

Master Program in Data Driven Marketing

**The relevance of Social Listening in the
different stages of the consumer journey**

Mariana Fornaciari Rodrigues

M20210164

Dissertation presented as
partial requirement for obtaining the Master's degree in
Data Driven Marketing, with specialization in Market Intelligence

NOVA Information Management School

Instituto Superior de Estatística e Gestão de Informação

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação
Universidade Nova de Lisboa

THE RELEVANCE OF SOCIAL LISTENING IN THE DIFFERENT STAGES OF THE CONSUMER JOURNEY

by

Mariana Fornaciari Rodrigues

Dissertation presented as
partial requirement for obtaining the Master's degree in
Data Driven Marketing, with specialization in Market Intelligence

Advisor: Prof. Teodora Szabo-Douat, Ph.D.

June, 2023

ACKNOWLEDGEMENTS

Firstly, I would like to convey my sincere appreciation and gratitude to my mentor, Professor Teodora Szabó-Douat, for the invaluable guidance, insightful feedback, and unwavering support that steered me throughout this endeavor. It is important to always remember the profound impact you have on every student, serving as a source of inspiration.

I also dedicate this work to Rachel Rimoli, who not only represents my luck with incredible female leaders, but who was also primarily responsible for sparking my interest in the world of social listening. You have always been a great inspiration.

This achievement is not only the result of my courage to cross an ocean but, most importantly, it is a testament to the affection, support, encouragement, and love from an impeccable support network that has always been by my side and trusted in me.

I am immensely grateful to my parents, who, as educators, showed me from an early age the transformative power of education. And to my siblings and nephews, being part of such a caring family made me believe in my own capabilities. Thank you for all the encouragement.

To my friends in Rio, for being present even from afar and believing in me. To my friends in Lisbon, for supporting me in this new beginning and always being there, even in the most challenging moments.

Especially to my mother, for her strength, power, and inspiration to cheer for me even during one of the most difficult moments.

ABSTRACT

This master's thesis explores the relevance of Social Listening in the different stages of the consumer journey, specifically within the context of Kotler's 5As theory. The aim is to investigate how Social Listening can effectively inform and optimize marketing practices at each stage of the consumer journey. The methodology employed in this study involves the choice of study objects and sample clippings. Due to the utilization of a specific tool, Brandwatch, provided by a company, A-Lab, the analysis focused on brands within the agency's client portfolio. Two central brands were selected for testing, considering factors such as the volume of available mentions and representing different sectors, namely "Brand F," specializing in writing instruments and stationery products, and "Brand B," a global fast food restaurant chain. The thesis aims to provide insights into how Social Listening can be effectively integrated into marketing strategies, enhance brand-consumer interactions, and contribute to overall marketing success. By examining real-world case studies, industry best practices, and utilizing the chosen study objects, this research intends to identify the benefits, limitations, and ethical considerations associated with the implementation of Social Listening as a key component of the consumer journey.

KEYWORDS

Social Listening; Consumer Journey; Social Tagging; Theory of 5As; Digital Monitoring; Customer Journey.

INDEX

1. Introduction	1
2. Literature review	4
2.1. Social Listening	5
2.1.1. Social Listening - the historical context	5
2.1.2. Social Listening and its academic approaches	6
2.1.3. Social Listening limitations and opportunities	7
2.2. The 5As Customer Path	8
2.2.1. The 5As Customer Path and its academic approaches	11
2.2.2. The 5As Customer Path limitations and opportunities	13
3. Conceptual Model	15
4. Methodology	17
4.1. Social Tagging	17
4.2. The factors that enabled the execution of the study	19
4.3. The choice of study objects and sample clippings	20
4.4. The starting point of the approach	21
5. Data Collection	23
6. Results and discussion	24
6.1. Brand F	24
6.2. Brand B	28
6.3. Final results	31
7. Conclusions	32
8. Limitations and recommendations for future works	35
9. Bibliography	37

LIST OF FIGURES

Figure 1 - The steps of Kotler's 5As theory	7
Figure 2 - Social Listening Approach Suggestion for Kotler's 5As Theory	14
Figure 3 - Practical examples of using the suggested approach for Brand F	19
Figure 4 - Practical examples of using the suggested approach for Brand B	22

LIST OF TABLES

Table 1 – Central points of the Social Listening literature review	3
Table 2 – Central points of the Customer Path literature review	6
Table 3 – Application of the suggested methodological approach for Brand F	18
Table 4 – Application of the suggested methodological approach for Brand B	21
Table 5 – Final results of the methodological approach and its possibilities of use	23

LIST OF ABBREVIATIONS AND ACRONYMS

ROI	Return-on-Investment
5As	Awareness, Appeal, Ask, Act, and Advocate
AIDA	Attention, Interest, Desire, and Action
GDPR	General Data Protection Regulation
FAQ	Frequently Asked Questions

1. INTRODUCTION

In a context where Social Listening emerges as a means of attaining interpersonal information and social intelligence that can influence the way we communicate with one another through increasingly popular mediated channels (Stewart, Atilano & Arnold, 2017) and when related to the universe of brands becomes a process of actively monitoring social media conversation to understand what customers may be saying about a brand, a product or an industry (Leão, 2018), some brands have already tasted the power of change in the methodology. In the case of Cisco Systems, published by Nucleus Research (2013), the company improved profits, reduced marketing costs, and was able to truly understand and build empathy with their customers, achieving a 281 percent Return-on-Investment (ROI).

In today's digitally interconnected world, where information is readily accessible and opinions are freely expressed, understanding and effectively engaging with consumers have become paramount for businesses. The consumer journey, from initial product awareness to post-purchase advocacy, has evolved significantly, demanding innovative approaches to capture and retain customer attention. In this context, Social Listening has emerged as a powerful tool for brands to navigate and leverage the diverse stages of the consumer journey.

Although this is a growing topic, there is still a significant lack of comprehensive research and exploration specifically focused on the implementation and effectiveness of social listening techniques within the context of the consumer journey. One of the articles, for example, addresses the Social Listening theme associated only with the after-sales context, collecting consumer reviews (ESCAP, U., 2022). This research gap was identified not only throughout the master's journey, but also in my needs as a professional in the field, in the day-to-day of the profession. Considering the context of the growth of the Social Listening area and the absence of studies that directly address the different usability of the methodology, the intended objective of this thesis is to show how this research asset can be applied in the different stages of the consumer journey.

To obtain more information about the correlated areas of study, it is intended to use as a methodology practical analysis of how Social Listening is able to generate insights for the different moments of the consumer journey. This only was possible in partnership with a Brazilian digital communication agency, A-Lab, which gave access to the Brandwatch platform, where the conversations on Twitter about two particular brands were analyzed. Brandwatch is a software platform and tool used for social media listening and analytics. It is designed to collect and analyze data from various social media platforms, online forums, blogs, and news websites. Brandwatch enables users to monitor and track online conversations, mentions, and trends related to specific keywords, brands, products, or topics.

This thesis aims to explore the profound impact and potential of Social Listening in the different stages of the consumer journey. By examining how Social Listening can be effectively integrated into the framework of the 5As theory (Kotler, Kartajaya, & Setiawan, 2016) - awareness, appeal, ask, act, and advocate - this research endeavors to shed light on the transformative role this methodology can play in informing and optimizing marketing practices. The main expectation related to the execution of this study was that the results could provide more information and insights on the relevance of the methodology in focus at different moments of a brand's strategy, not only with the objective of collaborating academically with the existing knowledge gap, but also adding in a practical way for applications and day-to-day uses for professionals in these areas.

Furthermore, this thesis aims to assess the practical implications and challenges associated with integrating Social Listening into marketing strategies. By examining real-world case studies and drawing insights from industry best practices, this thesis will identify the potential benefits, limitations, and ethical considerations involved in implementing Social Listening as a key component of the consumer journey.

Overall, this research seeks to provide a comprehensive understanding of the relevance and application of Social Listening in the contemporary consumer landscape. By examining its impact on

each stage of the consumer journey, we aim to equip businesses with valuable insights and recommendations to effectively leverage this methodology and enhance their overall marketing efforts.

