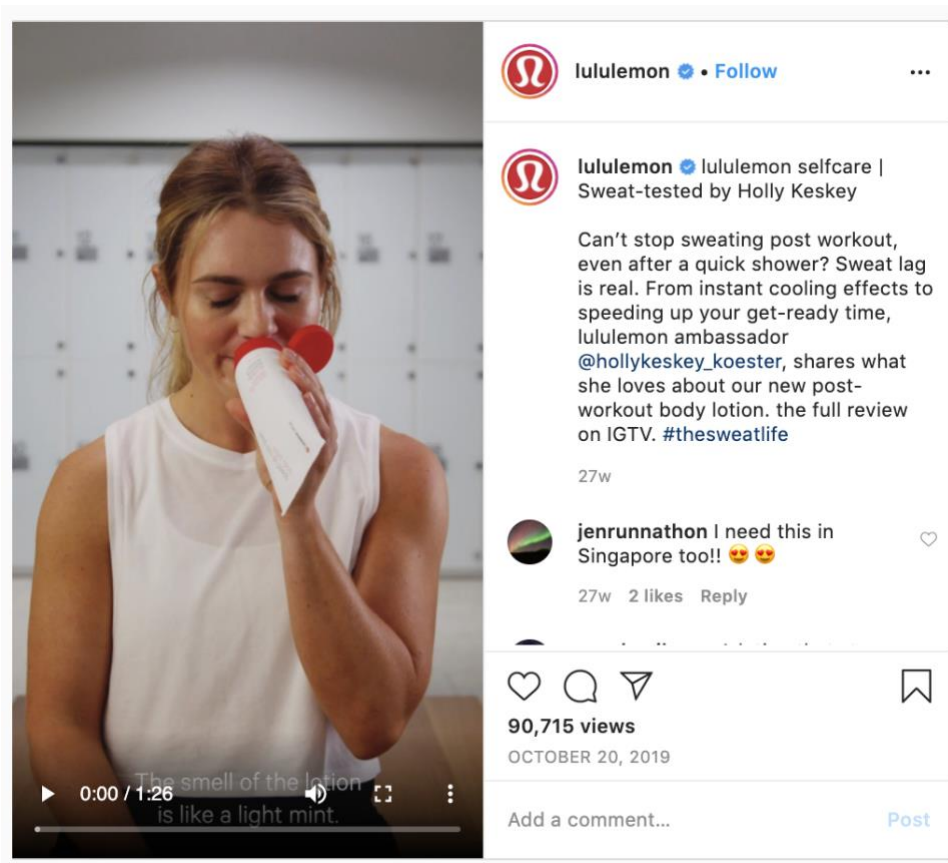
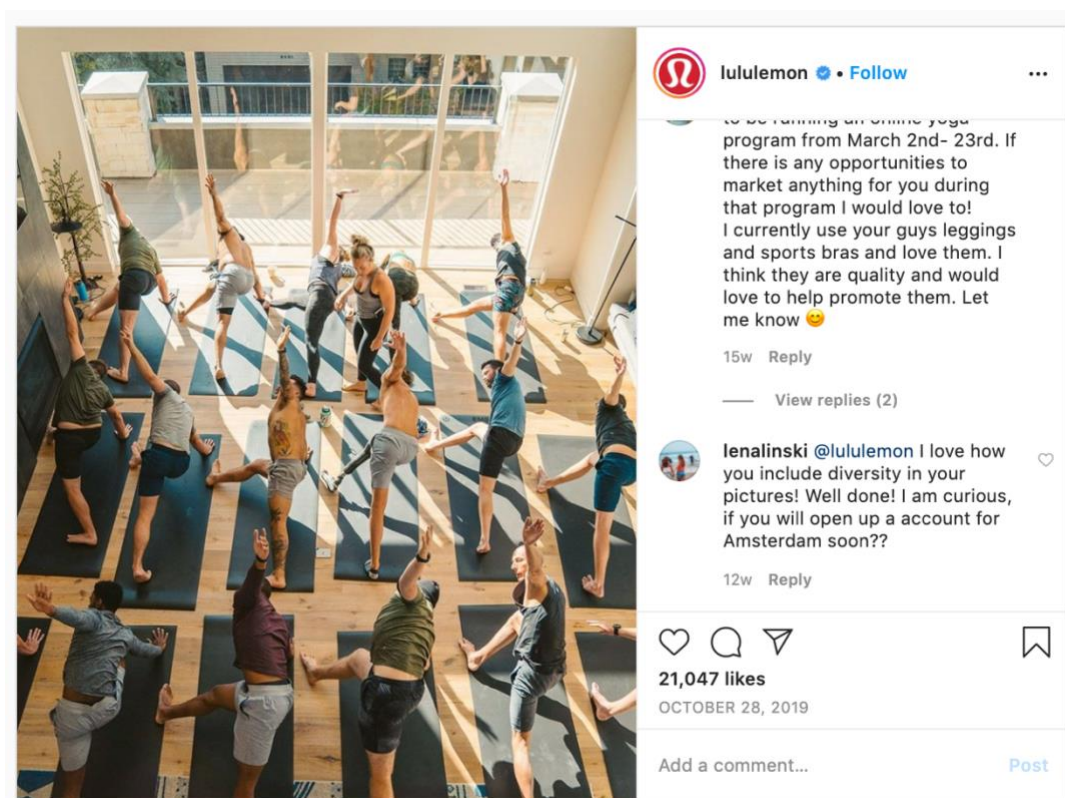**Figure A5: Video Post #3**

