Rational or emotional posts on Facebook brand communities – The Mexico Starbucks Case

Publicaciones racionales o emocionales en comunidades de marca en Facebook - El caso «Starbucks México»

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Abstract

The aim of this article is to demonstrate that emotions are essential elements of participation between members of a brand community in a social networking site. Emotional expressions were studied within an online brand community through a mixed method approach based on a content analysis with two coders of the same cultural origin. 77 posts and 13,043 comments were analyzed from members of the brand community "Starbucks Mexico" on Facebook, reported between January and June 2014. It was found that people participate more in the presence of hapiness related emotions such as love, passion, and desire. This paper is interested in positive and negative emotions expressed in a Brand Community on Facebook. Additionally, the level of participation that emotions generate is presented, as well as the distinction of emotional elements applied in the communication between a company and the members of a brand community. This paper contributes to the literature by pointing out that more than the expression of emotions, it is the combination of emotional and promotional elements from the brand page that triggers more communication volume.

Resumen

El propósito de este artículo es demostrar que las emociones son elementos esenciales en la participación entre los miembros de una comunidad de marca en un sitio de redes sociales. Estudiamos las expresiones emocionales dentro de una comunidad de marca en línea con una metodología mixta basada en un análisis de contenido con dos codificadores de la misma cultura de origen. Analizamos 77 publicaciones y 13 043 comentarios de miembros de la comunidad de la marca «Starbucks México» en Facebook, publicados entre enero y junio de 2014. Se descubrió que las personas participan más a través de emociones relacionadas con la felicidad, como el amor, pasión y deseo. Este documento incluye el estudio de emociones positivas y negativas expresadas en una comunidad de marca en Facebook. Además, se expone el nivel de participación que generan las emociones, así como la distinción de los elementos emocionales aplicados en la comunicación entre una empresa y los miembros de una comunidad de marca. Categorizamos las publicaciones de la marca teniendo en cuenta las dimensiones emocionales y racionales-promocionales. En definitiva, este trabajo contribuye a la literatura al señalar que más que la expresión de emociones por sí sola, es la combinación de elementos emocionales y promocionales de la página de marca lo que desencadena el volumen de comunicación.

Keywords | palabras clave

1. Introduction

The evolution of society in our daily life includes the development of social networks on the Internet, as well as the construction of brand communities. The introduction of internet in Mexico is one of the highest in Latin America and continues to grow: 53 million users (2014), 65.8 million (2015), 70 million (2016) and 79.1 (2017), representing 67% of the population of people over 6 years in 2017 (Asociación de internet. MX, 2018). In Addition, in Mexico, Facebook remains being the main social network with a reach of 98% of users((Asociación de internet.MX, 2018).

In the social networks, the interaction is reinforced among the members of these communities directly promoting the emotions (Hollebeek, Juric, & Tang, 2017; Shankar, Elliott, & Fitchett, 2009). In a brand community, affiliates are an important source of information (Firat & Venkatesh, 1995). This means that the content generated by its members can represent an important advantage for the companies, because their comments shed information on the success and acceptance of specific products or services that improve the relations with the consumers (Weiger, Hammerschmidt, & Wetzel, 2018).

In the case of social networks, other research suggests that they have become a "phase" (Cordelier & Turcin, 2005) where users express emotions on a daily basis (Barroso Morales, 2011). This emotional narrative of the "I" in the form of texts and images allows users to create their virtual space, where they express their emotions and maintain close contact with the stories of other members, based on technological mediation. Emotions favor a social development (Evans, 2002; Plutchik, 1994; Yu, 2014) which may benefit from branding strategies (Roberts, 2005; Yu, 2014).

Therefore, the aim of this research is not so much to directly relate economic benefits with the participation of the Internet, but rather to focus on the type of communications that generate more participation, to verify that the communication is more important and to propose a categorization of the brand's publications. In other words, it aims to detect the positive or negative emotions expressed on Facebook, as well as relate them to the level of participation generated by the type or style of communication.