2. LITERATURE REVIEW

The search for the theoretical basis used to develop the theme was essential for the perception not only of the research gap, but also of the different possibilities that this work could follow. In this chapter, the main paths that were approached for the literature review will be explored. In an initial phase, the search took place on the main platforms that gather academic works, considering for the search query the terms "Social Listening", "consumer journey", "5As theory", "social intelligence", "brand funnel", "customer journey" and expressions related to these universes. Whenever possible, the ordering filter prioritized articles, academic works and books with greater relevance in the field, that is, with a greater number of citations and publications. Table 1 aims to summarize the main points studied in this stage of the literature review.

FOCUS QUESTIONS	CENTRAL POINTS	AUTHORS STUDIED
Concept definition	- A process that, based on a variety of stimuli that occur in mediated, electronic and social channels, is capable of generating observations, interpretations and responses; - Definition in a practical use in a marketing context applied to a brand, a product or an industry	- Stewart & Arnold, 2016 - Leão, 2018 - Panwar & Khan, 2020 - Silva & Stabile, 2016 - Pang and Lee, 2008 - Araújo & Oliveira, 2015 - Pomputius, 2019
The historical context	- Advancement of the dissemination of new circles of digital conviviality - Vertiginous increase in the volume of data published daily - Creation of classification models - Automations began to emerge and the tools invested their efforts in data mining	
Academic approaches	- Case studies - New approaches (brand personas, brand awareness)	
Limitations and opportunities	- Data privacy - The technical specificities of social networks - The lack of data were some of the identified limitations	

Table 1 – Central points of the Social Listening literature review

2.1. SOCIAL LISTENING

The first part of the search consisted of the analysis, reading and deepening of existing studies on Social Listening, many of them starting from the definition of the concept, although the methodology can be defined in different ways, there are always points of connection between the concepts. One of the most commonly attributed meanings to the term enables a first, more generic understanding of Social Listening as a process that, based on a variety of stimuli that occur in mediated, electronic and social channels, is capable of generating observations, interpretations and responses (Stewart & Arnold, 2016). Over time, the research evolved and began to relate other nuances to the definition of the methodology, such as its practical use in a marketing context applied to a brand, a product or an industry (Leão, 2018) and its power to go beyond a simple follow-up of messages and mentions, becoming a means of really listening to the voice of the customer and creating strategies based on uncovered needs (Panwar & Khan, 2020).

2.1.1. SOCIAL LISTENING - THE HISTORICAL CONTEXT

One of the driving forces behind the emergence of Social Listening was the advancement of the dissemination of new circles of digital conviviality, the social networks. The volume of messages that circulate in these environments makes it possible to observe how people express opinions about events, products, services, political opinions, emotional state and the author's mood, in addition to offering opportunities to meet needs in a wide variety of universes (Silva & Stabile, 2016). In this context of changes, Social Listening has brought many benefits for improving market research effectiveness, being able to solve the demand created by new media. This way, the combination of existing methods of market research, with new data science and Social Listening approaches began to provide even more effective insights (Leão, 2018).

One of the first practical developments to generate insights from the monitoring of online conversations was sentiment analysis, with the objective of evaluating and classifying users' messages through the polarity (positive, neutral, or negative) of the opinions published in the networks (Pang

et al., 2002), which has its initial milestone in 2001, as noted by Pang and Lee (2008). To solve the demand that arose from the need to classify the opinions of the public online, sentiment analysis was developed and started to be worked using the analysis of the text published manually. Soon after, with the vertiginous increase in the volume of data published daily, as a result of the exponential growth of digital users and the amplification of diversity and social networks, automations began to emerge and the tools invested their efforts in data mining, with a focus on opinion mining. From these needs, a market of companies and tools began to be created, which seek to optimize the Social Listening process and which have been presenting increasingly innovative solutions over the years (Silva & Stabile, 2016).

2.1.2. SOCIAL LISTENING AND ITS ACADEMIC APPROACHES

Most of the research on the subject studied for this work focused on case studies that used the approach as a strategy to establish a relationship between an institution and its public, that is, as mechanisms of engagement and community building, for different environments such as academics (Stewart, Atilano & Arnold, 2017), marketing (ESCAP, U., 2022) and even in the health area (Pomputius, 2019). One of the few studies found, which explores a new approach to this methodology proposes using Social Listening to build buyer personas (Leão, 2018), an important motivation for this thesis to suggest new paths related to the method. In this study the focus is on exploring the power of social data analysis, using social data conversations, to suggest the development of a methodological procedure to build buyer personas.

Another illustrative example that supports the premise of this thesis can be found in a particular chapter of a notable publication about research in social media (Silva & Stabile, 2016). In this chapter, a guest author extensively examines the utilization of social media monitoring techniques to assess and analyze the levels of brand awareness. Starting from the definition that brand awareness refers to the way the brand is perceived and conquers associations, familiarity, commitment and consideration (Aaker, 1998), the chapter explores how the investigation of this aspect can be measured in a context

of new platforms. In this sense, it is considered that from the publications of information by users, it is verified that social media serve as a thermometer of how the company is performing from the point of view of its stakeholders, capable of perceiving dissatisfaction, positive points and opportunities (Araújo & Oliveira, 2015). This specific study is a great example of the existing literature that paved the way for what this research proposes since, as will be deepened later, awareness can be considered a stage of marketing funnel, due to its great importance in the decision to purchase (Macdonald & Sharp, 2003).

2.1.3. SOCIAL LISTENING LIMITATIONS AND OPPORTUNITIES

Data privacy, the technical specificities of social networks and the lack of data were some of the identified limitations related to Social Listening (Leão, 2018). Within the realm of online data monitoring, a frequently encountered challenge concerns progressively stricter privacy settings. This includes the requirement for explicit consent regarding the usage of personal data and adherence to evolving regulations, exemplified by the swift implementation of laws such as the General Data Protection Regulation (GDPR) in Europe. These legal frameworks aim to safeguard individuals' privacy rights and impose obligations on organizations to handle and protect personal data in a responsible and transparent manner. Consequently, these regulations impose a significant hurdle for practitioners engaged in Social Listening activities, necessitating a meticulous approach to ensure compliance while striving to extract valuable insights from the available data sources. It is crucial for businesses and researchers alike to navigate this evolving landscape and remain up-to-date with the regulatory environment to uphold ethical standards and maintain public trust in the realm of data monitoring and analytics.

As for the technical specificities of social networks, many of the platforms are constantly changing their settings for searches and information connections, challenging existing monitoring tools to be able to keep up with so many transformations and continue to capture mentions of their sources (Silva & Stabile, 2016). Regarding the third mentioned limitation, the potential of the responses found

through Social Listening will be directly affected by what a given company is looking for. Depending for example on the volume of existing conversations about a certain brand, it is possible that there is an incomplete cut about the issue. Precisely for this reason, the suggestion is that the methodology should always be seen as complementary to existing traditional research methods (Panwar & Khan, 2020).

2.2. THE 5As CUSTOMER PATH

One of the first registered academic definitions for marketing funnel was given by E. St. Elmo Lewis in 1898, in an article entitled "Theories of Advertising", published in the print magazine "The Advertising Men's Magazine". In this article, Lewis proposed a model to understand the consumer buying process, which became known as AIDA (Attention, Interest, Desire and Action) and resembles a funnel. These stages include: attention, where the consumer becomes acquainted with the product; interest, where the product generates curiosity and prompts the consumer to explore its features and benefits; desire, where the consumer develops a strong inclination to purchase based on their understanding of the product's attributes; and action, where the actual purchase is made. Although the term "marketing funnel" was not used specifically at that time, the idea of the consumer buying process as a funnel, with steps that narrow to the purchase action, was already present in Lewis's ideas. Since then, the concept has evolved and become widely used in marketing strategies.

As a result, Derek Rucker made further adjustments to the AIDA model and introduced the 4As framework, which includes the stages of awareness, attitude, action, and repeat action (Kotler, Kartajaya, & Setiawan, 2016). AIDA's interest and desire stages were combined into the attitude stage, while the repeat action stage was added to highlight the importance of customer loyalty and repurchasing activity (Kotler, Kartajaya, & Hooi, 2016). Finally, to align with the Marketing 4.0 era, Kotler, Kartajaya, and Setiawan (2016) put forward the 5As model that aims to understand consumer engagement process and customer journey in a more modern context. Table 2 aims to summarize the main points studied in this stage of the literature review.