Figure A6: Yoga Post #1

Figure A7: Yoga Post #2

Figure A8a: Product Campaign Post #1

Figure A8b: Product Campaign Post #1
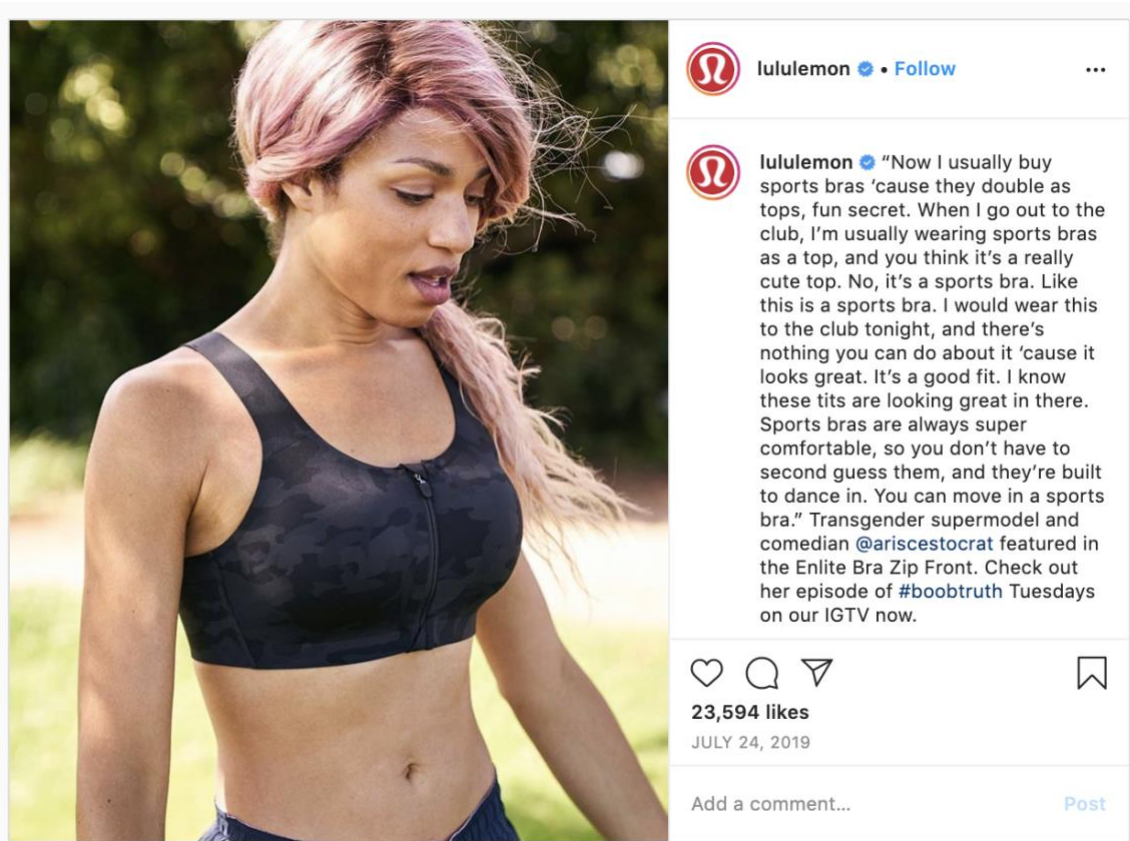

Figure A9: Product Campaign Post #2

Figure A10a: Product Campaign Post #3

Figure 10b: Product Campaign Post #3

Appendix B

Table 1: Event post #1 data

Comment #	Username	Comment	Type of Comment	Code
2	rajivharry_	@rajivharry_ #inspirational	Hashtag	Expression Of Opinion
7	jessicatitou	@lululemon awesome! Rainy and fun run with my friends!	Comment, Tag	Information Sharing
8	sleyland	Motivational! #attitudeofgratitude	Comment, Hashtag	Expression Of Opinion
10	mamabrookeruns365	Magical!	Comment	Expression Of Opinion
11	everyrunnercounts	#everyrunnercounts	Hashtag	Convenience Utility
12	drjessetimm	Powerful. What an experience	Comment	Expression Of Opinion
13	americanhygge	Amazing event. So many fun surprises like the oils, the showroom! And my favorite the boob truths!!!	Comment	Information Sharing
14	tulls11	Van-tastic! ATF for just an amazing weekend! Thank you!!	Comment	Communicatory Utility
15	lizzyvandermeer	Inspiring! 🐨 ❤️	Comment	Expression Of Opinion
16	farinamcl	Inspiring!!!!!!! Beautiful!!! Epic!!!! Motivating! I can't pick one	Comment	Expression Of Opinion
17	charshetler	ENERGY	Comment	Expression Of Opinion
18	lalasappy	Experiential! So much more than a half marathon. The world's BEST half marathon, and pre-run event, and post-run party! You can't truly get it until you experience it! The vitality, the vibe - I walk away with so much more than a medal! Thanks @lululemon!	Comment, Tag	Information Sharing
19	lesliedoble	Perfect! The weather, the views, the pre and post party, everything was perfect. Thank you @lululemon #seawheeze2019	Comment, Tag, Hashtag	Information Sharing
20	emmajmylie	empowering! 💪	Comment	Expression Of Opinion
21	rece.gerke	when's the next warehouse sale??	Comment	Information Seeking
22	erin_suarez81	Inspiring! From the starting line meditation, to the kindness of the community of runners, to the cheer stations (I can't decide which one was my favorite), to the finish line and the outpouring of love... I feel inspired by the goodness of @lululemon and the goodness of the culture of the community that they are building. And I'm flipping amazed that I get the opportunity to be associated with such greatness through the #lululemonambassador program. Inspired. Yup. That's my "go word!" #thesweatlife was strong this weekend ❤️	Comment, Tag, Hashtag	Information Sharing

23	suzanaclements	Inspiring. Emotional. Hard. Can't wait to do it again next year �ꙮ	Comment	Information Sharing
24	pavementrunner	@smashlybink at the center of it all. ❤️	Comment, Tag	Social Interaction
25	smashlybink	@pavementrunner such an amazing moment!	Comment, Tag	Social Interaction
26	davidleilam	Painful	Comment	Expression Of Opinion
27	errinkaralee	Surreal	Comment	Expression Of Opinion
28	brigittepatton	Such a memorable weekend and I'm sad it's already over. Thank goodness I have a ton of pics to get me through this next week to post to remind me of all the fun! Thank you @lululemon 🐻 ❤️	Comment, Tag	Information Sharing
29	sareenanickoli	Unforgettable ❤️	Comment	Expression Of Opinion
30	graceec3	Y dose this brand only sell up to a size 14???	Comment	Information Seeking
31	alisha_lynn88	Enchanting 🎇	Comment	Expression Of Opinion
32	kasey_defilippo	#goalcrushed thank you @lululemon for the best race experience ever!	Comment, Tag, Hashtag	Social Interaction
36	sareenanickoli	@lululemon 🐻 thank you for the experience #grateful #blessed	Comment, Tag, Hashtag	Social Interaction
37	sugibear	#favoritehalfever 🤭	Hashtag	Communicatory Utility
38	saraclarkyoga	Epic 💥🎇	Comment	Expression Of Opinion
43	nicolejustine23	Life-altering!!! This was my favorite moment of the whole weekend!!! Honored to have been a part of it!!! Thank you @smashlybink @everyrunnercounts for letting us cross the finish line with you!!! Hope to see you again very soon!!! ❤️ #pacebeaverforlife #yourpace #everyrunnercounts #pacebeaver #lululemonambassador	Comment, Tag, Hashtag	Information Sharing
44	everyrunnercounts	@nicolejustine23 it fires my soul up!!!	Comment, Tag	Social Interaction
45	stephanii.lynn	I can't believe it is already over - this was my first half marathon and I don't think I could have picked a better run to do. This run tested me / taught me to be grateful for where I am / showed me how amazing my body is and how far I can push myself . I will cherish this weekend for ever ! Thank you so much Lululemon ! I hope to get in again next year !	Comment	Information Sharing
47	being_shortt	Epic 🐻 Thank you @lululemon for a weekend I won't forget 🎉	Coment, Tag	Social Interaction
50	graceec3	@lululemon having size 14 in store would be great	Coment, Tag	Expression Of Opinion

