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Analyzing Emotions as an Indicator of the Effectiveness of Digital Buzz Marketing Campaigns on Facebook and their Relationship to Consumers' Impulse Buying Behavior: An Analytical and Field Study ^(*)

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Abstract

The study aims to determine the effectiveness of digital buzz marketing campaigns for the Balban brand by identifying the general mood of comments circulating about the brand on social media pages (as reflected in sentiment analysis results) and revealing the relationship between the effectiveness of the buzz perceived by consumers, the credibility and adoption of information, and its reflection on consumers' impulsive purchasing behavior, in line with the S-O-R (stimulus-organism-response) model in digital literature.

Using sentiment analysis as an indicator of effectiveness, 43,265 comments on the Facebook page of the brand under study were analyzed, in addition to conducting a supplementary field study applied to 100 followers of the brand's Facebook page.

The results indicated that the brand's digital marketing campaigns promoting Balban as a marketing sensation (exposure, awareness, interaction) resulted in a strong level of perceived buzz among consumers, which was paralleled by the general mood of online discussions about the brand, as reflected in the results of sentiment analysis. These stimuli collectively led to the formation of internal cognitive and emotional states in consumers, represented by their perception of the credibility of the information circulating and the degree to which they adopted it when evaluating the brand. This resulted in behavioral responses represented by superficial interaction in comments associated with impulsive purchasing behavior.

Keywords: Buzz Marketing, Impulse Buying Behavior, Sentiment Analysis, S-O-R Model..

^(*)The Paper was received on February 09, 2026, and accepted for publication on 30 March, 2026.