FOCUS QUESTIONS	CENTRAL POINTS	AUTHORS STUDIED
Concept definition	- The 5As represent the five key stages of the process: awareness, appeal, ask, act and advocate.	- E. St. Elmo Lewis - Kotler, Kartajaya, & Hooi, 2016 - Kartajaya, & Setiawan, 2016 - Chakravarty, R., & Sarma, N. N., 2021 - Hung, C. L. & all 2023 - Hwang, J., & Kim, J. Y., 2020
The historical context	AIDA model (Attention, Interest, Desire and Action) » 4As » 5As	
Academic approaches	- Case studies - New approaches (brand personas, brand awareness)	
Limitations and opportunities	- The oversimplification of the marketing process; - The overemphasis on persuasive communication - The restriction of a consumer-centric viewpoint	

Table 2 – Central points of the Customer Path literature review

The 5As represent the five key stages of the process: awareness, appeal, ask, act, and advocate. Each stage plays a pivotal role in guiding the consumer from the initial stage of product/service awareness to fostering brand loyalty and advocacy. These stages provide a structured framework for marketers to understand and influence consumer behavior effectively.

The awareness stage refers to creating consumer interest where individuals become acquainted with the existence of the product or service. It is the starting point where the brand must capture the consumer's attention and establish initial perception. This stage often involves implementing various marketing techniques such as advertising, public relations, and social media campaigns to increase brand visibility and create a positive first impression.

The appeal stage focuses on generating interest and curiosity among consumers by communicating the product's benefits and unique selling propositions in an attractive manner. Creative and persuasive marketing strategies are employed during this stage to stimulate engagement and emotional involvement with the brand. Companies may use compelling visuals, storytelling, testimonials, and endorsements to captivate the target audience and differentiate themselves from competitors.

The ask stage involves encouraging consumers to seek more information, ask questions, and conduct research to gather details about the product or service. It is the phase where consumers evaluate available options and consider if the product aligns with their needs and desires. Marketers often provide informative content, product demonstrations, trials, or free samples to facilitate the decision-making process and address any doubts or concerns the consumers may have.

In the act stage, consumers make the decision to take action, which may involve making a purchase or engaging in a specific action proposed by the brand. This stage represents the transactional point where the consumer converts from a potential customer to an actual customer. Brands focus on streamlining the buying process, providing clear calls-to-action, and optimizing user experience to minimize friction and facilitate conversion.

Finally, the advocate stage focuses on nurturing brand advocacy. Satisfied customers become brand advocates, promoting and recommending the product or service to others. They actively engage with the brand, share positive experiences, and contribute to building brand loyalty and word-of-mouth marketing. Companies may implement customer loyalty programs, referral incentives, or social media engagement strategies to encourage advocacy and leverage the power of satisfied customers as brand ambassadors.

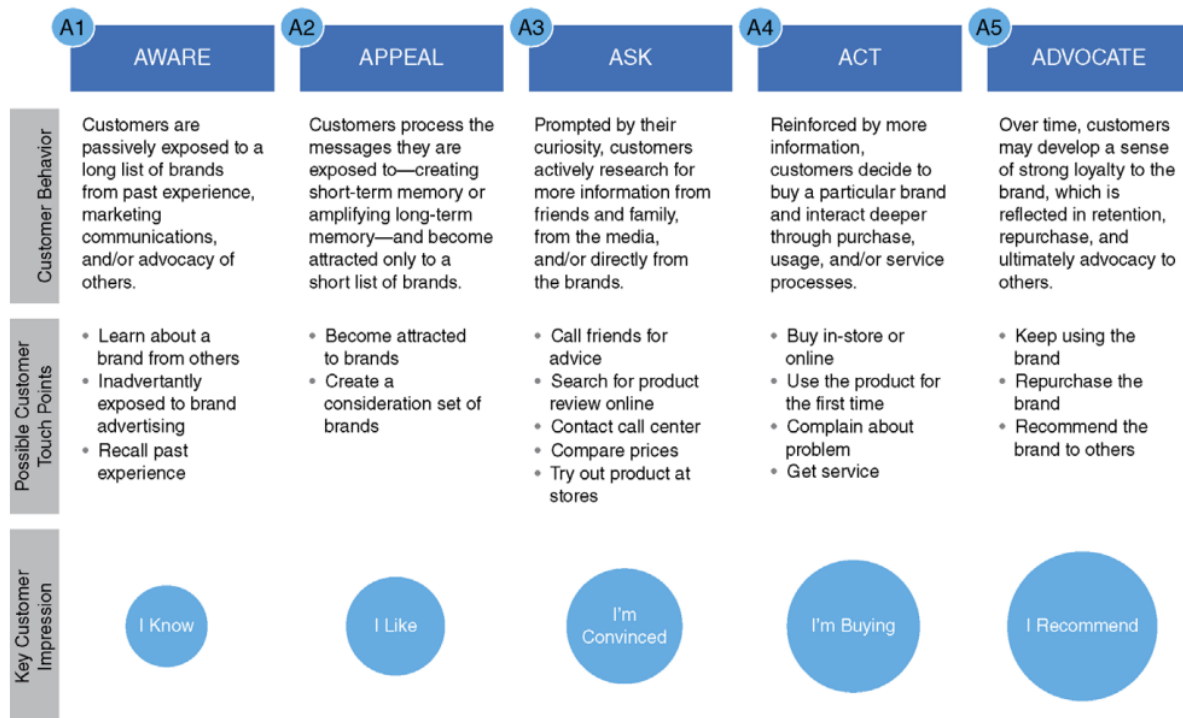


Figure 1 - The steps of Kotler's 5As theory

The 5As theory, illustrated in figure 1, provides a comprehensive framework for understanding and managing the consumer journey, enabling marketers to strategically navigate each stage and optimize consumer engagement and brand loyalty. This revised framework acknowledges the evolving dynamics of consumer engagement in the digital realm and emphasizes the importance of engaging with customers through personalized appeals, actively encouraging them to take action, and fostering advocacy among satisfied customers. These modifications to the original AIDA model and subsequent introduction of the 5As model reflect a deeper understanding of consumer behavior and the changing landscape of marketing strategies in today's digitally driven marketplace.

2.2.1. THE 5As CUSTOMER PATH AND ITS ACADEMIC APPROACHES

Even considering the short time since its creation, the 5As theory has resulted in many academic works and new approaches. Researchers from various fields have embraced the 5As model, leading to a wealth of scholarly articles, book chapters, and conference papers exploring its applicability and effectiveness.

The article "Evolutionary framework of hierarchy of effects models: exploring relevance in the shifting of customer path" (Chakravarty, R., & Sarma, N. N., 2021) examines the relevance of hierarchy of effects models in the changing landscape of customer behavior. The study explores how the traditional linear models of consumer decision-making have evolved due to the shifting customer path in the digital era. In the article, the authors highlight the importance of incorporating Kotler's 5As model into the evolutionary framework of hierarchy of effects models. By integrating the 5As framework, the article explores how marketers can adapt their strategies to the new customer path. It emphasizes the significance of creating awareness among customers, appealing to their desires and preferences, guiding them to take action, and fostering advocacy for the brand.

Another example is the article "Enhancing healthcare services and brand engagement through social media marketing: Integration of Kotler's 5As framework with IDEA process" (Hung, C. L. & all 2023) that explores the application of social media marketing in the healthcare industry. The study focuses on enhancing healthcare services and engaging with the target audience by integrating Kotler's 5As framework with the IDEA (Identify, Develop, Engage, Activate) process. By integrating the frameworks the authors study how healthcare providers can identify their target audience, develop engaging content, actively engage with patients and users, and activate their brand advocacy through social media platforms.

In addition, many of the studies dedicated to exploring innovative approaches within the realm of this theory, have deliberately opted to center their investigations around comprehensive case studies. This deliberate choice is driven by the intention to provide concrete and tangible examples that effectively showcase and demonstrate the practical application and utilization of Kotler's 5As framework. By delving into real-world scenarios and dissecting the intricate dynamics at play, these case studies offer a rich tapestry of evidence and insights, elucidating how each stage of the 5As model influences customer behavior, engagement, and loyalty.

