



CORPORATE BLOGS- A WEB 2.0 APPROACH TO INCREASE CONSUMER BRAND KNOWLEDGE

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ABSTRACT

As economic challenges and pressures for businesses mount, marketing teams are faced with major decisions. While widespread consumer anxiety results in dwindling businesses, marketing budget allocations are hit by cutbacks and marketers face the challenge of better market performance in a restrained economy.

Investments and organizational objectives have been reframed. While retention of market share appears the biggest thought, equally important is to continue to build the product or service's customer base and avoid losing brand value during constrained times. The need of the hour is to reorganize brand portfolios, rethink spending approaches, generate more fine-grained customer insights, overhaul pricing and segment management and restructure sales, service, and channel strategies. Better brand positioning and appropriate use of technological tools enables shrinking the budgets for marketing resource allocation.

In this context, brand positioning gains importance as a strategic marketing function. It further becomes vital for organizations to recognize the consumer as a significant dimension in evaluating and positioning organizational brands. This can be achieved through adoption of appropriate brand management strategies. Our previous studies, as part of our research in the domain of Branding have indicated that building customer centricity in a brand is a significant strategic thought which organizations can explore in the wake of the rising vulnerabilities of brands, in the face of rising consumer empowerment. It creates new opportunities for brand-customer dialogue, knowledge creation, and, critically, provides a new context in which the interests of a corporation and those of its customers can be more closely aligned. Our research further shows that Consumer Brand Knowledge is an important contributor in the customer

centricity of a brand. In this paper, we explore the use of organizational blogs for increasing consumer brand knowledge.

The collaborative version of the internet, termed Web 2.0, as coined by Tim O'Reilly in 2005, has altered the manner in which information is published, consumed and utilized on the internet resulting in a paradigm shift in the way interactions take place within the organizational workspace as well as between the organization and the external customers. Web 2.0 is a collection of open-source, interactive and user-controlled online applications expanding the experiences, knowledge and market power of the users as participants in business and social processes. Blogging is shaping into a useful organizational tool for brand propagation and interaction with consumers with several corporates having effectively launched Corporate Blogs, thereby shaping consumer perception, by adding to consumer knowledge about organizations, brands and products. Blogs are no longer a subculture of the Internet; they have become a mainstream information resource. As blog audiences grow and persist over hundreds of posts, more of the 'back story' is contained in an archive or across conversations throughout the community and more and more is taken for granted as known.

In this paper we analyse the improvement in Consumer brand knowledge by exposure of the consumer to a corporate blog. A simulated lab environment is created where a set of consumers are exposed to a brand blog for a period of ten minutes. The variations in levels of consumer brand knowledge are calculated. Future scope of work is outlined in measuring the variation in consumer sentiment pertaining to a brand before and after increase in a consumer's knowledge pertaining to a brand. Subsequently Brand knowledge maps will be developed to measure the results empirically.

In the era of consumer empowerment, the average consumer is faced with numerous product and brand choices. In a fiercely competitive environment, organizations who want to retain their consumers and increase consumer-brand loyalty need to focus on increasing the consumer's knowledge about the brand. Increasing consumer-brand knowledge contributes to increased consumer perceived value in the brand, which is directly linked to greater consumer-brand loyalty.

KEYWORDS: *Consumer Brand Knowledge, Customer Centricity, Brand Concept Maps, Corporate Blogs.*

INTRODUCTION

The dictionary meaning of a blog is a frequent, chronological publication of personal thoughts and links. As millions of people use blogs as personal diaries on the internet, they are emerging as collaborative spaces that can be put to

multiple uses and have emerged as the latest mode of computer mediated communication (Herring, 1993). This concept has found widespread acceptance in the corporate world with the emergence of 'corporate' or 'organizational' blogs. These are people who blog in an official or semi-official capacity at a company, or are

