

Modeling Brand Engagement in Social Media (Based on Sentiment Analysis and Customer Data)

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1. Round 1

1.1. Reviewer 1

Reviewer:

The statement, "The way consumers and companies interact on social media and other online platforms today represents a paradigm shift in marketing," is compelling but lacks specificity. It would be beneficial to elaborate on what constitutes this paradigm shift with concrete examples or trends in social media interactions.

The use of BERT for sentiment analysis is mentioned without explaining why BERT was chosen over other NLP models. A brief justification of this choice, possibly referencing the bidirectional nature of BERT or its performance in sentiment analysis tasks, would be helpful.

The table summarizing "Brand Engagement Conceptualization" is valuable, but the relationships between the initial codes, subcategories, and main categories could be more clearly delineated. Consider adding a brief explanation of how these categories interact or influence each other.

The conclusion suggests conducting similar studies across different industries. This recommendation could be strengthened by proposing specific industries where brand engagement might differ significantly, such as luxury goods versus fast-moving consumer goods.

Authors revised the manuscript.

1.2. Reviewer 2

Reviewer:

" In the sentence, "the core of brand engagement is something that distinguishes it from other relational concepts such as involvement and commitment," the term "something" is vague. Clarify what specific aspects differentiate brand engagement from involvement and commitment, perhaps by referencing key studies or theories.

The methodology describes the use of interviews with managers and experts but does not specify how participants were selected. Adding a sentence detailing the selection criteria and ensuring a representative sample would strengthen the methodological rigor.

The figure showing sentiment trends is insightful, but the accompanying text could benefit from discussing the potential causes of fluctuations, particularly the significant peaks and troughs. Hypothesize reasons for these trends based on the timing or content of the promotional posts.

The ANOVA results section is well-detailed, but it would be beneficial to include a discussion on the implications of the findings. For instance, how should the significant variability in sentiment scores across clusters influence marketing strategies?

In the discussion of Cluster Zero, the focus on emotional engagement is noted, but the potential implications for marketing strategies are not fully explored. Consider expanding this section to include specific strategies that could leverage these emotional connections.

Authors revised the manuscript.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.