We have been interested in Starbucks for being an important lovemark, according to the expression popularized by the advertising Kevin Roberts (2005), who in a short time dominated the cafeteria market in Mexico[1] and is among the most important on Facebook with more than 4 million of likes.

After a literature review on online brand emotions and communities, we present our content-analysis-based methodology before analyzing and discussing the most interesting publication categories to generate participation.

2. Emotions and online brand communities

2.1. Theory of emotions

There are several theoretical perspectives on emotions such as psychological, psychosocial, philosophical or anthropological (*v. gr.* Evans, 2002; Huang, 2001; Illouz,

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1   In September 2002 he opened his first branch in Mexico city. At the end of the 2016, it had a participation in the sector, by number of units, of 39%, followed by Italian Coffee Company with 11% and Café Punta del Cielo with 10%, according to data of Euromonitor (Expansión, 2017).

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2007; Le Breton, 2012). This research is based mainly on the basic emotions of Robert Plutchik (1994, 2001).

The author (*ob. cit*) identified four basic emotions, which he integrated into opposite pairs: joy vs sadness; confidence vs. dissatisfaction; fear vs anger and anticipation vs surprise. According to Plutchik (*ob. cit*), these "basic" emotions are biologically primitive. He also describes them as basic adaptations that all organisms need in the struggle for individual survival. Therefore, emotions have a close relationship with adaptive biological processes. His theory of emotion suggests that they are not only elements, but also circumstances that begin with a stimulus that provokes feelings, psychological changes, actions and a behavior oriented towards some objective (Plutchik, 2001).

Emotions play an important role in the human decision making. The tone and content used in communication on social networks have a significant impact on people, as positive campaigns reach a greater number of clients. Human expressive behavior that communicates emotion acquires certain fixed properties that can be recognized independently of culture and learning, despite certain differences in their interpretation (Buck, 2006; Burgoon, Guerrero, & Floyd, 2010; Plutchik, 2001).

Other studies show that emotions are related to evolutionary processes that have kept humans safe for centuries. For example, anger and fear are very primitive in human behavior and their function is to be prepared to pay attention (Hochschild, 1979; Plutchik, 1994, 2001). Our emotions are also biologically linked to the meaning, they help to understand our relationship with others and are essential for socialization (Hochschild, 1979).

On the other hand, we also study the secondary emotions in order to achieve a broader data scale. These are composed by combining the primaries. Here are some examples, but there are many more: irritability, hostility, pain, melancholy, loneliness, anxiety, fear, panic, enjoyment, happiness, trust, kindness, affection, love, shock, amazement, aversion, disgust, guilt, shame, repentance (Buck, 2006; Evans, 2002; Frederickson, 2017; Plutchik, 2001).

Emotions can be divided into positive and negative. Positives, such as happiness, increase physical, social and intellectual resources, build emotional reserves to face challenges. Negative emotions such as fear, sadness and anger are natural defenses against external threats (Buck, 2006; Plutchik, 2001). Therefore, emotions govern the patterns of human thought, beliefs, behaviors, attitudes and responses to life's experiences being also critical in the process of socialization (Le Breton, 2012).

2.2. *Emotion, marketing and social networks*

Emotions, in marketing and advertising, contribute to the development of messages and communication strategies. Advertising professionals also develop a wide interest in the performance of emotions and their social potential. According to the publicist Kevin Roberts (2005, p. 44), influenced by the work of Dylan Evans (*v. gr.* Evans, 2002):

> For me, the really amazing thing about secondary emotions is how social they are and how important they are. You can feel primary emotions when you are alone. But to develop a secondary emotion you need to be with someone else.

Emotions play an important role in understanding a message and are essential elements of interaction, as they generate participation in the brand communities in social networks. However, there is a lack of research on the subject in connection with persuasive communication and the media, including the Internet and the online brand communities (Hollebeek *et al.*, 2017; Nabi, 2017). In the words of Nabi (2017, S.P.):

> While the history of the study of persuasion in the media is long and robust, the examination of emotion in such processes is more limited. However, attention is still being paid to the role of many emotions, including fear, guilt and humour, in the process of persuasive messages in the media. Although less focused on emotions, recent trends in research on persuasive narratives and viral messages suggest that emotion can play a key role in media-based persuasion.