An illustrative example of this particular approach can be found in the research article titled "Food tourists' connectivity through the 5As journey and advocacy: comparison between generations Y and X" (Hwang, J., & Kim, J. Y., 2020). In this study, the authors leverage the theoretical framework of Kotler's 5As to shed light on the critical role played by creating a heightened sense of awareness among food tourists pertaining to the diverse range of culinary experiences available to them. By emphasizing the significance of imparting knowledge and understanding about the unique gastronomic offerings, the authors emphasize the importance of capturing the attention and interest of food tourists, enabling them to make assertive choices when it comes to their culinary explorations.

In addition, marketing conferences around the world have featured presentations and panel discussions centered around the 5As theory. These events provide opportunities for scholars and practitioners to share their research findings, exchange ideas, and explore innovative applications of the 5As model in diverse marketing contexts.

Overall, the 5As theory has sparked academic interest and inspired scholars to delve deeper into consumer behavior, marketing strategies, and customer engagement. Its adaptable nature and relevance in the ever-evolving marketing landscape have contributed to a growing body of knowledge and a multitude of research paths.

2.2.2. THE 5As CUSTOMER PATH LIMITATIONS AND OPPORTUNITIES

Some of the research studies reviewed for this work also mentioned limitations related to Kotler's 5As framework. These limitations encompass the oversimplification of the marketing process, the overemphasis on persuasive communication and the restriction of a consumer-centric viewpoint.

First and foremost, critics argue that the 5As framework oversimplifies the multifaceted nature of the marketing process by reducing it to five linear stages (Hwang, J., & Kim, J. Y., 2020). This reductionist

approach may fail to capture the intricate dynamics of consumer behavior and the complexities of modern marketing strategies.

Moreover, the theory places excessive importance on persuasive communication, prioritizing the art of attracting and influencing consumers (Chakravarty, R., & Sarma, N. N., 2021). However, this emphasis tends to overshadow other vital aspects of marketing, such as the value of the product, the overall customer experience, and the cultivation of enduring relationships.

Furthermore, the 5As framework primarily revolves around a consumer-centric perspective, focusing predominantly on the customer's journey and interactions with brands (Hung, C. L. & all 2023). This narrow viewpoint limits a more comprehensive understanding of broader contextual influences, including social, cultural, and economic factors that significantly impact consumer decision-making.

It's important to note that the limitations of Kotler's 5As theory are subject to discussion and debate in the field of marketing. Different researchers and scholars may have varying opinions on specific limitations and the suitability of the approach in different contexts and situations.

3. CONCEPTUAL MODEL

As observed, some of the academic applications of the concepts explored in the previous chapter provide initial indications of possible intersections between the realms. An example of this is the mentioned study in which the methodology was applied to assess brand awareness (Silva & Stabile, 2016). Given the evolution in the significance of the two themes explored thus far, the primary objective of this research is to address the question, "Could Social Listening be applied in the different stages of the consumer journey?". Drawing upon a careful examination of the existing body of literature, several thought-provoking inquiries come to the fore. To derive definitive insights, a set of hypotheses has been formulated with the intent of advancing towards conclusive findings:

H1 - Social Listening can effectively aid in creating **awareness** among consumers by identifying their needs, preferences, and emerging trends.

H2 - Social Listening enables marketers to analyze and understand consumer attitudes during the **appeal** stage, assisting in crafting targeted messaging and content.

H3 - By leveraging Social Listening at the **ask** stage, marketers can monitor and respond to consumers' inquiries, questions and contributions to promptly resolve their issues and improve customer satisfaction.

H4 - In the **act** stage, Social Listening can help monitor conversations about products, purchases and user experiences, tracking customer reviews and identifying areas for improvement.

H5 - Through Social Listening, marketers can build advocacy among consumers by identifying brand advocates, managing reputation, and fostering positive word-of-mouth in the **advocacy stage**.

As elaborated upon in the subsequent chapter, the expectations pertaining to the outcomes involve comprehensive testing of the methodology's efficacy across each stage of the consumer journey, thereby comprehending its potential uses and future applications. This endeavor aims to delve into

the nuances and intricacies of the consumer experience, unraveling key insights that shed light on the method's adaptability and viability throughout the various phases.

4. METHODOLOGY

The research question that guides this study directly addresses a specific methodology, Social Listening. As seen in the literature review chapter, the concept can be defined as a process that, based on a variety of stimuli that occur in mediated, electronic, and social channels, is capable of generating observations, interpretations, and responses (Stewart & Arnold, 2016). Therefore, this was the chosen methodological approach as an analysis tool. However, to prove the effectiveness of the approach in the context of the specific objective of this research, specific phases will be suggested according to the tests conducted.

Based on the paths, processes, and conditions listed in this chapter, the aim of this thesis is essentially to utilize an existing methodology, Social Listening, to test a new possibility of methodological approach within the context of the 5As theory.

4.1. SOCIAL TAGGING

Before further defining the processes applied in this study, there is relevant background information to be elucidated regarding the use of term categorization in the routine of Social Listening. Social Tagging was defined by guest authors Ronaldo Araújo and Dora Steimer in a specific chapter of the book "Monitoring and Research in Social Media: methodologies, applications, and innovations" (Silva & Stabile, 2016) as the assignment of terms or "tags" to a specific object, which in the case of social media can be events, brands, and campaigns. Social Tagging, in the context of Social Listening, refers to the practice of assigning descriptive terms or "tags" to social media content, such as posts, comments, or mentions, in order to categorize and organize them. These tags can be keywords, phrases, or specific labels that capture the essence or theme of the content.

By applying Social Tagging in Social Listening, analysts can systematically label and classify social media data based on relevant topics, events, brands, or campaigns. This categorization allows for easier retrieval and analysis of specific types of content and enables researchers to track and monitor

discussions related to specific subjects. Social Tagging provides a way to organize and structure the vast amount of social media data available, making it more manageable and facilitating the identification of patterns, trends, and insights. It is an important step in the process of extracting valuable information and understanding the social conversations happening in online platforms.

The stages of Social Tagging in the context of Social Listening may vary depending on the tools and methods used, but generally involve the following process (Nam, H., Joshi, Y. V., & Kannan, P. K., 2017). The first stage is data collection, where relevant data from social media is gathered for the purpose of Social Listening. This is done through social media monitoring tools that track and capture user posts and interactions. The next step is preprocessing the collected data. This involves removing irrelevant information such as noise, spam, or duplicates, and normalizing the data into a standardized format. In the identification of keywords stage, relevant keywords and terms are identified that can be used to categorize the data. This can be done manually or with the help of algorithms to automatically identify relevant keywords. After identifying the keywords, tags are assigned to the data. Each post or comment may receive multiple tags to describe different aspects or topics related to the content. For example, if a company wants to monitor customer perception of a new product, tags may include "product X," "customer experience," "opinion," and so on.

Once the tags are assigned, the data is categorized and classified based on the applied tags. This can be done using clustering or classification techniques, which help identify trends, common themes, or patterns in the data. Finally, the categorized and classified data is analyzed to extract relevant insights. This may involve sentiment analysis, problem or opportunity detection, evaluating the impact of a marketing campaign, and other important aspects for strategic decision-making. It's important to note that the steps may vary depending on the approach and tools used in the Social Listening process. Additionally, a collaboration between human experts and natural language processing algorithms may be necessary to ensure proper categorization and classification of the data.

The analysis of information within the set of guarantees briefly listed here can contribute to classification planning, whether for polarization in refining the listing of terms to be included, or in the tagging plan for defining the group of tags and subcategories (Silva & Stabile, 2016). However, given the dynamic nature of the digital environment and the volume of textual data, external factors can compromise this process. A theoretical-methodological choice that can overcome this and contribute to the ordering and systematization process is Grounded Theory (Fragoso, S., Recuero, R., & Amaral, A., 2011). The central idea of this concept is precisely that the theory should emerge from the data, based on systematic observation, comparison, classification, and analysis of similarities and dissimilarities. It is a process of sensitization to the information that the data is providing, and it means that the researcher also needs to exercise their ability to perceive the specific behaviors of the empirical field.

