CONSUMER CYBERACTIVISM ON THE FACEBOOK RECLAME AQUI ON BLACK FRIDAY 2018

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ABSTRACT

As a result of neglect occurred in consumer relations, consumers have been manifested in social networks to express their dissatisfactions are products (and) (or) services to businesses. With this new consumer empowerment in social media the new mental model that impacts on marketing relationships has significantly modified the current scenario in organizations and reputation of brands. In this customer service environment and digital convergence seeks to investigate the motivations and the various aspects of cyber activism leading consumers to participate in these virtual communities to complain companies. For better understanding of the study will be used a mixed research approach through the analysis of networks and content analysis. Thus the question arises, does the cyber-activism of dissatisfied consumers on the Facebook social network affects the reputation of the companies? We have analyzed the virtual community of Reclame Aqui during Black Friday 2018 to perform a mixed method approach: quantitative and qualitative. It is hoped that this study will contribute to bring a systematic reflection on complaints in digital social networks about brands, in addition to meet the shortage of relevant reflections to the topic, providing benefits that are revealed in content and basis of action for those interested.

INTRODUCTION

Consumers on the Internet: In today's world of technology where the Internet is part of everyday life of the vast majority of the world population, a new form of interaction and communication is gaining more prominence (Raisborough, 2011). The Internet with its new devices and possibilities has significantly impacted the buying decision process of consumers. Social media on the Internet has changed the way society communicates, interacts, shares and leads to their relationships with each other and with companies. The Internet and other digital media have transformed the way companies conduct their marketing efforts (Fragoso, Recuero and Amaral, 2011). Most people usually have any idea that Web 2.0 is an interactive and social web facilitating collaboration between people.

This is different from the initial web and original state (Web 1.0), it was a dump static information where people read websites but rarely interacted with them (Kaplan and Haenlein, 2010). If we extract the essence of change between Web 1.0 and Web 2.0, we can get an answer. Web 3.0 is the next fundamental shift in how sites are created and how people interact with them (Spivack, 2013). We live in the Web 3.0 time a there is no longer a confined web browsers, or even the screens, is a web in a world of multi-device, multi-channel and multi-directional involving sensors and many other devices we've never seen. Web 3.0 is a Web in which ICTs are turning more clearly around us, our information, our needs in real time: a Web that some are beginning to call "Stream" (Spivack, 2013). The consumption phenomenon expressed in various media platforms can be understood as a revealing system of tastes, lifestyles, but also the manifestation of their dissatisfaction, which can be expressed in social networking sites (Campbell, 2006; Kuck, 2016). Despite the companies

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service channels, the SAC (Customer Service), ombudsman, consumer protection agencies and depending on the situation to the judicial sphere, now dissatisfied consumers use the Internet is to complaint sites own websites protest (Ward and Ostron, 2006) or social media to report, complain, protest or publicly repudiate the abuses by companies (Kuck, 2008; 2016). The current study reveals consumer attitudes on social networking sites as a protest by dissatisfaction reasons for purchasing goods and services from businesses and how they correlate with the impact of negative influence on the buying decision for other consumers (Wertime and Fenwick, 2008).

(In) Satisfaction is the manifestation of consumers on the internet: As a result of neglect occurred in consumer relations, consumers have been manifested in social networks to express their dissatisfactions are products (and) (or) services to businesses. The empowerment of the new consumer depends on the type and level of participation in social networks. Therefore, both (1) amplitude (ie consumption activities, creation and distribution) and (2) the intensity (volume, quality and frequency) of consumer participation play key roles in social media. This new mental model impacts on marketing relationships and has significantly modified the current scenario in organizations and brand reputation (Kuck, 2008; 2016). In this customer service environment and digital convergence seeks to investigate the motivations and the various aspects of cyber activism leading consumers to participate in these virtual communities to complain enterprises (Wertime and Fenwick, 2008). As noted Wertime & Fenwick (2008), in recent years we have witnessed a change in consumer behavior from consumers and viewers to consumers as participants. The following chapters aims to address the existing literature in order to enable the understanding of the relationship between the constructs of cyber activism and its typologies.