so affiliated with the company where they work that even though they are not officially spokespeople for the company, they are clearly affiliated² and endorsed explicitly or implicitly by the company. Also termed as a hybrid of the personal blog (Smudde , 2005), they are increasingly being explored by public relations practitioners and feature the insights, assessments, commentary, and other discourse devoted to a single company. Organizational blogs seem to appear at the intersection of personal reflection and professional communication. They have evolved from both online and offline modes of communication and have characteristics of both personal and professional communication (Kelleher and Miller, 2006). Posts in blogs are tagged with keywords, allowing for content categorization and also for gaining access to the content through tagging as a theme based classification system. Linking is also an important part of the blogging activity as it deepens the conversational nature of the blogosphere and its sense of immediacy (Anderson, 2007). An effective blog fosters community and conversation, drives traffic to the product website, and serves as a medium for interaction with consumers thereby shaping consumer perception, eliciting responses, and through a two way thought exchange process, aids in fostering a connection with the consumers. Blogs have a comparative advantage of speedy publication-they have a first mover advantage in socially constructing interpretive frames for current events (Kolari, *et. al*, 2007). Blogs are no longer a subculture of the Internet; they have become a mainstream information resource. They further provide a tremendous opportunity for forward-thinking companies and management to have a significant positive impact on their public perception. People who read organizational blogs perceive an

organization's relational maintenance strategies as higher than those who read traditional web content only, thereby making a blog a useful tool for creating and maintaining value laden relationships with current and potential customers. Launching a corporate brand blog is representative of an organizational desire to share information and engage in a conversation. This is especially true when the blog allows visitors to post their own comments. The informality of communication helps companies build trust⁸, converse with people and even manage public perception by posting suitable responses. The ability of a blog to induce consumer participation by making consumers comment on the posts hosted by the organization creates a dialogue and helps the organization achieve consumer engagement. These web based interactions can aid in reducing the level of perceived indifference of a company, and at the same time reinforce a customer purchase decision, by offsetting the feeling of cognitive dissonance (Dwyer, 2007).

While the ability of a blog to achieve higher volumes of engagement in terms of volume of comments is significant, of greater importance is the knowledge capital created through exchange with consumers which can be mined to extract explicit information which can be leveraged by the organization as a decision support system for consumer segmentation and strategy formulation. The advantage of blogs is that posts and comments are easy to reach and follow due to centralized hosting and generally structured conversation threads. Currently, all major browsers support RSS technology, which enables readers to easily access posts without actually having to visit the blogs. From a blogging perspective, benefits to users, are social as well as informational, and that connecting with their community is an important value sought by all types of users and heavy users of the system realize

the greatest benefits (Daniel and Hair, 2007). Corporate Blogging is primarily about three attributes-Information, relationships and knowledge management. Although there are many different types of corporate blogs, most can be categorized as either Internal or External. For the purpose of this study we focus on External Blogs being used by organizations to build brand relationships with consumers and induce participation and engagement.

2. LITERATURE REVIEW

The challenges and complexities of the modern marketplace make efficient and effective marketing an imperative. The concept of brand equity has been put forth as a means to focus marketing efforts. The businesses that win in the twenty-first century will be those that have marketers who successfully build, measure, and manage their brands. Marketing has had two roles in companies. The first is to influence customer demand using the marketing mix toolkit. The second is to take a leadership role in helping companies develop a stronger focus on customers – to create a customer orientation. Out of several brand aspects, the brand-customer relationship (Aaker, 1995) dimension has been the focal point of this research study.

In this context, we explore the dimension of Customer Relationship Management. CRM advances marketing's mission on both fronts. CRM supports the effort to become more customer focused and enables companies to create and share deep customer insight within and beyond the company. Properly implemented, this new intimacy will ensure that the right value propositions are created and the right customers are recruited, retained and developed. CRM is an enterprise wide approach to understanding and influencing customer behavior through meaningful communication to improve customer

acquisition, customer retention, customer loyalty, and customer profitability. CRM can be viewed as an application of one-to-one marketing and relationship marketing, responding to an individual customer on the basis of what the customer says and what else is known about that customer (Peppers *et. al*, 1999). It is a management approach that enables organizations to identify, attract, and increase retention of profitable customers by managing relationships with them (Hobby, 1999) and further identifying strategically significant customers (Buttle, 2001). In the academic community, the terms “relationship marketing” and CRM are often used interchangeably (Parvatiyar, 2002). The heart of marketing is relationships and nurturing long term relationships should be the goal of marketing practice.