Table 2: Event post #2 data

Comment #	Username	Comment	Type of Comment	Code
2	twisters_babyc	Early	Comment	Pass Time
3	noellekewallace	♡ ♡ ♡	Emoji	
4	katieworksoutnow	Tell me I can buy those tights 😍	Comment	Information Seeking
5	drsinger95	🏄 🏄 🏄 🏄 🏄 🏄 🏄	Emoji	
6	tommyhezhonghuang	Congratulations @tommyhezhonghuang on #seawheeze Virtual Half Marathon in San Francisco!!! Welcome @Saraclarkyoga to enter @lululemon family!!!!	Comment, Tag, Hashtag	Social Interaction
7	allymaz	👏 ♡ ♡	Emoji	
8	saraclarkyoga	Thank you for inviting me to be a part of the lululemon global team!!! 🙇 ✨ ✨	Comment	Communicatory Utility
9	saraclarkyoga	@allymaz thank you fellow global ambassador 🙇 ✨	Comment, Tag	Social Interaction
10	saraclarkyoga	@tommyhezhonghuang thank you dear!✨	Comment, Tag	Social Interaction
11	alcabrera08	te felicito .	Comment	Pass Time
12	manojdias_	@saraclarkyoga 👏	Tag	Social Interaction
13	karabezuko	@saraclarkyoga thank you for being here ✨	Comment, Tag	Social Interaction
14	tommyhezhonghuang	@saraclarkyoga I always grateful	Comment, Tag	Social Interaction
15	saraclarkyoga	@manojdias_ thank you fellow global ambassador 🙇 ✨ ✨ ✨	Comment, Tag	Social Interaction
17	naturally_plant_based	🙌 🙌 👏 👏 👏	Emoji	
19	iam.la.la	Love it♡ ♡ ♡	Comment	Expression Of Opinion
20	notafraid2soar	🐻 🐻 🐻 ▢	Emoji	
21	stopandplayrimini	💣 💣 💣	Emoji	
23	jerrykw	Any chance that a commemorative shirt could be made available for purchase in a men's and women's style for those who finished? I bet many finishers would be interested!	Comment	Information Seeking
24	melanierabay	🐻 🐻	Emoji	
25	tamarastoker	Thank you for the poses! 😊	Comment	Social Interaction
26	tamarastoker	@lululemon what is the print called? I love fast and frees	Comment, Tag	Information Seeking
27	fromtheblock.fit	So excited for this!! Avid runner & lover of yoga this is going to come in handy 😁 💯	Comment	Information Sharing
29	jerrykw	@lululemon I guess I will have to run it all again next year to find out how far that suggestion goes lol	Comment, Tag	Information Sharing
30	iam.la.la	@lululemon yes it will	Comment, Tag	Social Interaction
33	jacrussell6	incredible @saraclarkyoga	Comment, Tag	Expression Of Opinion

35	tamarastoker	@lululemon Thank you! I was there this year running and loved it!! I guess I didn't see the tights 😊	Comment, Tag	Social Interaction
36	mommia_meighen	Loved attending her session in person, and will give these poses a try tomorrow. Thank you for sharing 🙏 ❤️	Comment	Social Interaction
37	carleyj1	@csnjb_milife shoulda yoga's 😝 LOL just teasing, you rock!!	Comment, Tag	Social Interaction
38	kellygreenshop	🎇 🎇 🎇	Emoji	
39	kellygreenshop	🎇 🎇	Emoji	
40	aidamiriphotography	Wow amazing!	Comment	Expression Of Opinion
41	jianpablico	When @saraclarkyoga comes close to a Half Marathon, it immediately becomes Full.	Comment, Tag	Expression Of Opinion
42	double_bar	🤍🤍🤍🤍	Emoji	
43	chelsealovesyoga	😻😻🎇😻😻	Emoji	
44	liisa_ftn	@itsnoh.czr tu connais cette marque. ??	Tag, Comment	Social Interaction
45	itsnoh.body	@liisa_ftn nooon ! Tu as toi ?	Tag, Comment	Social Interaction
46	liisa_ftn	@itsnoh.czr non j'ai juste découvert au Canada , la qualité de fou	Tag, Comment	Social Interaction
47	climbingclimatechange	🖤	Emoji	
48	love.health.vitaminsea_tiu	How did I miss this virtual half marathon?? 🙁😣I must not have been paying attention- I have always wanted to run in the seawheeze half- will you be having another virtual half or will I have to wait till next year?	Comment	Information Seeking
50	camrynangman	Hi @lululemon will you guys ever restock the street to studio ll unlined in size 2 they have been sold out forever	Comment, Tag	Information Seeking

Table 3: Product campaign post #1 data

Comment #	Username	Comment	Type of Comment	Code
2	tommyhezhonghuang	🤍🤍🤍 clay! @bethanymenzel	Comment, Tag	Expression Of Opinion
3	laia.csabe	😎😎😎	Emoji	
4	laia.csabe	😎😍	Emoji	
5	melanierabay	🤍🤍	Emoji	
6	angieebingham	I ordered one couple days ago online and still have no confirmation or tracking number.	Comment	Sharing Information
7	saydeefit	Love 😍	Comment, Emoji	Expression Of Opinion
8	monalavinia	She looks perfectly cozy 😻	Comment	Expression Of Opinion
9	nicolejonesyoga	Beautiful 😻🤍	Comment, Emoji	Expression Of Opinion
10	mermaidmungz	I give this puffer 5 stars! I have it and it keeps me so toasty in the cold Ottawa winters 🥶	Comment	Sharing Information

11	sbxmama	Are the pants lulu as well?? ✳	Comment	Information Seeking
12	gintareyoga	😍	Emoji	
13	dana_thielbar	🤗	Emoji	
14	cassidyldavis	What leggings are these? @lululemon	Comment	Information Seeking
15	annie1boo	What top is this??	Comment	Information Seeking
16	scottstamneskatejam	It was a lonely day in Heaven for @jakephelpsghost when @rissmoore10 squashed out the queen bee 🐝 @lakeypeterson 😔	Comment, Tag	Pass Time
17	freeasabirdistheword	How come you guys won't carry size 14 in stores? Is it an image thing? You can be healthy in a size 14! #curvygirlsrock	Comment, Hashtag	Information Seeking
18	the.ladymcbeath	Awesome @christianmcbeath	Comment, Tag	Communicatory Utility
19	tallgirlpilates	I love puffy jackets 🤍 ♡	Comment	Expression Of Opinion
22	eromanoski28	#truth ♡	Hashtag, Emoji	Pass Time
23	tuyenvo_	@lululemon will you be restocking XS soon?	Comment, Tag	Information Seeking
25	chipperie_chippy	@lululemon for what it's worth lululemon used to be a super good brand w good quality now everything is just so thin and overpriced! Kind of like what happened to Abercrombie and Fitch quality just always going down weird	Coment, Tag	Expression Of Opinion
27	sarahndelbello	@cardelbelz this is the jacket	Comment, Tag	Communicatory Utility
28	renaeryann	@lululemon love this!	Comment, Tag	Expression Of Opinion
29	mjoyroy	Do you carry size 14 tights/leggings in any stores? I'd totally shop my local store but can't get my size 😩 and it would be nice to try on versus ordering blindly and having to return ✨	Comment	Information Seeking
30	casey_mcguirl	@cmcguirl15	Tag	Communicatory Utility
31	eromanoski28	@lululemon , yes! I live in this line! I love the new lines and colors!	Comment, Tag	Communicatory Utility
32	clairehills_	@justin_bolduc__	Tag	Communicatory Utility
33	__jordanrobinson	YESS PLZ LEGGINGS 🔥 @ffringer	Comment, Tag	Communicatory Utility
34	freeasabirdistheword	@freeasabirdistheword how come you answered everyone else's questions except for mine?? #truthhurts #lizzo	Comment, Tag	Social Interaction
35	namaste_every_damn_day	@mjoyroy preach!!!	Comment, Tag	Communicatory Utility
36	leyahalloway	@carlahoenig THE JACKET	Comment, Tag	Communicatory Utility
37	jheals7	hahahah @annakjellbin @kennedymarchment #cozy	Comment, Tag, Hashtag	Communicatory Utility