In relation to the advantages of the study of emotions, it was found that by generating messages that agree with positive emotions, companies can establish and improve their connection with their target audience or consumers ((Codina, Rodríguez, & Cadena, 2017; Guerreiro, Rita, & Trigueiros, 2015; Khuong & Tram, 2015; Weiger *et al.*, 2018) since consumers are more encouraged by social-type publications (Yu, 2014). The economic benefits are also based on a reinforcement of the social links that occur and that Manchanda, Packard and Pattabhiramaiah (2015) "social dollars".

Although gaps can continue to go on (Nabi, 2017), the topic of emotions is gaining popularity among scholars and an important number of articles related to this topic can be found. For example, studies show that within the brand communities, field of scientific interest, individuals create linkages of identification with companies and with other members of communities through emotional interactions (Goulding, 2013; Hudson, Roth, Madden, & Hudson, 2015; Thompson, Rindfleisch, & Arsel, 2006; Vincent & Fortunati, 2009).

They also show that consumers are organized in these communities to share experiences of a brand (Muñiz & O'Guinn, 2001; Schembri & Latimer, 2016). Other studies suggest that the interaction between members and companies is promoted in the online brand communities, which in turn favors the participation of its members (Schau, Muñiz, & Arnould, 2009). According to Ashforth and Mael (1989) to interact, members must identify with each other, which is possible through a socialization process that contributes to the elaboration process of the brand culture (Schembri & Latimer, 2016), being the emotion an important element in the motivation of the members (Dessart, Veloutsou, & Morgan-Thomas, 2015).

On the other hand, universal emotions can be applied in different cultures. The ease and efficiency of its application are compared to verbal emotions with a different degree of intensity, which results in secondary emotions like desire and passion among many others. For example, certain authors refer to desire as part of human nature, which is one of the forces that trigger a behavior (Buck, 2006; Pell, Monetta, Paulmann, & Kotz, 2009; Plutchik, 2001). Desire is a reason to satisfy needs or feelings (Baun & Gröppel-Klein, 2003; Belk, Ger, & Askegaard, 2003). It is often found in advertising and marketing, as it is an action engine that expresses a need through language and generates interest and participation (Goulding, Shankar, Elliott, &

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Canniford, 2009). By activating a desire, the brand generates closeness with consumers and achieves a personal experience with the product; it is a necessity at first, but it becomes a desire when people think about a particular product (Belk *et al.*, 2003).

Other studies on emotions suggest that happiness is contagious and spreads faster on social networks (Kramer, Guillory, & Hancock, 2014). They also argue that happy people have more followers on social networks and other social groups. Emotional states can be transferred to others through emotional contagion, which leads people to unconsciously experience the same emotions (Berger & Milkman, 2012; Coviello *et al.*, 2014; Fowler & Christakis, 2008). In addition, the emotions expressed in digital networks influence our own feelings and are evidence of an emotional contagion on a larger scale through social media (Brady, Wills, Jost, Tucker, & Van Bavel, 2017; Cohen, 2014). Emotional contagion occurs through textual communication mediated by computer devices and even remains a few days after a publication (Kramer *et al.*, 2014).

In addition, with the arrival of social networks, consumers share online content and its transmission influences the purchase of products, giving collective results especially when there is a positive emotion in the message (Berger & Milkman, 2012; Fu, Wu, & Cho, 2017).