BRAND CUSTOMER CENTRICITY

Increased competition reduces brand loyalty making the job of the marketers more complex. Further, customers also become indifferent to the myriad marketing messages being thrust upon them. As a result, marketing needs to be more well directed and specific, because customers, whether consumers or businesses, do not want more choices. Customers have hidden or overt preferences which marketers can reveal by building a learning relationship. Hence, the study focuses on developing greater customer centricity in brands.

An increasing number of organizations have specialized in meeting the increased complexity of the individual needs. As more and more consumers gain access to powerful new media and information tools to compare brands, products and services (Pitt *et al.*, 2002; Hagel and singer, 1999; Wind and Rangaswamy, 2001; Prahalad and Ramaswamy, 2000), organisations in a range of industries are responding by developing advocacy-based strategies and

practices (Achrol and Kotler, 1999; Sawhney and Kotler, 2001; Mitchell, 2001; McKenna, 2002; Urban, 2004). As Urban (2004) observes, the strategy behind customer advocacy is simple. By assisting consumers to find and execute their optimum solution in a given market, it will be easier for an organisation to earn their long-term trust, purchases and loyalty.

In the meantime, in the highly competitive business climate, developing and maintaining unique product features has become hard and costly. Technical progress does not necessarily assure commercial success or sustainable competitive advantages. Products are becoming more and more like commodities. According to Naomi Klein, author of the much debated book "No Logo", leading companies like Nike, Microsoft and Tommy Hilfiger put brands before products claiming that they no longer produce things, but images of their brands.

What consumers know about a brand will influence their reaction when confronted with brand-related stimuli (e.g. a branded product, a brand user, a category). Managing consumer brand knowledge hence becomes a crucial task for brand managers (Aaker, 1996; Kapferer, 2004; Keller, 2003). In this context, we explore the concept of a brand, from a consumer's perspective. A brand is the perception of value that a customer believes he receives in purchasing a particular product, service or experience from a particular organization. Consequently, a great brand effectively retains customers while simultaneously attracting new ones. Branding is the process by which companies distinguish their product offerings from competition. Hence it is vital for organizations to establish a healthy and purposeful consumer-brand relationship. This can be achieved by building strong customer centric brands.

Strong brands enjoy customer loyalty and a potential to charge premium prices, and considerable brand power to support new product and service launches. Companies need to have a thorough understanding of the customer beliefs, behaviors, product or service attributes, and competitors. According to Keller (2003), consumer-brand knowledge can be defined in terms of the personal meaning about a brand stored in consumer memory, that is, all descriptive and evaluative brand-related information. Different sources and levels of knowledge such as awareness, attributes, benefits, images, thoughts, feelings, attitudes, and experiences get linked to a brand and its understanding by the consumer. To be effective, a brand needs to resonate with customers (Aaker and Joachimsthaler, 2000).

When brand faces aggressive competition in the marketplace, brand personality and reputation of the brand help it distinguish from competing offerings. This can result in gaining customer loyalty and achieve growth. A strong brand identity that is well understood and experienced by the customer helps in developing trust which, in turn, results in differentiating the brand from competition. A company needs to establish a clear and consistent brand identity by linking brand attributes with the way they are communicated which can be easily understood by the customers. The brand can be viewed as a product, a personality, a set of values, and a position it occupies in people's minds. Brand identity is everything the company wants the brand to be seen as.

A brand tries to establish a coherent perception of the company for its different stakeholders and reflects a good corporate reputation in the eyes of the general public (Hatch and Schultz, 2003). Nevertheless, the single most important public of a brand is its end consumers, who are drowning in

the overwhelming abundance of brands and brand communication. Brand identity and image significantly contribute to the degree of customer centricity of a brand.

This is where we draw our research objective-to analyze the improvement in Consumer brand knowledge by exposure of the consumer to a corporate blog. A simulated lab environment is created where a set of consumers are exposed to brand blog for a period of half an hour. We use the methodology of Brand Concept Mapping, whereby a focus group of consumers is asked to create brand concept maps prior to and after the exposure to the blogs. The variation in the consumer brand knowledge, as mapped subsequently, is then, empirically measured.