38	shadow_pro63	In a couple of weeks it will be 2020. Seems like it's time for customers in the EU to be able to buy the full range you have to offer. But no. Items in the US store may never be available in Europe, EU stores cannot special order items for customers, the the EU store never knows when or if an item will come in. Dark age business practices which can frustrate your core customers and negatively impact your brand. Thanks for coming to my TED talk.	Comment	Expression Of Opinion
39	annakjellbin	@jheals7 😬	Tag, Emoji	Communicat ory Utility
40	bailwhite	@lindsaydowney4 how cute is this	Comment, Tag	Communicat ory Utility
41	lindsaydowney4	@bailwhite I know I actually want this entire outfit lol	Comment, Tag	Social Interaction
42	bailwhite	@lindsaydowney4 same lmao twins	Comment, Tag	Social Interaction
43	thescottsdalesno b	Gorgeous coat! Too bad I'm in AZ and don't need a jacket that warm 🥵	Comment	Sharing Information
44	robrunner1227	Are the puffers antimicrobial?	Comment	Seeking Information
45	eddieaz_ocr	😎😎	Emoji	
46	lauryolo13	BEST JACKET EVER. I WEAR IT EVERY DAY!!!	Comment	Expression Of Opinion
47	kobeblackwell	Love this stuff! So comfortable, just can't get enough of it!	Comment	Expression Of Opinion
48	smitheysb2014	LLL=THE BEST!!	Comment	Expression Of Opinion
49	onlynoah20	Same last name🐐🐐🐐	Comment	Pass Time

Table 4: Product campaign post #2 data

Comment #	Username	Comment	Type of Comment	Code
2	sarahelblake	Does this zip mean I dont have to near strangle myself to get it on? If so I'm all for it 👍	Comment	Information Seeking
5	adriannebeverid ge	@lululemon I spent months and countless hours chatting with lululemon only to be told that the gear "stood up to my sweatiest endeavours" and that the quality promise was upheld. Thanks for the offer though	Comment, Tag	Sharing Information
8	ba_ptbll	@cattybutlikesdogs lululemon sells cloths to two genders , correct?	Comment, Tag	Social Interaction
10	gennafitt	Need😍😍	Comment, Emoji	Pass Time
12	ba_ptbll	@cattybutlikesdogs cool, but online I can buy either men's , or women's, correct?	Comment, Tag	Social Interaction
14	jb.cline	🤍🤍🤍	Emoji	
15	jlaraxo	@ba_ptbll Yoir argument is a little confusing when transgender usually wear either man or female clothing depending on the sex. Whether, again it's female or male. You're perfectly capable to shop throughout all they sell. No one	Comment, Tag	Social Interaction

		sells specifically "transgender" clothing. Every confusing argument on your end. 😵‍💫		
16	jlaraxo	@ba_ptbll *very	Comment, Tag	Communicatory Utility
17	ba_ptbll	@jsl_xo I'm offended at the men's and women's section. They don't offer my gender.	Comment, Tag	Social Interaction
18	jlaraxo	@ba_ptbll That's still a confusing argument lol. You don't make any sense.	Comment, Tag	Social Interaction
20	laurajean_park	Love the variety of boob truths were hearing	Comment	Expression Of Opinion
22	lindsayjozefat	Now you guys can get me to go to the clerb in a sports bra... 📷 @hellaabad @taralou4 @sweaty_brunette_ @smashperk @paigey_em @mlcapone15 @kay_hawk23 @lindsay_pro	Comment, Tag	Social Interaction
23	claudia.hibberd	@lululemon probably running! But your gear look great- and feel even better- inside the gym and outside. Keep making exciting clothes!	Comment, Tag	Communicatory Utility
24	lachicafanny	@gggdubbb you do it right ▢ →🧖✅	Comment, Tag	Social Interaction
25	funkyfeefee_	@lululemon yes! More colours please. Red,maybe the kanoko dye print, blue	Comment, Tag	Communicatory Utility
26	usa_evoke_creative	how cool would it be if you could customize and place orders with an interactive smart mirror in the changing room?! Shoppers could choose from different colors and sizes if not in stock. #RFID #Digitalsolutions #retail #digitalsignage #consumerexperience #howcanihelp	Comment, Hashtag	Convenience Utility
27	livi.hobbs	@oceanvibing is doing a huge vsco giveaway!!	Comment, Tag	Convenience Utility
28	livingwellxo	Please make more sports bras that are not racer back, just regular tank style (for many people like me with shoulder issues etc) thank you🙏📷	Comment	Expression Of Opinion
31	surfinsarie	@ba_ptbll please enlighten us. What kind of clothes are transgender clothes? Because I have transgender friends and they wear the same clothes everyone else in the world wears. You're just a troll. You're trying to start an argument. Go troll someone else.	Comment, Tag	Social Interaction
33	never.too.many.kittens	@ashleyvirgen Me too!!! Love the leggings 😎 Thanks for letting me know-I'll have to go shopping now 🛍️🏃	Comment, Tag	Social Interaction
34	mjyfabrication	That's awesome	Tag	Pass Time
35	lisag1129	Thank you for featuring @ariscestocrat she's my favorite person on IG. Great choice. ♡	Comment, Tag	Expression Of Opinion
37	gianco09	@meganwang08 LOL	Comment, Tag	Communicatory Utility
38	krittideedaus	@surfinsarie besides, there are only two genders. You're either male or female. Or a dude who wears girls clothes or a girl who wears dudes clothes. It's pretty cut and dry. Yeah, go ahead and try to make me the bad girl but it's science.	Comment, Tag	Social Interaction