Cyberactivism: Consumer cyberactivism seeks to change some aspect of how the goods or services are produced to make the safer production process, more ethical, more environmentally friendly and make themselves safer and better or more available to consumers products (Kuck, 2002). Cyberactivism is considered a form of activism in cyberspace. It is a mobilizing element and can be practiced by anyone with Internet access, in order to exchange information, discuss issues, share and express opinions, organize and educate individuals to impact actions inside and outside the network (Kozinets and Handelman, 2004). Anger is considered as the biggest "trigger" for the cyber activism, for "further identifies an unfair action with the identification of the causative agent" (Castells, 2003). In the case of Reclame Aqui, you can also enter the feelings of enthusiasm and justice, since the network communication also allows multidirectional dialogue in pursuit of individual and collective right (Kuck, 2002). Cyberactivists of Reclame Aqui and the site itself represents a cultural transformation of consumers and businesses looking for a relationship that builds credibility and hence the strengthening of brands (Kozinets and Handelman, 1998). It is possible to infer, therefore, that the Reclame Aqui is what Lévy (2010, p.103) calls "database" live "permanently fed by collective people interested in the same subjects," who practice cyberactivism seeking a society more equal and fair consumer relations.

Anti-Consuption: Anti-consuption, either for political, personal economy, or simple fatigue, it is gaining momentum as a significant trend of consumer culture in Western societies (Hollenbeck and Zinkan, 2006). The Anti-consuption includes boycott, consumer resistance, activism, retaliation, dissatisfaction, complaints and evasion. There are different levels of Anti-consuption: at the micro level, some people may choose to resist certain brands or products (Krishnamurthy and Kuck, 2009). Kuck (2002), at the macro level, others may want to resist the ideology of consumption as a whole. The Anti-consuption typologies seem to have overlapping behaviors with revenge user revenge. In particular, market activists refuse to eat because they believe that doing so will improve the society in general, while antileais consumers refuse to consume because they have had negative experiences with a company (Hollenbeck and Zinkhan, 2006). Similarly, consumer cyber activism can occur because consumers have had negative experiences with the company and because they believe that by punishing the company on the Internet will improve society. So Anti-consumption and consumer retaliation may be motivated by personal and social concerns (Kuck, 2002).

Anti-Brand: The anti-brand behavior causes many adverse effects to the brand, but there is no uniform definition. Some literatures focus on consumer behavior on issues of feelings, beliefs and attitudes towards brands such as the brand of hatred, resistance, retaliation, brand evasion and Anti-consuption behavior (Grégogorie et al., 2009). The anti-brand behavior refers to consumers that go beyond the brand disapproval. In addition to stop buying, spread the word-of-mouth negative and switch to another competitor, also includes the change of emotion and attitude of consumers (HUEFNER and Hunt (2000). Schneider and Kozinets (2012) pointed out that the decision not to purchase a product can be caused by two aspects of negative choices: no choice and anti choice. Anti-choice refers neglect, avoidance and aversion, and no choice refers to the availability and accessibility constrained by affordability.HUEFNER and Hunt (2000) share the revenge behavior in six categories: cost / loss, vandalism, rejection, revenge, negative word and personal attack. When consumers are mistakenly treated by the company, brand and further prevent retaliation (Gregoire et al., 2009).

Boycott

Friedman (1985) defines a boycott of the consumer "as an attempt to one or more parties to achieve certain goals, encouraging consumers to refrain from making purchases from a company." The growth of social media on the Internet is immediate communication challenges in image management and brand reputation. Boycotts of consumers negatively change the brand value and therefore require attention to damage control, which, if left unattended, may result in lost revenue, image, reputation, and brand equity (Zack, 1991). At any time, consumers may be displeased with the actions of a target company and use social media to communicate to others that insatisfação. Se a company does not meet consumer expectations, they can organize themselves to form a collective power to the company know you are angry with your mistakes (HUEFNER and Hunt (2000)With the Internet broadcasting power the contemporary use of boycotts also includes tactics for Anti-consuption groups whose goal is to persuade others not to patronize targeted companies (Funches, Markley and Davis, 2009). As the boycott actions are often aimed at the "powerful", you can consider them as a tool to make the powerful see things through the eyes of "ordinary" (Zack,

1991). However, Funches, Markley and Davis (2009) offered an alternative explanation is a claim to "save others from the same fate" that an individual experienced. In a sense, this gives a boycott that is started by Anti-consuption groups with an altruistic angle. The use of the Internet in boycotts organization and discussions on the role of the Internet are now commonplace. However, the academic inquiry into the role of the Internet in boycott actions is very scarce (Zack, 1991). Kozinets and Handelman (1998) is one of the few exceptions, they suggest that those who respond to boycott calls Internet do so for reasons of self-realization or to express their individuality. Ward and Ostrom (2006) also conducted other boycotts study that used the Internet as a medium. The authors analyzed how calls for boycotts on the Internet are framed to elicit the desired response or evoke the sympathy of readers.