In social networks, emotions are identified on a non-verbal level, and emotional elements can be analyzed in consumer comments, such as the presence of onomatopoeic expressions, punctuation, intersections, photographic images and emoticons (Carvalho, Sarmento, Silva, & de Oliveira, 2009). The distinction between "verbal" and "non-verbal" is more complex in written communication than in social networks. In addition, the triggering of emotions is related to the speed at which we receive and respond to information (Coviello *et al.*, 2014; Scolari, 2013). Depending on the situation, users directly influence access information, producing continuous participation, resulting in more content production and reproduction, causing interests in the development of marketing communication, as emotion participates in the involvement of consumers through one of the mechanisms of the economy of care (Aguado-Guadalupe, 2017; Auladell, 2016; Ribes, Monclús, Gutiérrez García, & Martí, 2017; Segarra-Saavedra & Tur-Viñes, 2017).

3. Materials and methods

This research aims to detect the positive or negative emotions expressed on Facebook and relate them to the level of participation generated by their type or style of communication. To achieve this, this research tries to answer the following research questions:

RQ1. -What kind of emotional expressions are seen in an online community?

RQ2. -Does the expression of positive emotions help to generate a higher volume of communication than the negative ones and the most rational messages?

3.1. Sampling

Qualitative data were collected in a first phase to probe the emotional typology (Buck, 2006; Hupp, Gröppel-Klein, Dieckmann, Broeckelmann, & Walter, 2008; Plutchik,

2001) and evaluate its relevance to analyze the emotional comments of the community members of the brand. The analysis focused on comments expressed by members of the "Starbucks" brand community with emotional content.

Starbucks' social media strategy could be characterized as quite proactive and positive. The company, rather than participating, generates conversations through its publications on its Facebook page (Fan page). In total, 77 publications of the brand Community Starbucks Mexico were analyzed on Facebook as well as 13,043 comments generated by its members between January and June 2014. The period was chosen to include different important commercial periods in Mexican society. In this interval, different categories of information were observed as well as emotional elements expressed by consumers. The data analyzed include events prone to emotional expression, in which stand out January (New Year and Kings), February (Valentine's Day) and May (Mother's Day).

3.2. Content analysis

This study analyses the reactions of Internet users to the publications of a Facebook page through a content analysis. This type of methodology collects many methods in itself, allowing to categorize the content of the communications in a standard and systematic way (Berelson, 1952; Kassarjian, 1977; Kolbe & Albanese, 1997; Neuendorf, 2017).

It has been used by researchers interested in examining communications such as advertising, media stories and websites (Neuendorf, 2017). This method helps to achieve a systematic and objective categorization of emotions following the taxonomy of Plutchik (2001) and its possible influence in the communication flows. After this step, a lexical analysis was done defining the emotional sense expressed in the words of the comments, mainly focused on adjectives and verbs.

Likewise, the method of feeling analysis was used, also called "mining of opinions", which analyzes the opinions, feelings, evaluations, attitudes and emotions of people with respect to products, services, organizations, individuals, problems and events (Yadollahi, Shahraki, & Zaiane, 2017). With the growth of social networks (for example, revisions, discussions in forums, blogs, microblogs and social networking sites) the content is used in these media as generators of decision making and communication. The most important indicators of feelings are words commonly used to express positive or negative feelings. For example, "good", "wonderful" and "incredible" are the words of positive feelings, and on the other hand "bad", "poor" and "terrible" are clearly words of negative feelings (Liu, 2012).

The expressions were assessed according to basic and secondary emotions based on the primary and secondary emotions of Plutchick (2001). Then, a typology of emotional expressions was created with meaningful words expressed in Spanish (Table 1), for example adjectives, nouns, verbs based on the Dictionary of the Royal Academy of the Spanish Language, in its online version.

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Table 1. Emotional expressions in Spanish

Amor	Placer	Deseo	Alegría	Frustración	Disgusto
Amar	Encantar	Querer	Felicidad	Tristeza	Feo
Besos	Gustar	Desear	Bien	Rabia	Horrible
Corazón	Disfrutar	Antojo	Buen	Mal	Asco
Vida	Gozar	Ir	Momento	Feo	Malo
Pasión	Delicioso	Hacer	Especial	Decepción	Pésimo
Junto	Bueno	Necesitar	Mejor	Odiar	Decepción
Adorar	Rico	Urgir	Alegrar	Enojo	Desagradable
Favorito	Excelente	Probar	Relajar	Nostalgia	Porquería

The previous typology contains some words taken as key words for our codification, and it was verified with the result of the data generated by the analysis software of qualitative data NVivo, emphasizing the most frequent words expressed in the consumer feedback. It was observed that many of the expressions found in the aforementioned program correspond to the words included in our typology.