Comment #	Username	Comment	Type of Comment	Code
39	krittideedaus	@ba_ptbll they do offer clothes, mens' and womens. There are literally only TWO genders. Stop causing shit on this company. If you don't like it, don't buy their stuff. It's really that simple.	Comment, Tag	Social Interaction
40	caseymccain	@starkatz99	Tag	Communicatory Utility
41	ca_alycia	Could we collaborate? 😎	Comment	Information Seeking
42	ba_ptbll	@krittideedaus according to cnn there are hundreds of genders...	Comment, Tag	Social Interaction
43	krittideedaus	@ba_ptbll You get your info from CNN? That's one of your problems right there. No sweetie, there are only TWO genders - male or female. Anything else is a figment of ones imagination. FACT.	Comment, Tag	Social Interaction
44	ba_ptbll	@krittideedaus so what gender is the person in the pic?	Comment, Tag	Social Interaction
45	ba_ptbll	@krittideedaus id like @lululemon to confirm that there are only two genders... @lululemon ?	Comment, Tag	Social Interaction
46	krittideedaus	@ba_ptbll it's a dude trying to look like a chick. You clearly don't get it do you. There's only two genders, male & female. I could draw your blood blindfolded and even though a dude has fake tits and wears a dress, his blood will come back to that of a male. Same with an X-ray. Just because one decides to mutilate what's on the outside does not biologically change the gender. Anything beyond male or female is a mental issue. Did I explain it clearly to you now? If not you should probably seek counseling.	Comment, Tag	Social Interaction
47	ba_ptbll	@krittideedaus @leonardrosen99	Tag	Communicatory Utility
48	leonardrosen99	@ba_ptbll good point, j have no money idea? Could @lululemon please educate me?	Comment, Tag	Social Interaction
49	ba_ptbll	@leonardrosen99 @lululemon promoting transgenders but @krittideedaus says there's only two genders... can @lululemon confirm which is correct?	Comment, Tag	Social Interaction
50	krittideedaus	@ba_ptbll leave @lululemon out of it. It's not up to you or anyone else to decide for them. Stop trying to incite problems.	Comment, Tag	Social Interaction

Table 5: Product campaign post #3 data

Comment #	Username	Comment	Type of Comment	Code
2	mikayla_puddicombe	@lululemon define jacket, fits perfect under any jacket and keeps me warm!	Comment, Tag	Expression Of Opinion
3	lululemon	@mikayla_puddicombe One of our all-time favourites for layering as well.	Comment, Tag	Social Interaction
4	mcbretonsupper	Is it a great water repellant ? I have been reading reviews and some say it's for light rain?	Comment	Information Seeking

5	heyitsaishah	Love the colour😍 gonna have to get this asap	Comment	Expression Of Opinion
8	melanierabay	😍😍	Emoji	
9	mcbretonsupper	@lululemon 😍😍😍😍	Tag, Emoji	Pass Time
10	blue.eyed.girlie	😍😍😍	Emoji	
11	eviekay	I love mine! But this colour is 👌👌😍	Comment	Expression Of Opinion
12	isabella_deconti_fitness	I've always loved the look of your jackets! Currently building up my shirts collection at the moment though so jackets will have to wait 😬	Comment	Information Sharing
13	kampbell_	@lonigritsch do you like this?	Comment, Tag	Social Interaction
14	taymariep	Oh hai @maddiebrenneman	Comment, Tag	Social Interaction
15	vaeske.nyc	♡	Emoji	
16	mberglund19	😍	Emoji	
17	benbarkerfitness	Love that jacket color 😍	Comment	Expression Of Opinion
18	albertbjr9	@lilstabs of course i see this on my feed haha spooky	Comment, Tag	Social Interaction
20	maps.aivlio	@connor_randall24	Tag	Communicatory Utility
26	mariannesahl	Will the black color be available in the EU website soon?	Comment	Information Seeking
27	mellitello	Love this piece!	Comment	Expression Of Opinion
28	alexababakitis	if you reply, i'll buy a pair of your black leggings	Comment	Pass Time
29	amy7047	Have it in green🖤 it! Can you provide product info on beanie? Love the white!	Comment	Information Seeking
30	miralove_	@mrsdomingo 😁 Tuesday.	Comment, Tag	Communicatory Utility
31	itmechelsealeigh	@lululemon any plans to restock the Going Places Hooded Jacket in black?! 🙇	Comment, Tag	Information Seeking
32	acampoverdi	Love this one @lululemon ♡	Comment, Tag	Expression Of Opinion
33	eazynutrition	@lululemon rain rebel jacket is one of my favourites♡	Comment, Tag	Expression Of Opinion
34	shannonlegerr	@afterpayusa	Tag	Communicatory Utility
35	lyndelmiller_stylist	Can you get the black in Australia ?	Comment	Information Seeking
36	kefleming	♡ @maddiebrenneman 🙇	Tag	Communicatory Utility
37	benbarkerfitness	@lululemon please do 🔲 ♡	Comment, Tag	Communicatory Utility
39	siejhi	the jacket tho 😍	Comment	Expression Of Opinion
40	siejhi	@alexababakitis 😆	Tag, Emoji	Communicatory Utility
41	siejhi	@amy7047 the ⬛ also comes in 'aquatic green' & the beanie is "twist of cozy knit beanie" 😉	Comment, Tag	Conmmunicatory Utility
42	whitskis_2	♡	Emoji	

43	n3ncardin	Just bought it in the pumpkin color for the rain in Paris. !!	Comment	Information Sharing
49	chaarrleen	Wow wish it wasn't so expensive though 👀❗	Comment	Expression Of Opinion
50	eazynutrition	@lululemon 100💯 that's why I love it!!	Comment, Tag	Expression Of Opinion

Table 6: Video post #1 data

Comment #	Username	Comment	Type of Comment	Code
2	abigail.hickman	I love lululemon just as much as I love my dog	Comment	Expression Of Opinion
3	kbonghi	@lululemon I miss the days of the cool racer backs being $38. Now it seems prices have gone up and quality down. My older lulu gear is waaaay better then any of the newer stuff I've bought. Quite disappointing and I be been buying less every year.	Comment, Tag	Expression Of Opinion
4	haleyhickman91	When will your site be restocked?!	Comment	Seeking Information
5	kallilynn	@lululemon everything good sells out within minutes.. and even then, the deals aren't even better than they are on "we made too much". Very disappointing seeing we wait for this one "sale" all year.	Comment, Tag	Expression Of Opinion
8	jpfrutterotennis	Looks and feels so comfortable!😍	Comment	Expression Of Opinion
9	katie11x1	just bought a headband from you guys, best thing i've ever purchased. let me tell you, this headband is amazing it's so soft and it doesn't stretch out when you put it on! to anyone who is struggling of what to get, i recommend the headbands and leggings▯	Comment	Expression Of Opinion
12	alyssagalleg	what was your Black Friday sell ?	Comment	Seeking Information
13	lorenallardyce	@kristennicolecardano @lululemon I agree- have a sale. You're the only company who won't give in. It's fair to your loyal customers. Have a one day sale on regular priced items.	Comment, Tag	Expression Of Opinion
15	adrianabrimmer	This is all I asked for Christmas this year!!!!!	Comment	Information Sharing
16	nrwitt	Fast and Free are my favorite running pants!	Comment	Information Sharing
18	erin__elizabeth_	@alyssagalleg they had a clearance rack 👻	Comment, Tag	Communicatory Utility
19	adrianabrimmer	@lululemon yeah you hear that @ryanbrimmer lol	Comment, Tag	Social Interaction
22	thenourishedlifestyle	@lululemon the aligns are my other favourite pants...combined they are 80% of my wardrobe.	Comment, Tag	Information Sharing
25	addie.jahed	@lululemon thanks for your time.	Comment, Tag	Social Interaction
27	abigail.ireland	Love your brand but wanted to know whether the goose down in your jackets is from - keen to	Comment	Information Seeking