Consumer Brand Knowledge can be defined in terms of the personal meaning about a brand stored in consumer memory, which is all descriptive and evaluative brand-related information. (Keller, 2003). These refer to a product's characteristics or attributes associated to occupy a greater mind space and a stronger association thus leveraging the value of the brand in the consumer mind space.

3. CUSTOMER CENTRICITY AND THE BRAND

As part of the previous study, an evaluation grid was developed to extract the Brand Customer centricity determinants as a function of the various attributes listed. Six functions of a brand, with respect to a consumer's perspective were identified from the literature review. The following attributes were loaded on to this function: Active Engagement, Advertising and Jingle, Appealing, Attitudinal attachment, Behavioral Loyalty, Believable, Captivating, Cheerful, Empathy, Excitement, Intense, Likeable, Mesmerizing, Sensorial Experience, and Spirited. To build an emotional connection

with the brand favorable consumer evaluations needed to be drawn from the brand as they are essential in developing an emotional connection with the brand, thereby moving it towards greater customer-centricity. Degree of consumer brand knowledge changes with the level of increase in emotional connection. Psychology of users varies as we refer to their perception of what purpose the feature of interactivity serves in the communication of a brand. A corporate blog serves as a touch point between organizations and consumers where a bidirectional learning process can commence between the two entities. Success of Customer Relationship management (CRM) endeavors of organizations depends on their ability to establish and manage interaction with their customers. The greater the latitude of this interaction, the greater the organizational ability to generate and manage knowledge about its customers. A corporate blog helps increase the dimension of this interaction by helping the customer ask questions, get responses, look for information, contact customer service, contact senior organizational executives, portray his viewpoint, and at times access other forums related to the same organization/product/service, while at the same time help the organization capture consumer information as also actionable data to aid customization of offerings.

4. THE PRESENT STUDY

This paper focuses on analyzing the improvement in Consumer brand knowledge by exposure of the consumer to a corporate blog. For the purpose of this study we are using the level of interactivity of a corporate blog for brand communication, (Ahuja, Medury, 2008) as the benchmark. As part of the previous study, the level of interactivity scores were calculated for 33 corporate blogs and the

result showed that the level of interactivity has a direct impact on brand communication.

The interactivity scores for the four blogs were lifted from the previous research paper. A higher level of interactivity signifies a higher global reach, as well as greater popularity of a blog. (Ahuja and Medury, 2008).

The objective of the study is to demonstrate that Corporate Blogs can be used by organizations for increasing the level of Consumer Brand Knowledge.

5. METHODOLOGY

Four corporate blogs from the previous study having the highest interactivity score for brand communication were lifted from the paper. The corporate blogs used for the purpose of this study are Facebook, Volkswagen, Google and Cadbury. We calculated the pre and post consumer

brand knowledge scores (Table 1), with a focus group of 30 respondents for these blogs. An experiment (Screen 1) was developed for the purpose.

The details of the screen development are given below. The respondents were exposed to a set of 10 questions for each of the mentioned blog, their responses were processed in an excel sheet. On the basis of the first round of responses, we calculated pre-scores for Consumer Brand Knowledge levels, of the set of respondents. After this, the respondents were exposed to the corporate blogs for a period of 10 minutes and then their responses were mapped to measure their CBK (post scores). Subsequently Δ CBK (Table 1) was calculated as the variation between the pre and post Consumer Brand Knowledge levels, divided by the pre level of Consumer Brand Knowledge.