Word-of-mouth (Wom - word-of-mouth): The study of word-of-mouth (WOM - Word-of-Mouth) communication is important because it proved to be a strong influencer in consumer preference and purchasing decisions (Naylor and Kleiser, 2000). The word-of-mouth communication is defined by Hennig-Thurau and Walsh (2003), as "all informal communications to other consumers on the possession, use or product characteristics and specific services or your salespeople" (p. 51). In turn this type of communication plays a significant role in marketing because consumers consider it to be more reliable and credible than other forms of communication (Naylor and Kleiser, 2000). Due to its unique characteristics, it is a favorite source of information about products, services, brands and companies with a high power of influence for consumers in making purchasing decision process (Richins, 1983). The word-of-mouth communication can be separated into two categories, including positive and negative types. The positive WOM communication involves sharing positive information about a brand, product or service that is conducted among consumers, in turn, negative WOM operates in reverse (Keaveney, 1995). Communication between consumers do not always contain positive messages about a company, product or service. Richins (1983) defines negative word-of-mouth as "interpersonal communication among consumers concerning a marketing organization or product that denigrates the communication object" (p. 697).

The theme of word-of-mouth negative follows the same general ideas as defined WOM where informal communications are directed to other consumers about products and companies. As the name implies, negative WOM create an unhealthy message along the communication chain and has very harmful effects on business (Dellarocas, 2003).

In addition, the negative WOM communication do not always contain the truth about one company. The rapid spread of misinformation and rumors among consumers is also considered negative WOM.

The power of WOM communication has increased dramatically over the Internet. The new communication pathway known as mouth-to-mouth electronic (eWOM) is defined by Hennig-Thurau *et al*. (2004) as "any positive or negative statement made by potential clients, actual or former about a product or company, which is made available to a multitude of people and institutions through the Internet" (p. 39). While eWOM communication has similar characteristics as traditional WOM, it varies in some key areas. The biggest difference is the ability of consumers to communicate with people who have little or no previous relationship with each

other, allowing the sender to remain anonymous (Dellarocas, 2003). This feature of the online format has an encouraging effect on consumers to share their opinions (Chartterjee, 2001). In addition to the anonymity of eWOM, another big difference from traditional WOM includes the indefinite period of time that messages are available to other consumers online. The messages are also directed to a large number of individuals rather than an individual or small group. This plays a significant role in the impact as eWOM (Henning-Thurau *et al*., 2004). In recent years, consumer complaint sites have become a very popular platform for dissatisfied consumers to convey their messages. In our case study the site Reclame Aqui has become the preferred communication channel for consumers frustrated.

Reclame Aqui

The Reclame Aqui is a Brazilian site claims against companies of care, jobs, products and services. It is a free service for consumers post their complaints and for companies to respond to them. The privacy policy of the site does not allow the user identification in the publication of the pages because the claims made are indexed by search engines and visible for inspection. The Facebook page of the relationship was established in January 2011. By November 2018 the page has 1,018,121 people who enjoy and 1,005,497 followers community. Check in the following figure:

Figure 1. Reclame Aqui Facebook page in November 2018

Sexta-Feira Negra: The term Black Friday (Black Friday) is known by buyers and retailers in the US so the day after the Thanksgiving holiday and one of the busiest shopping days of the year. In America, Thanksgiving Day is held annually on the third Thursday of November (Boyd and Peters, 2011) .Although the exact origin of the term Black Friday is unclear, the urban myth indicates that the term was used by first time in 1965 by traffic police in the city center of Philadelphia, who referred to the mass of buyers and traffic that followed as "Black Friday" (Apfelbaum, 1966). In the 1980s, retailers had co-opted the term is used to refer to accounting practices in which the losses were recorded in red ink and profits were recorded in black ink (Friedman, 1985). Like this, Black Friday refers to the day of the year, when retailers expect to go from being in the "red" (ie losing money) to be in the "black" (ie, making money) as (Boyd and Peters, 2011) .In Brazil, the Black Friday arrived in 2011 with the portal search discounts,

and since then grows exponentially, year hitting record sales the year. Unlike the United States, Black Friday in Brazil started as an exclusively online event that went to the physical retail and currently reaches from the small to the large retailer (Harrison *et.al*, 2010). Black Friday arrived in 2011 with the portal search discounts, and since then grows exponentially, year hitting record sales the year. Unlike the United States, Black Friday in Brazil started as an exclusively online event that went to the physical retail and currently reaches from the small to the large retailer (Harrison *et.al*, 2010). Black Friday arrived in 2011 with the portal search discounts, and since then grows exponentially, year hitting record sales the year. Unlike the United States, Black Friday in Brazil started as an exclusively online event that went to the physical retail and currently reaches from the small to the large retailer (Harrison *et.al*, 2010).