		get a jacket for someone for Xmas but seen some very sad stories about animal cruelty when it comes to sourcing feathers. Please can you advise?		
30	thesamanthajennings	@lululemon yes please!!	Comment, Tag	Social Interaction
32	stephanied427	@first_old_guy	Comment, Tag	Communicatory Utility
33	lululemondressedgardener	@bradenisomm - they used to have a quality guarantee, but not anymore	Comment, Tag	Social Interaction
34	lululemondressedgardener	@_carolinamirandaa - usually they just do a new upload for cyber Monday .. hopefully they also drop WMTM more than on Black Friday	Comment, Tag	Social Interaction
35	lululemondressedgardener	@lilie_young OMG	Comment, Tag	Communicatory Utility
36	lululemondressedgardener	@kbonghi - they mass produce these days... tons of low quality CRB end up even cheaper than $38 at the outlets and they still profit... different model these days	Comment, Tag	Social Interaction
37	plaguedeathcreations	These cost more than the workers who make them get paid in a month!	Comment	Expression Of Opinion
38	casse773	@m_zadykyan because you're paying for the brand. My friend has been wearing the same lulus for 10 years and they are still in good shape, I got a pair last year and they got little holes in the seams after a few months.. not worth the money unless you want to impress	Comment, Tag	Social Interaction
40	scarlettrandolph	@nhlaho don't count on it cause it's the same thing every year. They call the we made to much section Black Friday sale and cyber Monday is the same. They won't even do a percentage off of regular stuff EVER	Comment, Tag	Social Interaction
41	scarlettrandolph	@nhlaho not even 25% or 30%	Comment, Tag	Social Interaction
42	abigail.ireland	@lululemon thanks for confirming. So important as I'm learning more and more about what goes on and glad that you look into suppliers and how they treat their animals.	Comment, Tag	Social Interaction
43	kennedy.williams20	I just got 2 new pairs of pants and I love them	Comment	Sharing Information
45	maci_patten_	I always wanted a pair of leggings but my family can't afford them and I was seeing if you guys did Black Friday	Comment	Sharing Information
47	maci_patten_	@lululemon for leggings too!!??	Comment, Tag	Information Seeking
49	luluforcheap	Check my account for cheap lulu ♡	Comment	Information Sharing
50	charlibrady	When's the restock?	Comment	Information Seeking

Table 7: Video post #2 data

Comment #	Username	Comment	Type of Comment	Code
2	tommyhezhong huang	Yoga is very useful so I will continue to do. @chelsealovesyoga @lululemon	Comment, Tag	Information Sharing
3	miss_shellyfit	I LOVE @chelsealovesyoga!!! I'm so excited that she is one of our company ambassadors!! 😎📸	Comment, Tag	Expression Of Opinion
4	bfullertodd	I adore you @chelsealovesyoga !!!!!	Comment, Tag	Social Interaction
5	curly_suella_	How cool😎😎🙏	Comment	Pass Time
6	balancedi	@chelsealovesyoga your soul is so genuine 🤙❤️	Comment, Tag	Social Interaction
7	happinesswande rs	@kate_mcquilken @discover_boutique ⬜	Tag, Emoji	Communicat ory Utility
8	elsanunes8520	Looks amazing I wanted to ask questions if someone with hip replacement can do yoga ⬜ ?	Comment	Information Seeking
9	trinidadrian	@chelsealovesyoga 🙏🤍	Tag, Emoji	Pass Time
10	erieatseverythin g	THIS!! ♡♡♡	Comment	Pass Time
11	yvon.ne.berg	♡	Emoji	
12	luluberry24	Loved this video. She radiates joy!⬜😎	Comment	Expression Of Opinion
13	iamcoachkris	With that said we need yoga shorts for voluptuous bottoms 🙊 @lululemon .	Comment, Tag	Expression Of Opinion
14	bkmoney	Love this!	Comment	Expression Of Opinion
15	hipster_cat_lady	🖤🖤😎	Emoji	
16	matmatterz	Your amazing!!!!!! 🙏🙏🙏	Comment	Expression Of Opinion
17	pilonverde	@brujita313	Tag	Communicat ory Utility
18	chelsealovesyog a	@victor.spaulding 🙏🙏🙏	Tag, Emoji	Social Interaction
19	chelsealovesyog a	@thetreesouthla 🤍🤍🤍🤍	Tag, Emoji	Social Interaction
20	chelsealovesyog a	@faheemamujahid so much love for you brother ♡	Comment, Tag	Social Interaction
21	chelsealovesyog a	@balancedi 🙏🙏🙏	Tag, Emoji	Social Interaction
22	chelsealovesyog a	@bfullertodd let's have a competition on who adores who the most, because....😹😹😹⬜⬜♡	Comment, Tag	Social Interaction
23	chelsealovesyog a	@malllay_ I am honored and your words are so appreciated. ♡	Comment, Tag	Social Interaction
24	chelsealovesyog a	@tashakimp ♡🙏♡	Tag, Emoji	Social Interaction
25	chelsealovesyog a	@joshuakeith1 🙏🙏🙏	Tag, Emoji	Social Interaction
26	chelsealovesyog a	@do_mini_que_ ♡♡♡	Tag, Emoji	Social Interaction
27	chelsealovesyog a	@sacredhawkyogi 🌼🌼🌼🌼	Tag, Emoji	Social Interaction
28	chelsealovesyog a	@sydney.yancy 🙈🙈🙈	Tag, Emoji	Social Interaction