TABLE 1: CONSUMER BRAND KNOWLEDGE VARIATION

| Customer | Gender | Facebook | | post-pre | Volkswagen | | post-pre | Google | | post-pre | Cadbury's | | post-pre | internet usage hours | |
|------------|--------|----------|------|--------------|------------|------|--------------|--------|------|--------------|-----------|------|--------------|----------------------|-----|
| | | Pre | Post | Δ Cbk | Pre | Post | Δ Cbk | Pre | Post | Δ Cbk | Per | Post | Δ Cbk | | |
| 1 | M | 3 | 8 | 1.67 | 2 | 8 | 3.00 | 2 | 9 | 3.50 | 1 | 7 | 6.00 | 14.17 | 7 |
| 2 | M | 4 | 8 | 1.00 | 2 | 5 | 1.50 | 4 | 10 | 1.50 | 2 | 5 | 1.50 | 5.50 | 2 |
| 3 | M | 6 | 9 | 0.50 | 2 | 5 | 1.50 | 4 | 9 | 1.25 | 3 | 6 | 1.00 | 4.25 | 2 |
| 4 | F | 2 | 7 | 2.50 | 2 | 5 | 1.50 | 2 | 10 | 4.00 | 2 | 10 | 4.00 | 12.00 | 6 |
| 5 | F | 4 | 7 | 0.75 | 3 | 7 | 1.33 | 5 | 10 | 1.00 | 3 | 8 | 1.67 | 4.75 | 3 |
| 6 | F | 3 | 8 | 1.67 | 2 | 8 | 3.00 | 2 | 9 | 3.50 | 2 | 9 | 3.50 | 11.67 | 6 |
| 7 | M | 4 | 8 | 1.00 | 4 | 9 | 1.25 | 3 | 9 | 2.00 | 2 | 6 | 2.00 | 6.25 | 3 |
| 8 | M | 2 | 8 | 3.00 | 2 | 9 | 3.50 | 2 | 10 | 4.00 | 1.5 | 9 | 5.00 | 15.50 | 9 |
| 9 | M | 3 | 8 | 1.67 | 3 | 9 | 2.00 | 3 | 9 | 2.00 | 3 | 6 | 1.00 | 6.67 | 3 |
| 10 | F | 4 | 8 | 1.00 | 2 | 7 | 2.50 | 4 | 9 | 1.25 | 2 | 7 | 2.50 | 7.25 | 2.5 |
| 11 | F | 4 | 7 | 0.75 | 2 | 6 | 2.00 | 4 | 9 | 1.25 | 3 | 7 | 1.33 | 5.33 | 3 |
| 12 | F | 4 | 9 | 1.25 | 2 | 7 | 2.50 | 2 | 9 | 3.50 | 2 | 8 | 3.00 | 10.25 | 6 |
| 13 | M | 3 | 9 | 2.00 | 2 | 9 | 3.50 | 1.5 | 10 | 5.67 | 2 | 10 | 4.00 | 15.17 | 8 |
| 14 | M | 3 | 8 | 1.67 | 4 | 9 | 1.25 | 2.5 | 10 | 3.00 | 3 | 8 | 1.67 | 7.58 | 7 |
| 15 | M | 3 | 7 | 1.33 | 3 | 9 | 2.00 | 1.5 | 10 | 5.67 | 1 | 6 | 5.00 | 14.00 | 8.5 |
| 16 | F | 2 | 9 | 3.50 | 2 | 6 | 2.00 | 2 | 10 | 4.00 | 2 | 8 | 3.00 | 12.50 | 7 |
| 17 | F | 4 | 8 | 1.00 | 2 | 7 | 2.50 | 6 | 10 | 0.67 | 2 | 5 | 1.50 | 5.67 | 2 |
| 18 | F | 3 | 7 | 1.33 | 2 | 6 | 2.00 | 5 | 9 | 0.80 | 3 | 6 | 1.00 | 5.13 | 2 |
| 19 | M | 3 | 7 | 1.33 | 2 | 10 | 4.00 | 2 | 10 | 4.00 | 2 | 8 | 3.00 | 12.33 | 8 |
| 20 | M | 2 | 8 | 3.00 | 2 | 10 | 4.00 | 1.5 | 9 | 5.00 | 2 | 9.5 | 3.75 | 15.75 | 8.5 |
| 21 | M | 2 | 8 | 3.00 | 4 | 9 | 1.25 | 2 | 9 | 3.50 | 2 | 6 | 2.00 | 9.75 | 7 |
| 22 | F | 2 | 9 | 3.50 | 2 | 9 | 3.50 | 2 | 9 | 3.50 | 3 | 6 | 1.00 | 11.50 | 8 |
| 23 | F | 4 | 9 | 1.25 | 3 | 6 | 1.00 | 3 | 9 | 2.00 | 2 | 7 | 2.50 | 6.75 | 6 |
| 24 | F | 3 | 8 | 1.67 | 2 | 6 | 2.00 | 4 | 10 | 1.50 | 2 | 6 | 2.00 | 7.17 | 6.5 |
| 25 | M | 4 | 8 | 1.00 | 3 | 8 | 1.67 | 3 | 10 | 2.33 | 2.5 | 9 | 2.60 | 7.60 | 7 |
| 26 | M | 3 | 9 | 2.00 | 4 | 9 | 1.25 | 6 | 10 | 0.67 | 2 | 5 | 1.50 | 5.42 | 4 |
| 27 | M | 3 | 9 | 2.00 | 3 | 9 | 2.00 | 2 | 9 | 3.50 | 2 | 9 | 3.50 | 11.00 | 5 |
| 28 | F | 3 | 9 | 2.00 | 2 | 8 | 3.00 | 5 | 10 | 1.00 | 2 | 7 | 2.50 | 8.50 | 7.5 |
| 29 | F | 2 | 9 | 3.50 | 2 | 6 | 2.00 | 6 | 9 | 0.50 | 1.5 | 10 | 5.67 | 11.67 | 6.5 |
| 30 | F | 3 | 8 | 1.67 | 2 | 8 | 3.00 | 4 | 8 | 1.00 | 2 | 7 | 2.50 | 8.17 | 6 |
| Mean score | | | | 1.78 | | | 2.25 | | | 2.57 | | | 2.71 | 9.31 | |

