

Exploring Consumer Responses to Personal Care Advertisements: A Thematic Analysis of User-Generated Social Media Comments

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Abstract: This study is about consumer responses to personal care advertisements of user-generated comments in social media through thematic analysis. Personal products are experiential as they heavily rely on multisensory experience and the research explores the sensory and emotional cues that influence the consumer perception and engagement in digital space. Adopting a qualitative approach 1702 comments were analysed using sentiment analysis, thematic analysis and visual emoji cloud. The findings identified four themes: sensory experience, emotional engagement, product evaluation and general impression. Also, the study found that even though the consumers cannot directly have interaction with the products, they expressed the imagined sensory experiences and emotional reactions. Sentiment analysis is used on textual comments to show the engagement patterns and visualization of emoji cloud to understand the non-verbal communication and consumer's affective expression. The study contributes to sensory marketing and digital consumer behaviour by providing insights from unstructured data and managerial implications for designing more effective advertisement.

Keywords: Sensory Marketing, Emotional Engagement, Social Media Advertising, Sentiment Analysis, Emoji Cloud

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