Research papers

-part for Literature Review

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| Name of publication / Year of publication/ Conference Rank / Impact Factor | Type of Dataset / Size of Dataset / Publicly available? | Domain of Paper | Preprocessing Techniques | Model for learning / Training | Performance Criteria | Contribution | Comments / Future work |
| Identifying Purchase Intentions  by Extracting Information from Tweets / February 8, 2017 / RADBOUD U NIVERSITY NIJMEGEN / B ACHELOR ’S THESIS IN  ARTIFICIAL INTELLIGENCE | Twitter API / Web Scraper / One particular product / Not publically available / human annotator for verification | investigate if an artificial intelligence approach can  predict (from existing user created content on twitter) if someone is a potential  customer for a specific company or product | TweetNLP library / Unigram / Skip-Bigrams / Sentiment140 API / | Linear Regression / Random Forest / Naive Bayes / linear-SVM / poly-SVM / rbf-SVM / sig-SVM | precision-recall curve / | The results show that there is no algorithm that is significantly better than other al-  gorithms when Twitter data is used for classification. | investigate how important abstract features  are for the classification |
| Tweetalyst: Using Twitter Data to Analyze  Consumer Decision Process / Year? / The Berkeley Institute of Design | MarkLogic and the search API / 10,000 tweets / Amazon  Mechanical Turk | identify users at different stages of the decision process of buying a given  product | stop word removal / stemming  unigram/bigram | naïve Bayes classifier / multinomial model / Laplace smoothing | precision-recall curve | critical for us to be able to  distinguish between tweets posted by consumers as opposed to marketers | one approach which might work well would be to make a  list of user\_id of marketers on Twitter and avoid tweets from those user ids / One other direction of future work is to analyze consumer‟s tweeting behavior with  respect to different products. It would be interesting to see if people tweet differently for  different product. For example, do people ask for more recommendations when buying  a car than buying a camera? |
| The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator / Asian Journal of Business and Accounting 10(1), 2017 | This study analyses data taken  from 300 existing users of social network marketing websites in  Pakistan. designed questionnaire | This paper investigates the impact of social network  marketing on consumer purchase intention and how it is affected  by the mediating role of consumer engagement. Based on UGT theory (Uses and Gratification Theory) | Different indices including Relative Chi-square  (CMIN/DF), Goodness of Fit (GFI), Comparative Fit Index (CFI) and  Root Mean Square Residual (RMR) were considered | The examination of  the hypotheses was based on the t-value | Estimated  path  coefficient  Standard Critical  error  ratio | This study expands on the  existing research of social network marketing by investigating the  indirect effect of consumer engagement on the relationship between  social network marketing and consumer purchase intention in the  context of Pakistan. | More weight can be added to the literature by comparing the influence  of electronic word-of-mouth e-WOM to the marketing campaigns  carried out by various companies in various social websites. |
| Using Twitter Data to Infer Personal Values of Japanese Consumers / 29th Pacific Asia Conference on Language, Information and Computation pages 480 - 487  Shanghai, China, October 30 - November 1, 2015  Copyright 2015 by Yinjun Hu and Yasuo Tanida | The dataset used in our experiment con-  sisted of two subsets: Societas data and tweets, both  related to 1,147 Twitter users. / | Our purpose is to use Twitter data to infer personal values in marketing for Japanese consumers / made an effort to analyze the associ-  ations between personal values and their word uses  in social media | Loopy Belief  Propagation algorithm / TF-IDF / Latent semantic  analysis / | dynamic model based  on time-weighted frequency / based on  Bayesian network / SVM / multi-  nomial Naive Bayes / DTS (Bayesian Network) | 10-fold cross-validation / accuracy (A), preci-  sion (P), recall (R), and F-measure (F) | the inference of Twitter user’s personal values which are also essential factors to marketing  science and consumer behavior prediction. | Demographic Inference for Twitter users / importance of a picture or link in a tweet |
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