TABLE 2: BLOG INTERACTIVITY SCORE FOR BRAND COMMUNICATION.

| S.No. | Blogging Company | Interactivity Score |
|-------|------------------|---------------------|
| 1 | Facebook | 2.13 |
| 2 | Google | 2.661 |
| 3 | Volkswagen | 2.24 |
| 4 | Cadbury | 3.35 |

TABLE 3: CORRELATION BETWEEN MEAN OF Δ CBK AND THE INTERACTIVITY SCORE.

| Blogging Company | Δ CBK Mean | Interactivity Score |
|------------------|-------------------|---------------------|
| Facebook | 1.78 | 2.13 |
| Google | 2.25 | 2.661 |
| Volkswagen | 2.57 | 2.24 |
| Cadbury | 2.71 | 3.35 |

CORRELATIONS

| | | Means_CBK | Interact_score |
|----------------|---------------------|-----------|----------------|
| Means_CBK | Pearson Correlation | 1.000 | .661 |
| | Sig. (2-tailed) | | .339 |
| | N | 4.000 | 4 |
| Interact_score | Pearson Correlation | .661 | 1.000 |
| | Sig. (2-tailed) | .339 | |
| | N | 4 | 4.000 |

5.1 EXPERIMENT DESIGN, DATA COLLECTION AND ANALYSIS

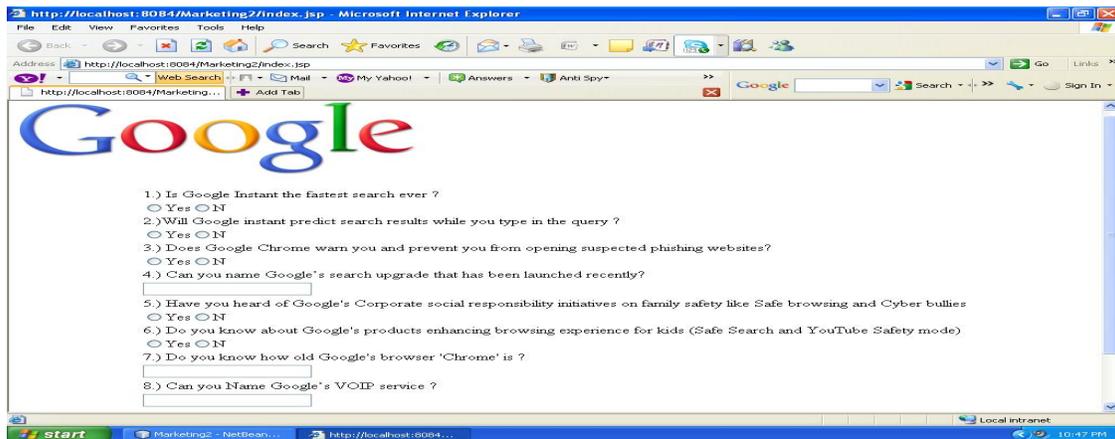
A pre-test was conducted to measure baseline levels of Consumer brand knowledge (CBK) and scores were tabulated. It has been observed that a time