4.2. THE FACTORS THAT ENABLED THE EXECUTION OF THE STUDY

To make this study possible, a partnership was established with the Brazilian digital communication agency, A-LAB, which defines itself as a business unit of the renowned company Artplan, created to experiment with languages, blend professionals with diverse profiles, and find new ways to generate results through content. In this case, the advertising agency provided the Brandwatch tool for conducting the study. This support emerged firstly because they endorse academic studies that aim to propose innovations for professionals in the field, and secondly, because with the confirmation of the hypothesis they can, in return, utilize the process developed in the studies for their clients.

Brandwatch is a software platform and tool used for social media listening and analytics. It is designed to collect and analyze data from various social media platforms, online forums, blogs, and news websites. Brandwatch enables users to monitor and track online conversations, mentions, and trends related to specific keywords, brands, products, or topics.

The platform provides a range of features and functionalities, including sentiment analysis, demographic insights, influencer identification, and competitive benchmarking. It allows users to gather real-time data, analyze social media sentiment, identify key influencers, track brand performance, and gain valuable insights into consumer opinions and trends.

Brandwatch helps organizations and businesses understand their online presence, reputation, and customer sentiments. It is widely used in marketing, public relations, market research, and customer experience management to inform decision-making, develop effective social media strategies, and enhance brand perception.

4.3. THE CHOICE OF STUDY OBJECTS AND SAMPLE CLIPPINGS

Since the research would utilize a tool provided by a specific company, it was agreed upon that the brands focused on for analysis would be some that already belong to the agency's client portfolio. This decision was made to make the study more applicable to A-Lab's reality and also to stay within the contracted volume of mentions in Brandwatch. Additionally, the constructed model would remain useful even after the study's completion. Based on this scenario, two central brands were chosen for the testing. The selection took into consideration the following factors: the volume of available mentions to be analyzed for each of the involved brands and the fact that the brands belonged to two different sectors (product and service). The first brand, referred to as "Brand F" in this study, specializes in manufacturing and selling writing instruments, art supplies, and stationery products. The second brand, codenamed "Brand B," is a global fast food restaurant chain

Twitter was chosen as the platform scope for this study. This is because the platform's API (Application Programming Interface) allows researchers and marketing professionals to access and collect data from the platform in a structured manner (Hollander, J. B. & all, 2016). The API facilitates access to public and accessible data, providing powerful resources for conducting queries, extracting tweets, user profiles, and other relevant data for analysis. Additionally, the social network is widely used in Brazil (Oliveira, A. L. A. M., & Carneiro, M. M., 2020), and this high volume of data provides a

wealth of information for generating insights. Lastly, Twitter is used by a wide variety of individuals and groups, resulting in a diverse representation of opinions and perspectives. This enables a comprehensive analysis and a more complete understanding of discussions and sentiments surrounding specific topics.

Considering the scope of the study, the analyzed mentions, as well as the created queries, were in Portuguese as their native language. However, in the context of this research being conducted in English, all the mentioned content and constructed term groupings for search will always be accompanied by a freely translated version.

4.4. THE STARTING POINT OF THE APPROACH

The starting point for defining the construction of queries that would test the effectiveness of Social Listening for each stage of the consumer journey was the summary figure, previously shown in the literature review, available in the book "Marketing 4.0: Moving from Traditional to Digital" (Kartajaya, H., Kotler, P., & Setiawan, I., 2016, p.84).

Based on the possible customer touchpoints and the phrases that make up the key customer impression, this study suggests guiding questions to be answered to make the creation of search queries feasible in each of the 5As. In practice, the questions were applied to each brand with the aim of establishing a starting point for the research. As will be seen in the chapter detailing the data collection, these criteria allowed us to understand the specificities of each customer journey study within the brand's context, as well as analyze criteria that appear to be consistent regardless of the focus. For example, regarding the first A, aware, competitors change according to the studied brand, while generic search terms associated with communication such as advertising, marketing and campaign can be part of the query regardless of the company. This complementary approach suggestion is exemplified in figure 2.

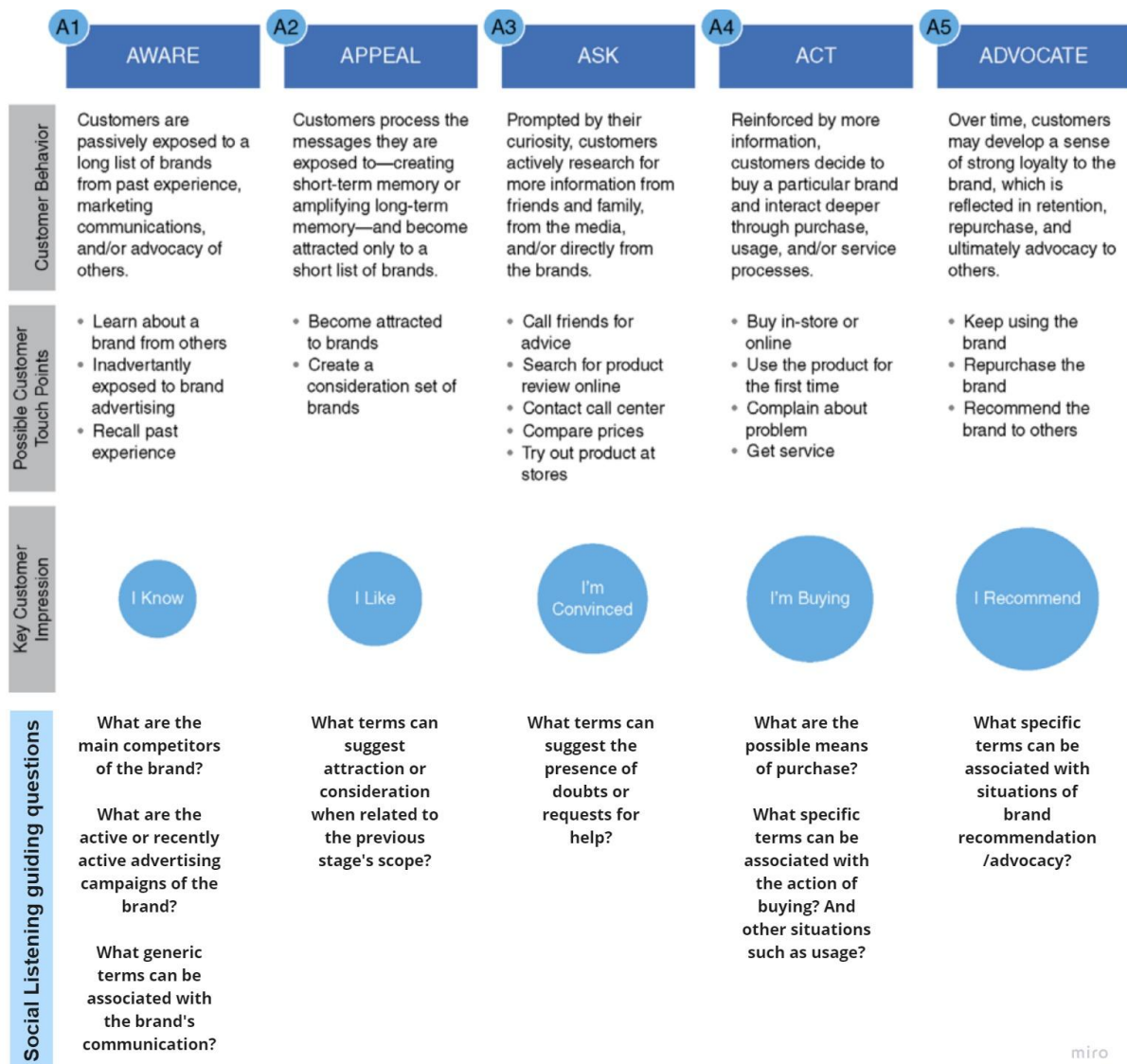


Figure 2 - Social Listening Approach Suggestion for Kotler's 5As Theory

In addition to the guiding questions, a primary reading of a sample of the comments collected provides an initial context for conversations about the brand, as well as looking for some primary patterns. This action prior to the specific focus on each of the phases is essential to gain introductory knowledge of what is being said about the brand. In addition, once the approach is made using automated tools, such as Brandwatch, assets such as the word cloud, or rankings of tweets with more reverberation also help to understand the context.