29	chelsealovesyoga	@anna__coon ♡♡♡	Tag, Emoji	Social Interaction
30	chelsealovesyoga	@annkonkolycnm thanks for taking the time to watch 🧸	Comment, Tag	Social Interaction
31	chelsealovesyoga	@tommyhezhonghuang 🐷🐷🐷	Tag, Emoji	Social Interaction
32	chelsealovesyoga	@coachkimberle 🐷🐷🐷	Tag, Emoji	Social Interaction
33	chelsealovesyoga	@iaffirmwellness 🤍🤍🤍	Tag, Emoji	Social Interaction
34	chelsealovesyoga	@dayfin7 ♡	Tag, Emoji	Social Interaction
35	chelsealovesyoga	@life.got.me.like i have three free practice videos on the lululemon YouTube channel. Perfect for clearing and relaxing. ♡	Comment, Tag	Social Interaction
36	chelsealovesyoga	@bytoya 🤍🤍🤍	Tag, Emoji	Social Interaction
37	lululemon	@veeteegee We've got some major heart-eyes for Chelsea, too.	Comment, Tag	Social Interaction
38	chelsealovesyoga	@iamcoachkris I LOVE the way the fast and free shorts fit! 😭 And check out the "feeling femmes" and "inner glow" 🐷	Comment, Tag	Communicatory Utility
39	chelsealovesyoga	@luluberry24 😭😭😭	Tag, Emoji	Social Interaction
40	chelsealovesyoga	@trinidadrian ADRIAN!!! 🙇🙇🙇	Comment, Tag	Social Interaction
41	chelsealovesyoga	@miss_shellyfit 🙇🙇🙇	Tag, Emoji	Social Interaction
42	chelsealovesyoga	@dshuler15 💗💗💗	Tag, Emoji	Social Interaction
46	tommyhezhonghuang	@lululemon Sure! I would like do yoga every week!	Comment, Tag	Sharing Information
47	iamcoachkris	@chelsealovesyoga I'll have to check those out	Comment, Tag	Social Interaction
49	stinaerowland	So awesome! I love her point of view 💗	Comment	Expression Of Opinion
50	life.got.me.like	@lululemon sweet! I didn't know she had videos! I'm definitely going to check those out! And I'll also be checking out that bra! I'm on a journey to being in the best shape of my life! As a mom and someone pushing 40 it's sure not as easy as when I was younger 😆 But I got this 💯👍	Comment, Tag	Information Sharing

Table 8: Video post #3 data

Comment #	Username	Comment	Type of Comment	Code
2	nikdolphin_	Oh this sounds great especially for my morning workouts when I gotta dash to work afterwards! Definitely gonna check it out!	Comment	Information Sharing
3	benbarkerfitness	I'll give it a go! 😭	Comment	Information Sharing

4	sydneycc4	Agreed! This lotion is magic 🫠	Comment	Expression Of Opinion
5	jaxxxholdsberg	YASSSSSS HOLLY	Comment	Pass Time
6	laura_russinsky	Omg I thought this was the girl that plays piper in oitnb!! Sounds just like her too	Comment	Expression Of Opinion
7	whosamjones	Omgggg	Comment	Pass Time
8	kiana.villa	@jesssicaginnn why did I think of you when I saw this 😭	Comment, Tag	Social Interaction
9	dianalynngrande	💧💧💧	Emoji	
10	deborahreed007	Yeah I so excited and can't wait to buy and try this lotion! This sounds perfect for me I'm always so so warm after my workouts and showers♡	Comment	Sharing Information
11	yogawithmar	@hollykeskey_koester you are such a beauty!	Comment, Tag	Social Interaction
12	morganlandrigan	🤍🤍🤍	Emoji	
13	oliviahornstein	@katestafford1 omg this would combat the post shower sweats!	Comment, Tag	Social Interaction
14	alitherealdiehl	@danidiehlwithit @mommadiehl1	Tag	Communicat ory Utility
15	jillyleaps	Omg I need this in my life!!!	Comment	Expression Of Opinion
16	mauramay	@meeshd we need this post The works 😭	Comment, Tag	Social Interaction
17	meeshd	@mauramay omg YES	Comment, Tag	Social Interaction
18	alexsorrell_	This is GENIUS!!!! Have to try!!	Comment	Expression Of Opinion
19	hollykeskey_koester	@yogawithmar 😘	Tag, Emoji	Communicat ory Utility
20	jesssicaginnn	@kiana.villa HAHAHHAHA that is literally for me😭😭😭	Comment, Tag	Social Interaction
21	jesssicaginnn	@kiana.villa i literally need that lol	Comment, Tag	Social Interaction
22	withashleykay	Woah so cool, definitely going to have to give this a try!	Comment	Expression Of Opinion
23	dingdongjarooski	Me can't wait to @afterpayusa a million of these	Comment, Tag	Social Interaction
24	prayfordirt	This is such a cool idea!!!	Comment	Expression Of Opinion
25	yogaelixir	Omg i need this!!!!!!	Comment	Expression Of Opinion
40	benbarkerfitness	@lululemon you know I will ♡	Comment, Tag	Social Interaction
43	whosamjones	@lululemon sure are!	Comment, Tag	Social Interaction
44	nuraliahamdi	We need this in the Asia market ! 😭😭😭	Comment	Expression Of Opinion
45	j0j0_lin	@lululemon wth lululemon!! I used to purchase the align 4" shorts at $48 a piece and just checked your website as I wanted more colors but you raised the price by $10?! I love those shorts but I'm struggling trying to figure out	Comment, Tag	Information Seeking

		how you guys justify an almost 20% increase in price?		
46	maggncheeese	@_ramennoodle_ this is what dad needs lol	Comment, Tag	Social Interaction
47	74lleisy	@kirastokesfit wondering if you use some of their sports products too. They look great. ♡ 😃	Comment, Tag	Social Interaction
48	bplarsen	My daughter lives in the Philippines and this would help her so much!!! How do i get this ASAP?!?! ♡	Comment	Information Seeking
49	emami.mojdeh	That's awesome	Comment	Expression Of Opinion
50	shaunalikesdogs	What tank is she wearing? I have it in black but dont know the name so I havent been able to buy it again!	Comment	Information Seeking

Table 9: Yoga post #1 data

Comment #	Username	Comment	Type of Comment	Code
2	zeyla	@lululemon any reco for a drop in class on Friday around Chelsea, NY	Comment, Tag	Information Seeking
3	lotus_of_liz	@meranduh05 hope those uniforms stretch lol	Comment, Tag	Social Interaction
4	sarahsea2	@amandaweil1 @jordanjayvaughn I knew I recognized that picture	Comment, Tag	Social Interaction
5	runcoach126	That feeling is like no other! It's like hitting pause, re-focusing, and letting the flow bring out the glow! 😊	Comment	Communicatory Utility
6	aliyee	Omg @jessamunion 👏	Comment, Tag	Social Interaction
10	ames_soko	This is the most men I have ever seen in a yoga class. Unusually high ratio.	Comment	Expression Of Opinion
11	mariana_boza	Amo @lululemon ♡	Comment, Tag	Pass Time
17	transparentsunglasses	👏😵🙆	Emoji	
18	jack.meyer61	@lululemon we actually did a lil yoga sesh at elite training for a cool down, I loved it, especially in my new THE shorts. Keep up the good work Lulu	Comment, Tag	Information Sharing
19	clhart6030	@lululemon I practice at a #prancingpeacockyogastudio. and I an	Comment, Tag, Hashtag	Information Sharing
20	clhart6030	And I am currently in 200 RYT yoga teacher training there	Comment	Information Sharing
21	oyuna_zul	@kadra0606	Tag	Communicatory Utility
23	emilyj.mohr	Kick their ass sea bass! 👐🤷 🐟🐟	Comment	Entertainment
24	barclay_andrew	@jessamunion congrats you incredible human 😊	Comment, Tag	Social Interaction
25	barclay_andrew	@lululemon tag the instructor! @jessamunion	Comment, Tag	Communicatory Utility