Figure 1. Frequent word 'tags' cloud

To distinguish and measure the emotions expressed by the members of the brand community, they were divided into positive and negative according to the categories that emerged in the literature review. The most common positive words found in the comments, according to our typology and the results of NVivo were: let's go, I want, rich, delicious, moment, love, better, craving.

The negative words found were: price, expensive and horrible. In addition, certain adverbs were identified when people expressed a negative comment. It should be noted that these words arise more in relation to rational elements focused on service, price, health and quality.

Then, the variables were selected based on universal emotions such as happiness, sadness, surprise and anger (Buck, 2006; Plutchik, 2001). As a result, some of the secondary emotions were integrated to better identify emotional expressions such as joy, love, passion, desire, anxiety, frustration and disgust (Buck, 2006).

Table 2. Basic and secondary emotions

Basic emotions	Secondary emotions
Happiness	Love, passion, desire, happiness
Sadness	Anxiety, longing
Surprise	Astonishment
Anger	Frustration, disgust

Source: ow elaboration based on universal and secondary emotions of Plutchick (2001) and Buck (2006).

With the help of the NVivo analysis program, it was possible to study each publication and comment to classify the content according to the emotions.

3.3. Reliability

A double codification was carried out with the aim of verifying the interpretation relevance of the words and the emoticons with emotional predominant content in the investigation. These were consistent with the cultural characteristics of the first encoder.

The second codification was carried out in 10% of the sample by a person who shares the Mexican nationality, the mother tongue (Spanish), the ethnic origin, the education, the traditions and the cultural patterns practiced by the main investigator and the members of the brand community. Reliability was verified through Cohen Kappa (k) coefficient test (Table 3), a statistical analysis that also takes into account the level of agreement that could be expected at random (Fleiss and Cohen, 1973; Landis and Kosh, 1977). This is reflected in the results calculated with the reliability of the NVivo Kappa (k) coefficient (Table 4).

Table 3. Double-Encoding Concordance Level

	Kappa Coefficient	Concordance
Positive comments	0.62	0.40 – 0.75/ Good
Egative comments	0.69	0.40 – 0.75/ Good
Rational comments	0.57	0.40 – 0.75/ Good

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Table 4. Cohen's Kappa coefficient by feeling pattern

	Kappa Coefficient	Concordance
Desire	0.6	0.40 – 0.75/ Good
Love	0.59	0.40 – 0.75/ Good
Happiness	0.32	< 0.40/ Poor
Pleasure	0.65	0.40 – 0.75/ Good
Dislike	0.69	0.40 – 0.75/ Good
Anger	0.64	0.40 – 0.75/ Good
Sadness	0.58	0.40 – 0.75/ Good

By codifying the results, it is confirmed that the emotional elements were present in the comments expressed by the members of the brand community. The emotional elements agreed with 60% of the information analyzed by the encoders.

4. Analysis and Results

4.1. Positive Emotions

It was observed that positive emotions are present in the interaction between members of the brand community with a strong inclination towards happiness, expressed through secondary emotions such as desire, passion, love, surprise and joy.

This points to a clear inclination towards desire and passion. Positive feedback also includes product recommendations and brand advocacy against complaints from other consumers. In addition, it was detected that the desire promotes an action. It was also observed that expressions of desire are followed by verbs indicating an action, for example: I want one (desire), let's try it (action).

In addition, passion encourages people to do things impulsively and relevant to the current moment; it is often expressed through adjectives, for example: I love (passion), I am happy (passion), I love those moments (love, happiness, passion).