5. DATA COLLECTION

The initial phase of the research, as mentioned in the social tagging description, was the data collection. In this scenario, the base queries for each brand already included terms such as the original brand name and its possible variations, hashtags associated with campaigns and products and services offered. In the second step, irrelevant information such as noise, spam, or duplicates was removed from the queries. In this case, since the brands were already part of the agency, it was possible to leverage previous work of removing "junk terms," which are collected in the search but are out of context or fall into the situations mentioned in the previous sentence.

From this point, the next phase consisted of the identification of keywords when relevant keywords and terms were identified to be used for data categorization. In this case, the tags were associated with each of the stages of the 5As theory, and for each brand, new terms were identified and added to the logic of keyword grouping, as will be further explained below.

Once the tags are assigned, the data is categorized and classified based on the applied tags, a process based on the patterns found in the data in the previous step. After the effectiveness of the suggested method is proven, in a real-world usage, the next step would be to finally analyze the categorized and classified data to extract relevant insights about each phase of the customer journey in the context of the 5As. In the specific case of this study, the final phase consists of completing the construction of the categorization logic, that is, arrive at a final methodological approach suggestion and test what the proposed process is with a second brand.

In total, using Brandwatch, 17.819 mentions were analyzed, collected from January to April of 2023, with the filter of conversations in Portuguese and published on Twitter. Specifically for each brand, the following mentions were collected: Brand f, 2.766 mentions, representing 100% of the total base; Band Brand b, 15.053 mentions, representing 5% of the total base.

6. RESULTS AND DISCUSSION

6.1. BRAND F

The tests started with the F Brand, since it has a more specific product focus, while the B Brand offers products and services in a complementary way. Thus, the first analyzes began in a more simplistic context and later moved to a more integrated moment. Table 3 details the process followed for this brand and figure 3 exemplifies the mentions found based on the suggested methodological approach.

BRAND F			
Question	Response	Query	N. of mentions
AWARE			
What are the main competitors of the brand?	Bic, Compactor, Stabilo e Acrilex	PT: bic OR compactor OR stabilo OR stabillo OR acrilex OR metro OR propaganda OR anunc* OR publi* OR comunic* OR comercial OR campanha OR divulg* EN: bic OR compactor OR stabilo OR stabillo OR acrilex OR subway OR advertisement OR communication OR commercial OR campaign OR publicity	903
What are the active or recently active advertising campaigns of the brand?	Ads involving the structure of the subway		
What generic terms can be associated with the brand's communication?	Advertisement, communication, commercial, campaign, publicity		
APPEAL			

What terms can suggest attraction or consideration when related to the previous stage's scope?	love, like, want, beautiful, cool, interesting, amazing, congratulations, loved, wonderful, creative, inspiring, cute	PT: ((metro OR propaganda OR anunc* OR publi* OR comunic OR comercial OR campanha OR divulg*) AND (am* OR gost* OR ador* OR bonit* OR lind* OR incrivel OR legal OR interess* OR paraben* OR maravilhos* OR criativ* OR inspir* OR fof*)) EN: ((subway OR advertisement OR communication OR commercial OR campaign OR publicity) AND (love*, like*, want*, beautiful, cool, interesting, amazing, congratulations, wonderful, creative, inspiring, cute))	216
ASK			
What terms can suggest the presence of doubts or requests for help?	Presence of question mark "?". Directly associated words: doubt, question, help, etc.	PT: "?" OR duvid* OR quest* OR pergunt* OR ajud* EN: "?" OR doubt* OR question* OR help*	370
ACT			
What are the possible means of purchase?	Stores and website	PT: loja* OR site OR compr* OR utiliz* OR us* OR pint* OR color* OR desenh* OR experi* OR ((lapis* OR canet* OR borracha* OR estojo* OR marcador* OR kit* OR giz OR marca* OR grafite OR aquarela) AND (gostei OR gostando OR gostou OR gostamos OR amei OR amando OR amou OR amamos OR adorei OR adorando OR adorou OR	1154

What specific terms can be associated with the action of buying? And other situations such as usage?	Verbs directly related to the moment of purchase or use, such as buying, using, painting, coloring, drawing, experimenting. Evaluation terms, such as loving, hating, good, bad, associated with the product list, to increase the number of mentions with analysis from experience.	adoramos OR odeio OR odiando OR odiou OR odiamos OR bom OR otimo OR ruim OR pessimo OR melhor OR pior)) EN: store* OR website OR buy OR use* OR paint* OR design* OR try* OR ((pencil OR pen OR eraser OR pencil case OR highlighter OR kit OR chalk OR graphite OR watercolor) AND (like* OR love* OR hate* OR good OR bad OR very bad OR better OR worse))	
ADVOCATE			
What specific terms can be associated with situations of brand recommendation/advocacy?	Verbs related to recommendation: recommend, advise, indicate, suggest, propose, defend, influence. Nouns related to recommendation: tip, advice, recommendation, indication, defense.	PT: recomend* OR aconselh* OR indic* OR suger* OR dica* OR conselh* OR influenci* OR defend* OR defesa OR fã EN: recommend* OR advise* OR indicate* OR suggest* OR tip* OR advice OR influence* OR defend* OR defense OR fan	123

Table 3 – Application of the suggested methodological approach for Brand F

AWARE

 **Lari de Larissa**
@username · Seguir

hoje eu peguei o metrô da **BRAND F**
12:25 PM · 24 de abr de 2023

today I took the subway from -----

 **beatriz**
@username

aqui não tem uma papelaria grande, com as canetas nanquim, stabilo e da **BRAND F**. Eu preciso!!!!
5:28 PM · 2 de abr de 2023

"There isn't a big stationery store here, with nanquim, stabilo and ----- pens. I need!!!"

APPEAL

 **giu**
@username · Seguir

essa publi da **BRAND F** na linha verde tá uma lindeza só, deu até um pouco de vida pro ambiente
2:34 AM · 6 de abr de 2023

this ----- publicity on the green line is just beautiful, it even gave a little life to the environment

 **Cabra Macho é Bode** 🐐🎸🔥
@username · Seguir

Eu amo essa música e eu conheci quando era criança numa propaganda linda da **BRAND F**
I love this song and I found it when I was a child in a beautiful ----- advertisement.

ASK

 **saitai**
@username

essa linha da **BRAND F** "fine pen colors" é pra colorir né?
12:52 AM · 3 de jan de 2023

this ----- line of "fine pen colors" is for coloring, right?

 **cindy**
@username

comprar o kit de mil lapis de cor da **BRAND F**. investimento ou desperdício?
4:55 PM · 26 de fev de 2023

buy the ----- thousand pencil color kit... investment or waste?

ACT

 **bebela** 🇧🇷
@username

comprei tanta coisinha da **BRAND F** hj, meu eu criança artista ia amar agr
2:49 AM · 25 de fev de 2023

I bought so many things from ----- today, my artist child self would love it now

 **Mãe de 2** ❤️❤️
@username

Comprei o material da celena todo da **BRAND F** 🥰🥰
12:54 AM · 3 de fev de 2023

I bought all Celena's material from ----- 🥰🥰🥰🥰

ADVOCATE

 **M²**
@username · Seguir

Comprem os lápis da **BRAND F** superSoft são ótimos, eu amo lápis de cor então é minha melhor indicação
Buy the ----- superSoft pencils they are great, I love colored pencils so it's my best

 **ch.**
@username · Seguir

O kit **BRAND F** é muito bom, indico muito
9:02 PM · 23 de jan de 2023

The ----- kit is very good, I highly recommend it

miro

Figure 3 - Practical examples of using the suggested approach for Brand F

6.2. BRAND B

In the sequence, the same logic was applied to Brand B, with the necessary adaptations, for example, the verbs associated with the Action phase in the case of Brand F were more related to the use of products in the stationery category, whereas in the case of the second brand, the chosen verbs had relationship with food. Table 4 details the process followed for this brand and figure 4 exemplifies the mentions found based on the suggested methodological approach.

