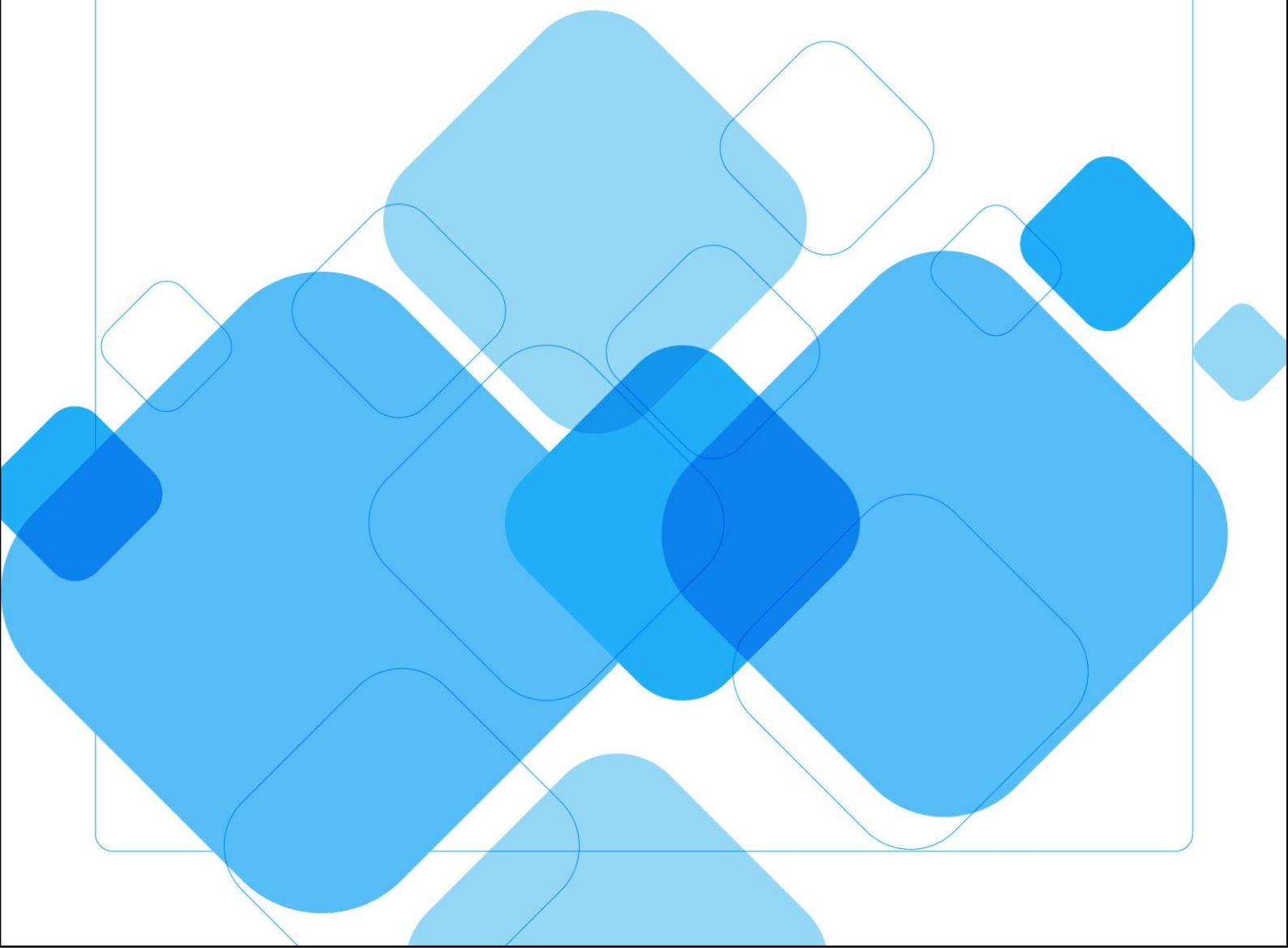




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Research Area Selection Service



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Once you select the topic, you may also request our recommended services to proceed further. Thank you again for choosing PhD assistance Research Lab to help you!

Order Information

Order code: HTS-SAM-002-2020

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

Topic Selection Summary

Title	Consumer Brand Engagement using Sentiment Analyses.
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

Engagement research in marketing has conceptualized 'engagement' being comprised of behavioural factors, emotional, and low level cognitive (Hollebeek et al., 2014), personality traits (Marbach et al., 2016), value perceptions (Marbach et al., 2016), and loyalty (Leckie et al., 2016). Research also supports that engagement is a motivational state occurring when people experience a product or service in terms of a personal life goal or value. Therefore, it's a psychological process linked to underlying experience(s) (Kotabe & Hofmann, 2015). Kotabe and Hofmann (Kotabe & Hofmann, 2015) insisted the process as a desire-goal conflict where a strong desire coupled with a strong, inconsistent higher-order goal results in a state of response conflict that alerts persons something is wrong. This leads to control of motivation. On the other hand, when the desire for something is coupled with a higher-order goal consistent with desire, that would result in a state of goal consistency. Therefore, it's possible that people can experience an imbalance between high order life goal and desire for something. The motivation here considered from the perspective of an intrinsic and extrinsic motivational quality. Therefore, engagement as positive self-control depends on a balance of desire and purpose. Research also called to relate engagement to happiness where experiential products are related to happiness (Dunn et al., 2011; Van Boven & Gilovich, 2003) than materialistic ones. Given the increasing availability of observed data of individuals actual behavior (how, when, where and with what frequency individual

engage), one important research question is to understand how big data can be utilized as a source to understand the customer engagement in comparison to survey-based engagement metrics. Although engagement has been broadly conceptualized into lower- order cognitive, emotional and behavior 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. In this study, engagement model will be developed based on the psychological process of engagement linking to happiness (positive).

Studies conducted on engagement has used cross-sectional research design, but logs of engagement behavior in the digital environment are recorded over time, shedding light on to look at the longitudinal effect. Thereby, engagement as a 'dynamic, iterative process' can be realized (Brodie et al., 2011). Sentiment analysis is one of the viable options to systematically extract and classify consumer emotions to track brand attitude in online postings and social network discussions. Although sentiment analysis poses tremendous opportunities to interpret a large body of data collected in a naturalist setting, still the practicality and accuracy have been questioned (Gonçalves et al., 2014). Therefore, with this background, the proposed research will apply sentiment analyses (Rambocas & Pacheco, 2018; Calder et al., 2016) on the broad range of sources especially in the comments on social networking sites, discussion boards and blogs.

As motivate by Calder et al., (2016) call for further studies on customer brand engagement, the proposed study conceptualized factors to measure customer brand engagement in social media platform and conduct brand authenticity sentiment studies on Twitter, Facebook, Instagram and other discussion boards and blogs. The data will also be collected from a wider cross-section user across multiple venues with varying demographics and psychographic characteristics. The study will integrate human analysis with automated text processing to classify opinions thereby prevent miscoding.

Note to the Author / Researcher: Although we made an effort to accommodate seminal re- searches 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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