Desire and passion are the most recurrent code families found in the data, followed by joy, love and surprise (Table 5).

Table 5. Common positive secondary emotions

Emotion	Percentage
Hapiness	21,10%
Desire	32,70%
Pleasure	30,70%
Love	11,00%
Surprise	4,50%

4.2. *Negative emotions*

The negative emotions observed in the study were expressed through frustration, disgust and longing (Table 6). However, these elements also trigger interaction and participation in the brand communities. In addition, it was observed that some of the negative expressions were formulated on rational issues such as price, health, diet and quality.

Table 6. Common negative secondary emotions

Emotion	Percentage
Frustration	29,25%
Anger	60,00%
Longing	10,75%

4.3. *Comments by publication category*

At the beginning of the investigation, the aim was to identify the presence of the product, as well as the existence of promotional activity and the presence of informative elements called "rational".

Then, the publications made by the brand were distributed in the following categories of messages:

- **Promotional with emotional elements:** The brand publishes a message that includes a promotion, using phrases or emotional images. For example: "Try the new Hazelnut Macchiato and discover the perfection of its flavor": Desire, happiness
- **Emotional with Product:** The brand publishes a message with emotional elements and shows or mentions the product. For example: "Cappuccino, perfect to do it just the way you like it. How do you like it?": Happiness.
- **Emotional without product:** A publication with emotional elements but does not show or mention the product. For example: "The perfect combination of aroma and flavor #pasiónporelcafé": Passion.
- **Launching with emotional elements:** when there is a new product and the published message is purely emotional. For example: "The best side for your coffee is here! New #donuts": Happiness.
- **Rational: Those publications that show rational elements such as price, environment or health. For example:** "Remember that you can bring your own glass or reusable glass to take care of the environment #mesdelatierra": Environment
- **Promotional with rational elements:** when the brand publishes a promotional message that speaks directly about the price. For example: "Remember that from 1 to 5 PM our refreshers are at half price, take advantage and re-energize yourself!": Price.
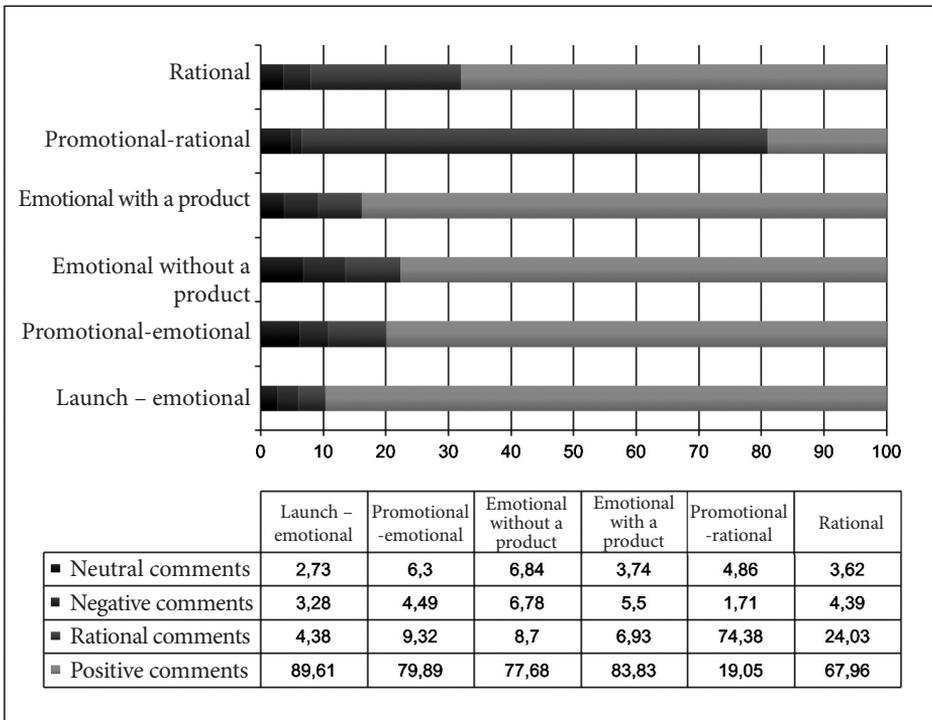
After identifying the categories, the positive and negative, rational and neutral comments (those that were not related to the brand where people comment on other

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topics) for each category were separated. Among the positive comments, were identified that people express desire through the use of verbs.

