Topic Selection Service

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Order Information

Order code: HTS-SAM-002-2020

Report Prepared by: Dr. Nancy, Head of Technical Operations

Topic Selection Summary

Title	Consumer Reconstruction Intention: A multifaceted Sentiment Analysis Approach to Strength Brand and Relationships.
Service Type	Topic Selection Service, Elite.
Submission History	Researcher had already shown interest in the research area of marketing especially consumer engagement in virtual community.

Background

Previous studies conducted elsewhere had insights gained through an analysis of interaction in virtual brand communities help managers to enhance the brand value. For instance, Chen et al. (2016) examined the determinants of review attraction and helpfulness using 633 online product reviews from Amazon China. The author in this study adopted a mixed-method approach to the test the conceptual model. Web crawler was used to collect information while data preprocessing with word segmentation and part-of-speech tagging followed by feature extraction and finally HoWNet was used to analyse sentiments. The author had used correlation analysis, SVM, Random forest model to classify and predict review helpfulness.

The study by Pathak & Pathak-Shelat (2017) conducted sentiment analysis using netnographic data to examine emotions revealed in interactions in virtual brand communities. The author in this study adopted mixed method research where participants opinions were collected through netnographic, followed by the attribute-based classification, and sentiment analysis using Semnatria Excel Plug-in and opinion mining and finally with an evaluation of responses. On the other hand, Lee et al. (2017) explored how emotional expressions embedded in online hotel reviews influence consumer helpfulness perceptions in TripAdvisor.com datasets. Specifically, the study focused on how negative emotional

expressions embedded in online consumer review and the results showed such endorsements were an important indicator in predicting their purchase behaviour. This study collected individual online review data using self-developed JAVA scripts, while text reviews were measured with SentiWordNet 3.0. The findings revealed that negative reviews considered more helpful than positive.

> The question posed in this research is: How negative interactions / negative sentiments expressed in the virtual brand community can be translated from the information of conversation to the relational mode?

In this context, although engagement has been broadly conceptualized into lower-order cognitive, emotional and behaviour but also takes into account another higher-level point personal life goal or value given the emerging consensus regarding what constitutes engagement, and how to measure it, focusing on investigating different antecedents and consequences.

The study will develop a **conceptual framework** that would shed light on a comprehensive understanding of consumer engagement in the virtual communities involving **cognitive, affective and behavioural dimensions**.

The proposed study will analyse the **customer purchase behaviour, referral behaviour and the influence on other customers and the value added to the firm by knowledgeable customer feedback**. For a detailed analysis of the sentiment polarity, the study would use **SentiWordNet.** The study will also compare the review text and the magnitude of the star rating.

Note to the Author / Researcher: Although we made an effort to accommodate seminal researches to identify gaps based on your requirements, and still it has scope to enhance which will be covered in the research proposal.

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