lag between pre-test and post-test makes subjects more responsive towards various information avenues that supply similar information. This results in an increase in Consumer brand knowledge (CBK) from sources other than the blog.

To ensure that the blog is the sole source of information that affects the change, the pre-test is immediately followed by the

blog exposure. A stimulated lab experiment which involved a timed exposure to the blog for duration of ten minutes was conducted. There was a strong focus towards maintaining uniformity in human computer interaction factors. The following two screens were developed for the purpose and the results were subsequently tabulated and analyzed.

SCREEN I



The above screen was created to map the consumer brand knowledge (pre score) for the given corporate blog. Similar screens were created for the remaining three blogs for the purpose of calculation of the consumer brand knowledge score.

6. CONCLUSIONS

1. A positive correlation was observed between Degree of variation in Consumer Brand knowledge and Internet usage rate.
2. No significant correlation could be observed between Degree of Variation in Consumer Brand Knowledge and original (pre) level of CBK.
3. A positive correlation is observed between Degree of Variation in CBK and interactivity score.

7. IMPLICATIONS FOR ORGANIZATIONS

A higher assimilation of brand related knowledge results in greater product adoption by the consumers. It is in the organizational interest that ways and means are developed to increase the consumer's knowledge with regard to product or brand. Organizations can successfully leverage brand blogs to engage consumers, build a bond with them, and then subsequently increase their knowledge about organization/product/brand. Developing higher levels of blog interactivity will be useful in this context.

8. SCOPE OF FUTURE WORK

Consumer sentiment score will be used for developing a conceptual consumer knowledge map for the respective brands. Another set of questions (Screen II) was created exhibiting the attributes of consumer brand knowledge. These attributes were elicited as part of our previous research study (Sinha, Ahuja and Medury, 2010). The objective here is to study the sentiment of a consumer with respect to a brand and the impact of variation in CBK levels on consumer sentiment. The respondents will be asked to pick one word for each attribute listed on the screen, before and after exposure to the corporate blog of a product.

Each word pertaining to each attribute under the consumer Brand Knowledge function had a well defined sentiment Score. These words were lifted from sentiwordnet 1.0, a lexical resource used for sentiment mining. Each synset of Wordnet 2.0 is associated with three numerical scores-*obj*, *pos* and *neg*. The *pos* scores were used for our study. For instance the word 'like' has a score of 0.5. In this paper we describe SENTIWORDNET (version 1.0), a lexical resource in which each synset of WORDNET (version 2.0) is associated to three numerical scores *Obj(s)*, *Pos(s)* and

SCREEN II

Neg(s), describing how Objective, Positive, and Negative the terms contained in the synset are. The assumption that underlies our switch from terms to synsets is that different senses of the same term may have different opinion-related properties. Each of the three scores ranges from 0.0 to 1.0, and their sum is 1.0 for each synset. This means that a synset may have nonzero scores for all the three categories, which would indicate that the corresponding terms have, in the sense indicated by the synset, each of the three opinion-related properties only to a certain degree. The synset SENTIWORDNET is freely available for research purposes, and is endowed with a Web-based graphical user interface.

Screen II will be available to the respondents before and after their exposure to the four blogs for a period of 10 minutes, the variation in the responses of the consumers will be mapped and will be subsequently used to develop consumer brand knowledge maps. The brand maps thus drawn can be used by the organizations for improving the scores. This will find wide range application in the domains of segmentation and effective targeting.



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