BRAND B			
Question	Response	Query	N. of mentions
AWARE			
What are the main competitors of the brand?	McDonald's, Subway, Bob's, KFC	PT: "mc donalds" OR "mc donald's" OR "bob's" OR "bobs" OR "kfc" OR propaganda OR anunc* OR publi* OR comunic OR comercial OR campanha OR divulg* EN: "mc donalds" OR "mc donald's" OR "bob's" OR "bobs" OR "kfc" OR advertisement OR communication OR commercial OR campaign OR publicity	1646
What are the active or recently active advertising campaigns of the brand?	Not applicable		
What generic terms can be associated with the brand's communication?	Advertisement, communication, commercial, campaign, publicity		
APPEAL			
What terms can suggest attraction or consideration when related to the previous stage's scope?	love, like, want, beautiful, cool, interesting, amazing, congratulations, loved, wonderful, creative, inspiring, cute	PT: ((propaganda OR anunc* OR publi* OR comunic OR comercial OR campanha OR divulg*) AND (am* OR gost* OR ador* OR bonit* OR lind* OR incrivel OR legal OR interess* OR paraben* OR maravilhos* OR criativ* OR inspir* OR fof*)) EN: ((advertisement OR communication OR commercial OR campaign OR publicity) AND (love*, like*, want*, beautiful, cool, interesting, amazing, congratulations, wonderful, creative, inspiring, cute))	1021

ASK			
What terms can suggest the presence of doubts or requests for help?	Presence of question mark "?". Directly associated words: doubt, question, help, etc.	PT: "?" OR duvid* OR quest* OR pergunt* OR ajud* EN: "?" OR doubt* OR question* OR help*	7102
ACT			
What are the possible means of purchase?	Stores and app	PT: loja* OR app OR aplicativo OR comprando OR comprei OR comprou OR compramos OR pedindo OR pedi OR pediu OR pedimos OR comendo OR comi OR comeu OR comemos OR provando OR provei OR provou OR provamos	4558
What specific terms can be associated with the action of buying? And other situations such as usage?	Verbs directly related to the moment of purchase or act, such as buy, order, eat, taste.	EN: store* OR app OR buying OR bought OR bought OR bought OR asking OR asked OR asked OR ordered OR eating OR ate OR ate OR ate OR tasted OR tasted OR tasted OR tasted	
ADVOCATE			
What specific terms can be associated with situations of brand recommendation/ad vocacy?	Verbs related to recommendation: recommend, advise, indicate, suggest, propose, defend, influence. Nouns related to recommendation: tip, advice, recommendation, indication, defense.	PT: recomed* OR aconselh* OR indic* OR suger* OR dica* OR conselh* OR influenci* OR defend* OR defesa OR fã EN: recommend* OR advise* OR indicate* OR suggest* OR tip* OR advice OR influence* OR defend* OR defense OR fan	726

Table 4 – Application of the suggested methodological approach for Brand B

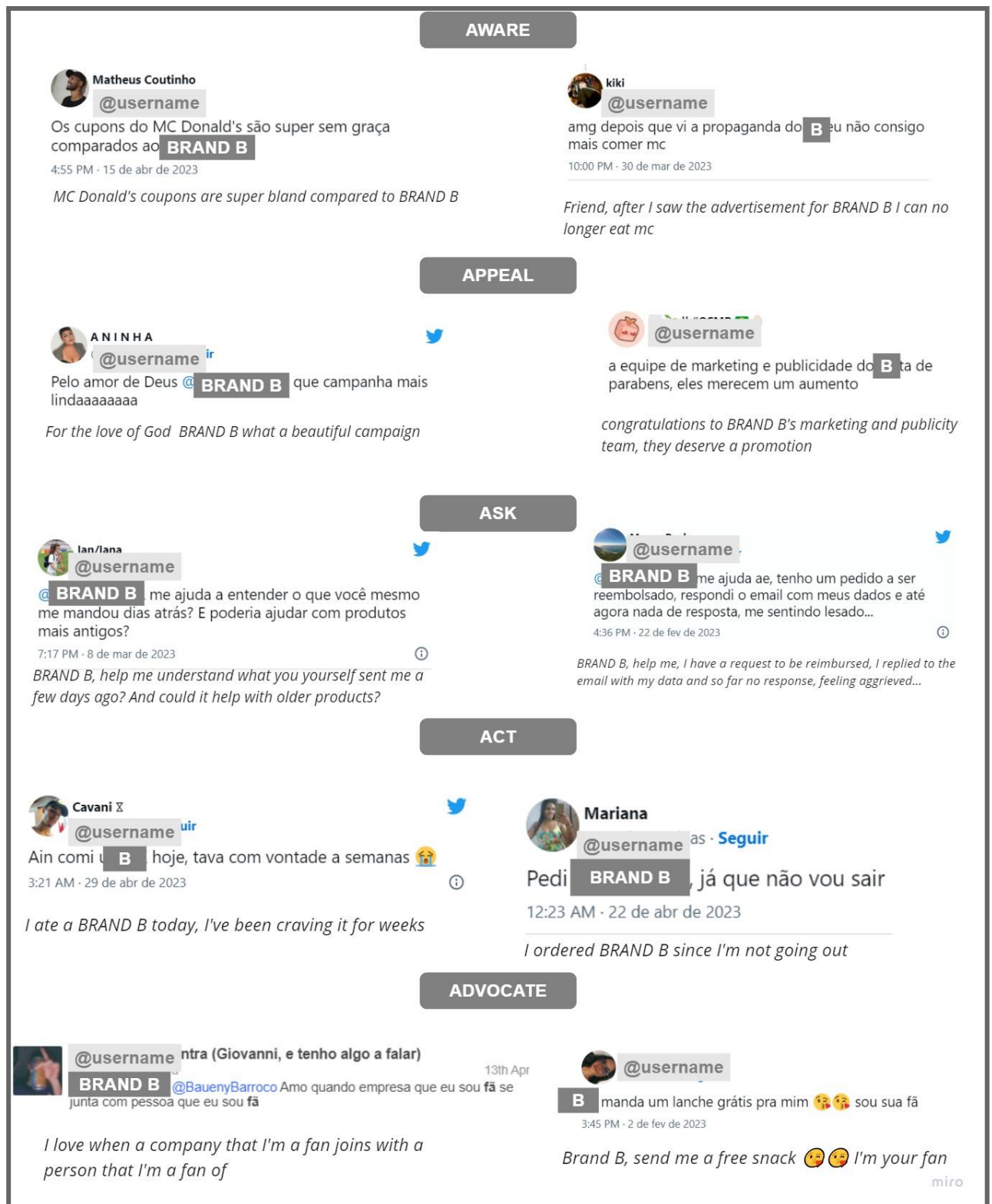


Figure 4 - Practical examples of using the suggested approach for Brand B

6.3. FINAL RESULTS

The testing phase required flexibility and sensitivity to understand and adapt the queries according to the needs of each of the brands, such as when considering the different contexts of the categories. In the end, the construction process of the new methodological approach not only confirmed the applicability of Social Listening in consumer analysis, but also indicated the usability of the research procedure for each of the 5As, as detailed in table 5.

5 As	USE OF Social Listening
Awareness	- Monitoring brand mentions and industry-related conversations to understand the overall brand perception - Identifying influential individuals or communities discussing the brand to explore potential partnerships or collaborations - Tracking trending topics and hashtags to identify popular themes and align marketing strategies accordingly
Appeal	- Understanding what attracts consumers to a brand - Identifying key features, benefits, or unique selling points that appeal to the target audience - Analyzing the effectiveness of brand messages and campaigns
Ask	- Tracking customer inquiries, complaints, and feedback to address their concerns promptly and enhance customer satisfaction - Identifying common pain points or frequently asked questions to develop informative content or FAQs
Act	- Tracking social media conversations related to product trials, purchases, and user experiences to identify areas for improvement - Monitoring customer reviews and ratings to understand the overall satisfaction level and make necessary adjustments
Advocate	- Identifying brand advocates through social media conversations and engaging with them to nurture and strengthen relationships - Monitoring user-generated content and sharing it on brand channels to encourage customer advocacy and foster a sense of community

Table 5 – Final results of the methodological approach and its possibilities of use

7. CONCLUSIONS

Analyzing the entire narrative constructed so far, already in the deepening phase of the themes, in the literature review, there began to be evidence of the innovative and practical potential of the intersection between the two universes studied, Social Listening and the Theory of the 5As. The moment of construction of the new methodological approach confirmed these first signs, this time showing that probably, as indicated in the Grounded Theory (Fragoso, S., Recuero, R., & Amaral, A., 2011), the adaptability of the method would be essential for confirming the hypotheses defined in the conceptual model phase. This point was confirmed during the tests, as seen in the results chapter.