On the contrary, comments that express passion and love do so through the use of adverbs. These expressions are part of secondary positive emotions, which are consecutively part of the primary emotion of happiness. From the negative comments, it can be observed expressions related to secondary emotions such as anger, often associated with rational issues (price, quality, health, promotions, social responsibility). Some rational comments were also found that emphasize problems of price, promotion, health and social responsibility.

Table 7 contains the percentage of comments that emerged from each category. It was observed that positive comments have the highest percentage in each category, especially in releases with emotional elements. The negative comments are hardly exposed, while the rational ones hardly exist, except when the brand publishes a promotional message with rational elements, such as price.

Table 7. Distribution of comments by publication category

	Launch – emotional	Promotional -emotional	Emotional without a product	Emotional with a product	Promotional -rational	Rational
▪ Neutral comments	2,73	6,3	6,84	3,74	4,86	3,62
▪ Negative comments	3,28	4,49	6,78	5,5	1,71	4,39
▪ Rational comments	4,38	9,32	8,7	6,93	74,38	24,03
▪ Positive comments	89,61	79,89	77,68	83,83	19,05	67,96

The study indicates that the brand (Starbucks) uses primarily happiness-centric emotional elements to communicate its promotions. It was also found that categories that include promotions and launches with an emotional element produce the greatest number of emotional expressions, while rational publications generate the least amount of total comments.

It was confirmed that emotional elements generate greater participation among members of a brand community, especially when there is a positive emotion expressed through secondary emotions, such as desire, pleasure, love and joy. In addition, it was analyzed that negative emotions are an important way of interaction in a brand community, expressed mainly through longing, anger and frustration, especially when there is a complaint.

The analysis indicates that an emotional message, despite being a product promotion or launching, develops a greater number of positive comments.

This study explained that emotional elements develop participation and generate more interest in a given topic, promoting communication in a brand community in social networks. It also confirms that positive emotions extend more easily through Facebook during holiday periods and weekends and during special times such as Valentine's Day, spring break and summer.

Out of the 13 043 comments analyzed, the emotional elements represented 85.26% of the total sample. Within the observed emotional elements, it was found that 84.62% are positive emotions, while only 15.38% were negative. For its part, 14.74% of the comments were rational elements and only 4.84% were neutral or subjects not related to the brand.

5. Discussion and conclusions

5.1. Findings and contributions

In order to identify the messages published by the brand that produce more volume of communication, as well as the variation of emotions expressed by consumers to interact with other members, the purpose of this study was to observe the most representative emotion elements present in the messages. In this project, expression of emotions was explored, developed in an online brand community (Starbucks Mexico on Facebook). Through the analysis of comments, it was observed that emotions promoted participation and recommendation, i.e., emotions generate more participation and volume of communication in an online brand community.

The research includes the most frequent emotions expressed by its members and the issues published by the company. It was observed that members also showed their emotions through linguistic elements, such as adjectives, verbs, emoticons and images (Carvalho *et al.*, 2009; Pell *et al.*, 2009). Paralinguistic elements such as onomatopoeia and punctuation were often observed, giving greater emphasis and meaning to emotions.

Emotions are important tools that companies use in the communication process. One of the advantages of emotional messaging is that through online brand communities, companies can easily interact with consumers who share their experiences on social media products or services. This represents a great opportunity to recognize consumers' desires and preferences, as well as to identify the causes of their disgust and complain in a shorter period of time.

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Taking this into consideration, brands can highlight the values of products or services based on emotional aspects to increase the chances of being chosen by the consumer.