26	j.hnlee	Looove yoga but would loathe another persons foot on my mat! 🙊	Comment	Expression Of Opinion
27	jessamunion	🙈🙈🙈that's me!!!!!	Comment	Information Sharing
28	jessamunion	@adeibold 🐨🐨	Tag, Emoji	Social Interaction
29	thisheart4u	That's a little too close for comfort for me. I can only be splashed with sweat so many times. Been there done that it's not part of the ritual to act cool and spiritual when someone's sweat gets in your eye ball. Gross is gross.	Comment	Expression Of Opinion
30	sebaslarocca	🔝 🤍 📷	Emoji	
31	irenemmayer	love my yoga outfits of @lululemon ❤	Comment, Tag	Entertainment
32	whitneykgardner	Wonder Woman 😍 😙	Comment	Entertainment
33	kyleweiger	Go team!!!	Comment	Entertainment
34	eung_jip	good 👍	Comment	Pass Time
35	jina_sweetie	😍😍😍😍😍	Emoji	
36	sharonstutchbury	@oliviastutchbury spacing?	Comment, Tag	Social Interaction
37	teenamartinart	This class screams claustrophobia to me, there would be no joy.	Comment	Expression Of Opinion
38	benbarkerfitness	🤍🤍🤍	Emoji	
39	roniquebrea	yay for these guys!	Comment	Entertainment
40	cmueller39	@danoph5 @merrante52	Tag	Communicatory Utility
41	edan_dog_trainer	@amit.segal.baruch @amitbasss בקרוב עמית סגל שם	Comment, Tag	Communicatory Utility
42	jayjaydoesww	Am I the only one who is creeped/grossed out when someone else's foot rests on my mat? 😖	Comment	Expression Of Opinion
43	amitbasss	@edanbaruch בקרוב! 😂	Comment, Tag	Social Interaction
44	mcraetyler	This is great!!!	Comment	Expression Of Opinion
45	hannahvanspohn	YES @jessamunion 💪👏	Comment, Tag	Social Interaction
46	4man_p413	What a time, what an honor, what a blessing!! Thank you @lululemon and @lululemonmen 🙏	Comment, Tag	Social Interaction
47	johnny_runner_	@jessamunion yeah and so glad it was 🙏🙏🙏 as always you are awesomeness💙	Comment, Tag	Social Interaction
49	gustavoapadron	Obsessed 😍. @elmerferro, that you?	Comment, Tag	Social Interaction

Table 10: Yoga post #2 data

Comment #	Username	Comment	Type of Comment	Code
2	kyleweiger	I'm making the first 10-minutes of every morning my "gratitude time", starting each day getting super thankful for what I have. 🔒	Comment	Information Sharing
3	fitdisneychick	Booking a yoga class, and hitting the gym in my @lululemon gear 😍	Comment, Tag	Information Sharing
4	lucytalman	What bra is that? 😍😍 😍	Comment	Information Seeking
5	besthehr	hi friendsss @dc_hogue + @sprinklesofkaty ♀	Comment, Tag	Social Interaction
6	miyon.style	Get it📷	Comment	Entertainment
7	jae_dddd	@lululemon Looking for this bra style and color. Which one is it?	Comment, Tag	Information Seeking
8	sprinklesofkaty	@besthehr oh hi!!!!!♡ ♡ ♡	Comment, Tag	Social Interaction
9	sprinklesofkaty	@imwithkelly yes! Come to my NYD class at the @studiothreechi RN location!! ♡	Comment, Tag	Social Interaction
10	sprinklesofkaty	Like Woa... thank you for the feature @lululemon // feeling so grateful and yes the yoga mat is a great place to practice gratitude! I'll be teaching at the @lululemonchi store Sunday 12/29 at 12:30 if you're in the Chicago area!!⚡	Comment, Tag	Information Sharing
11	kathyblake3020	Going to the gym every chance I get! Oh in my new lululemon 😎	Comment	Information Sharing
12	sprinklesofkaty	@kyleweiger love it! ⚡	Comment, Tag	Communicatory Utility
13	sprinklesofkaty	@lauryolo13 ♡ ♡ ♡	Tag, Emoji	Communicatory Utility
14	sarahnicoletayy	Practicing more yoga!	Comment	Entertainment
15	imwithkelly	@sprinklesofkaty ahhh! What time??	Comment, Tag	Information Seeking
16	nikknack76	My favorite place!!!! @studiothreechi 😍😍😍	Comment, Tag	Social Interaction
17	melissanowicki	@jae_dddd It looks like it's the Free To Be Wild Bra 😊	Comment, Tag	Communicatory Utility
19	jehanlon1	Love this so much!!!!♡▨□♡ 🖤	Comment	Entertainment
20	emiilyhallman	@lululemon Wore my leggings once, washed as instructed, and got a hole. No repairs or exchanges offered when I went back- very disappointing.	Comment, Tag	Communicatory Utility
21	showdub	@studiothreechi REPRESENT BABY	Comment, Tag	Social Interaction
24	k80laf	@lululemon ♡ ♡ ♡	Tag, Emoji	Entertainment
26	graceawood2	When are the black 25' align leggings restocking? X	Comment	Information Seeking
29	tarotcardsandcoffee	@rinsecycledayton indoor cycling at the best studio around!	Comment, Tag	Social Interaction

30	pascoprecision	Buying more of your products because they've lasted me overseas better than ANY brand of workout clothing and your military discount is the best on this planet.	Comment	Expression Of Opinion
31	sara.kelsey17	@lululemon will you making more align tank tops. I had it in my bag and I wasn't done online shopping and they completely sold out 😭😭	Comment, Tag	Information Seeking
32	cotton.candy.mills	This is amazing	Comment	Expression Of Opinion
35	_.lilly.a	Can you trade in leggings for new ones without the receipt	Comment	Information Seeking
36	live_love_lift_11	🖤 🖤 🖤	Emoji	
37	lululepom	♡♡♡	Emoji	
39	erika_marieee	How pretty 😍😍😍😍	Comment	Entertainment
40	addi.wwww	Is the modeling account someone made real	Comment	Information Seeking
41	ergofitlife_katrina	It's too bad the low rise pants aren't in stores to try on. Many reviews say the ankle is baggy so I'm hesitant to buy them online. This kept me from purchasing on Black Friday when prices were good.	Comment	Information Sharing
42	nico_rose	I ordered leggings on your UK website 24 hours ago and no confirmation email has been given or processing of order. I have sent an email to you but cannot get access to live chat.	Comment	Information Sharing
43	sprinklesofkaty	@rearney love you. Thank you for these sweet words ✨ ♥	Comment, Tag	Social Interaction
46	paipontius	@sprinklesofkaty!! ♡ ♡	Tag, Emoji	Entertainment
49	lakenmakes	hi @sprinklesofkaty !! 😍 ♡	Comment, Tag	Social Interaction