Topic Selection Service

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 testing 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 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.

References

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13. Rambocas, M. & Pacheco, B.G. (2018). Online sentiment analysis in marketing research: a review. *Journal of Research in Interactive Marketing*. 12 (2). pp. 146–163.

Proposed Title II

Consumer Brand Engagement using Sentiment Analyses

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 behaviour (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 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. 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 behaviour 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.

References

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