Therefore, we propose that emotional strategies are more effective when communication is oriented to positive emotions; they are even more influential when they focus on happiness. In this way, this study provides clues for the creation of alternative communication strategies, which become more and more complex, since companies must adapt to changes in consumer habits and behaviors.

The study of emotions in an online brand community can be extracted to get ideas about how companies influence some purchasing patterns, which can be exploited in many ways.

This article focused on what makes people happy and how customers are surprised. It was confirmed that members of online communities prefer emotional elements that activate conversations. This research supports the expression of emotions as a key element for online social networks. The study of emotional expressions in a brand community is especially important for companies and other organizations to maintain the link with their consumers with a more social than economic prupose. In addition, companies can discover negative elements to consider, provide support and have a feedback to their customers.

In this research, it was also confirmed the dominance of positive emotions. It was seen that the ones that generate more volume of communication are desire, passion, joy and love. We support the idea that passion and desire are the secondary emotions that generate more participation. We also say that positive messages tend to be sent by more people, as happiness is contagious in a brand community. In addition, it was observed that negative emotions generate less interaction with the consumer and were mainly exposed through frustration and disgust. It was established that negative comments focus more on the disgust for some products. In addition, dislike and frustration can be positively exploited as they are important sources of information and participation. Therefore, participation and comments provide clues to understand some brand weaknesses.

However, longing as part of negative emotions, leads to a positive experience through memories. We also established that rational publications generated fewer comments and presented a considerable number of rational elements than other publications. Rational comments focus mainly on quality of service, price and health problems. It was observed that an emotional message published by the brand along with a rational element produces more volume of communication.

This study, consistent with the literature analyzed, allowed to emphasize the need to favor communication with strong emotional elements. The rational communication, whose promotional character stands out the commercial purpose explicitly, generates less interest. Communication in social networks, as is the case of Facebook, should be interested in the fairly social character of the relationship with consumers. The strategies used by Starbucks, or the types of communication that best worked to keep the attention of their fans got a balance between the presence of the product or promotion and the emotional character. If the idea is to develop the social relationship with the consumers, it is recommended to favor the strategies of

the emotional launching and emotional with the product, since with this strategy, a balance between the presence of products of the brand and reinforcement of positive relationship with the fans is achieved.

5.2. Limitations

Some limitations detected in this study led us find some difficulty to distinguish whether textual communication was enough to analyze the consumer or whether the use of images published by the brand is also necessary.

Another perceived restriction was that certain elements such as punctuation marks and onomatopoeic words and jargon are not clear enough to distinguish emotion. To understand the meaning of the previous elements, it was necessary to know the context and understand the cultural repertoire used in the messages (which we believe have been achieved, since both codifiers were native of Mexico).

Similarly, irony was not specifically codified. Without explicit instructions on the subject, irony and ambiguity were directly classified into the pre-established categories in revise of the understanding of the encoders. The two encoding people, being Mexican, thought that there would be no problems of understanding due to a cultural difference. However, it might be interesting to do an investigation taking into account irony, ambiguity and trolling.

One more constraint was the complexity in differentiating rational and negative comments, since consumers showed their negative emotions when a rational problem appeared such as price, quality, and service.

Finally, another of the significant constraints encountered occurred when conducting the double-encoding (KAPPA). The results showed a significant difference between the encoders in the emotion of joy. One possible reason for this phenomenon could be the similarity in the way people express their passion and desire. Since these emotions contain a positive connotation, people take them as synonym of joy or happiness.

5.3. Future Research

In general, it would be interesting to deepen certain points: to analyze the emotions separately since it was observed that each one produces a different participation level and volume of communication but the intensity of those was not studied; to deepen the analysis of joy as its codification was less convergent than the others; to deepen the study of longing because if it is codified as a negative emotion, the feeling and the effects that it has generated seem to be positive; to conduct interviews or focus groups to understand why rational elements generate less participation; to study the published images to relate them to emotions; to extend the investigation taking into account irony, ambiguity and trolling.

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