Still regarding the conceptual model, the tests performed on the new suggested approach confirmed the usability of Social Listening for each of the 5As. Thus, in addition to confirming the hypotheses, this research further explored the potential ramifications of this innovative utilization within each of the 5As, elucidating its practical applications across diverse objectives, as evidenced in table 5.

To begin with, in terms of Awareness, Social Listening it is crucial to monitor brand mentions and industry-related discussions to grasp the overall perception of the brand. This includes identifying influential individuals or communities conversing about the brand, which presents opportunities for potential partnerships or collaborations. Additionally, keeping track of popular topics and hashtags enables the identification of trending themes, facilitating the alignment of marketing strategies accordingly.

Secondly, when it comes to Attraction, it is imperative to comprehend what entices consumers to a brand. This involves identifying key features, benefits, or unique selling points that specifically appeal to the target audience. Furthermore, analyzing the effectiveness of brand messages and campaigns aids in assessing how well they resonate with the intended consumers.

About the third aspect, Ask, Social Listening revolves around monitoring customer inquiries, complaints, and feedback. By promptly addressing these, businesses can enhance customer

satisfaction. This process also includes identifying common pain points or frequently asked questions, which can then be utilized to develop informative content or Frequently Asked Questions (FAQ) that cater to customer concerns.

Moving on to Act, Social Listening plays a significant role in tracking social media conversations pertaining to product trials, purchases, and user experiences. By doing so, businesses can pinpoint areas for improvement and make necessary adjustments. Additionally, monitoring customer reviews and ratings provides insights into the overall satisfaction level, aiding in gauging customer sentiment and taking appropriate actions.

Lastly, Advocate focuses on identifying brand advocates through social media conversations and actively engaging with them to nurture and strengthen relationships. This includes monitoring user-generated content and sharing it on brand channels, fostering customer advocacy and fostering a sense of community around the brand.

In summary, Social Listening encompasses activities such as monitoring brand mentions, identifying influential individuals or communities, tracking popular topics, comprehending consumer appeal, analyzing brand effectiveness, addressing customer inquiries and feedback, tracking product-related conversations, monitoring customer reviews, identifying brand advocates, and fostering a sense of community through user-generated content. These practices enable businesses to gain valuable insights, enhance their brand image, and build stronger connections with their target audience.

Another highlight in this stage of conclusion, perceived through the practical tests, is that the suggested approach has many more relevant applications with a qualitative objective, than a quantitative one. That is, the use of different queries for each of the steps will help professionals and researchers in the field to understand which factors impact the progress of each of the 5As in the lives of consumers, but not necessarily the number of mentions mapped to each of the steps. stages have a meaning, for example, that one stage is more important than the other.

Some analytical developments that helped to understand the behavior of consumers in each of the phases were mechanisms such as: word clouds, timelines of most cited terms and ranking of tweets with greater propagation. In this case, mechanisms available in the tool used, Brandwatch.

8. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE WORKS

The present chapter discusses the limitations encountered during the course of this master's thesis, while also highlighting potential opportunities for future applications. Recognizing the inherent constraints and boundaries of the study is crucial for maintaining a transparent and comprehensive research framework. By acknowledging these limitations, researchers can further refine and improve their methodologies in future endeavors. Furthermore, delving into potential pathways for future applications not only unlocks new possibilities for research but also fosters advancements in the field, ensuring that the outcomes of this thesis lay a solid groundwork for ongoing exploration and innovation.

The present study had specificities related to the sample and focus, which should be considered for future research endeavors. Firstly, the investigation concentrated on Brazil as the geographical context, and a suggestion for future studies would be to explore other regions to expand the generalizability of findings. It is important to acknowledge that different geographical contexts may introduce variations in terms and expressions used by consumers, emphasizing the necessity of including local language and terminology in queries to account for diverse realities.

Moreover, the research was conducted exclusively on the Twitter platform. While this choice provided valuable insights into consumer behavior and perceptions within that specific context, it would be beneficial for future studies to extend the scope to include other popular social media platforms. Examining the suggested process on different platforms could offer a more comprehensive understanding of consumer engagement and opinion across various digital spaces.

Additionally, the study relied on the utilization of the Brandwatch tool. While this tool provided advanced automation capabilities and access to comprehensive data, future research could explore alternative tools, such as Twitter Search, to showcase the methodology's usability for researchers or companies without access to specialized platforms. Demonstrating the effectiveness of the

methodology using a less automated tool would contribute to its broader applicability and accessibility within the research community.

Finally, considering the sample size, expanding the volume of data and diversifying the range of brands studied could enrich the methodological process. By increasing the dataset and including more brands, researchers can identify additional terms and patterns that may enhance the method's effectiveness and provide supplementary insights. The inclusion of a larger and more diverse sample would complement the suggestions proposed in this study and strengthen the overall validity and reliability of the findings.

9. BIBLIOGRAPHY

Aaker, D. A. (1998). *Marcas: brand equity: gerenciando o valor da marca*. Gulf Professional Publishing.

Chakravarty, R., & Sarma, N. N. (2021). Evolutionary framework of hierarchy of effects models: exploring relevance in the shifting of customer path. *Vilakshan-XIMB Journal of Management*, 19(1), 59-68.

Ciarallo, J. (2013) How Cisco Achieved 281% ROI with Social Listening and Salesforce Radian6. Accessed 10th October 2022:
<https://www.salesforce.com/content/blogs/us/en/2013/08/cisco-social-listening.html>

ESCAP, U. (2022). Beginners' manual on digital marketing and e-commerce.

Fragoso, S., Recuero, R., & Amaral, A. (2011). Métodos de pesquisa para internet. *Porto Alegre: Sulina*, 1.

Hung, C. L., Wu, J. H., Chen, P. Y., Xu, X., Hsu, W. L., Lin, L. M., & Hsieh, M. C. (2023). Enhancing healthcare services and brand engagement through social media marketing: Integration of Kotler's 5A framework with IDEA process. *Information Processing & Management*, 60(4), 103379.

Hwang, J., & Kim, J. Y. (2020). Food tourists' connectivity through the 5A journey and advocacy: comparison between generations Y and X. *Asia Pacific Journal of Tourism Research*, 25(1), 27-38.

Kartajaya, H., Kotler, P., & Setiawan, I. (2016). *Marketing 4.0: moving from Traditional to Digital*. John Wiley & Sons.

Leão, N. C. C. (2018). Driving innovation through social data: a methodology for building buyer personas. Master's Thesis, Master in Innovation and Technological Entrepreneurship, Universidade do Porto. Porto, Portugal.

Macdonald, E., & Sharp, B. (2003). *Management perceptions of the importance of brand awareness as an indication of advertising effectiveness* (Doctoral dissertation, Massey University, Department of Marketing).

Nam, H., Joshi, Y. V., & Kannan, P. K. (2017). Harvesting brand information from social tags. *Journal of Marketing*, 81(4), 88-108.

Oliveira, A. L. A. M., & Carneiro, M. M. (2020). # elesim, # elenão, # elasim, # elanão: o Twitter e as hashtags de amor e de ódio na campanha presidencial brasileira de 2018. *Linguagem em (Dis) curso*, 20, 33-49.

Pang, B., & Lee, L. (2008). Opinion mining and sentiment analysis. *Foundations and Trends® in information retrieval*, 2(1-2), 1-135.

Pang, B., Lee, L., & Vaithyanathan, S. (2002). Thumbs up? Sentiment classification using machine learning techniques. *arXiv preprint cs/0205070*.

Panwar, T., & Khan, K. (2020). Social listening: A strategy to bond with the new age customers. *Management Dynamics*, 20(2), 1-5.

Pomputius, A. (2019). Can you hear me now? Social listening as a strategy for understanding user needs. *Medical reference services quarterly*, 38(2), 181-186.

Silva, T., & Stabile, M. (2016). Monitoramento e pesquisa em mídias sociais: metodologias, aplicações e inovações. *Análise de redes em Mídias Sociais*. São Paulo: Uva Limão, 237-260.

Stewart, M. C., Atilano, M., & Arnold, C. L. (2017). Improving customer relations with social listening: A case study of an American academic library. *International Journal of Customer Relationship Marketing and Management (IJCRMM)*, 8(1), 49-63.