METHODOLOGICAL PROCEDURES

This study is characterized as mixed methods research exploratory and descriptive, addressing the analysis of social networks and the combined content analysis. According Recuero (2016) growth of research that focus on network analysis to social media gives up first, the prominence of the object, whose adoption and impact have grown in recent years, but also by the ease of access to dados. Creswell and Clark (2013) define as a mixed methods procedure for collection, analysis and combination of quantitative and qualitative technical drawing in a single search. The literature suggests two main arguments to justify the importance of integration, whether data is techniques: (1) confirmation and (2) complementary. Methods and converging parallels are mixed research designs where data are collected qualitative and quantitative method is generally the same time or converge and are mixed in the analysis. The goal is the complementarity of the data for analysis (Creswell, 2014). Social network analysis is a methodological approach theoretically rich study of social relations, their patterns and implications (Wasserman and Faust, 1994). Through the analysis of social networks, we can examine how, to what extent and with whom people, ideas, organizations and other elements of society relate or interact (Haythornthwaite, 2018). The Data collection will be accomplished through the application tool that Netvizz extracts data from different sections of the Facebook platform (groups, pages, search) for research purposes. The file outputs can be easily analyzed on standard software (Rider, 2013) and then analyze them in Gephi program Khokar (2015). The proposed model address a joint research study, that is, quantitatively and qualitatively through analysis of networks and ethnography. The proposal is to approach the elements of mixed methods and discuss advantages, disadvantages and objects as well as the approaches of the two foci. The methodological approach of network studies and ethnography from mixed methods, according to Edwards (2010)

> quantitative approaches map and measure the networks by simplifying the social relations of the figures, where the bonds are absent or present. (...) The qualitative approaches, on the other hand, allow analysts to consider factors relating to the construction, reproduction, variability and dynamics of complex social ties (Edwards, 2010, p. 2).

Because of this, according Recuero (2015) A qualitative approach can provide important insights into the picture that is

observed from the metrics caused by the quantitative approach. Data collection and analysis: there are at least two important elements regarding the collection of data: 1) the data the researcher copies directly from computer-mediated communication made by members of online communities, which in this case will be the Reclame Aqui in the social network Facebook; 2) the data that the researcher gets to observe the community, its members, interactions and meanings (Kozinets, 2010). One suggestion as Kozinets and Handelman (2004) is to use categories to qualify the behavior of the participating communities. Kozinets and Handelman (1998) also point out four aspects to be taken into account by the researcher to recognize a virtual community: (1) individuals must be familiar with each other; (2) language, norms and specific symbols should be shared; (3) the identities shall be disclosed; (4) should be seen an effort in the maintenance and preservation of the group by the participants.

We performed the analysis of social networks is an analytical method that focuses on the structures and patterns of relationships between social actors in a network. As Recuero (2015) is a network composed of a set of actors linked by a set of relational links. (3) the identities shall be disclosed; (4) should be seen an effort in the maintenance and preservation of the group by the participants. We performed the analysis of social networks is an analytical method that focuses on the structures and patterns of relationships between social actors in a network. As Recuero (2015) is a network composed of a set of actors linked by a set of relational links. (3) the identities shall be disclosed; (4) should be seen an effort in the maintenance and preservation of the group by the participants. We performed the analysis of social networks is an analytical method that focuses on the structures and patterns of relationships between social actors in a network. As Recuero (2015) is a network composed of a set of actors linked by a set of relational links. Social network analysis is a prospect whose focus can be understood as theoretical and methodological (Wasserman and Faust, 1994). While the ARS seeks to study the patterns of interactions and social ties (Wellman, 2001), it also seeks ways to measure these patterns and see them. Their roots are therefore in subjects such as Sociometry, structural analysis and graph theory (Wasseman and Faust, 1994). Thus, social network analysis is on a relational approach, which focuses built in relations between actors in its extent and structural exploration, from interdisciplinary perspectives. The analysis of social networks has its bases in sociology, sociometry and graph theory. His unit of analysis is the relationship and what she finds interesting in relationships and their patterns (Recuero, 2015. It aims to map the relationships between individuals, threads, message sequences, constructs or ideas, values, groups or communities.

> Social networking analysts seem to describe networks of relationships as fully as possible, extract the prominent patterns in these networks, trace the flow of information (and other resources) through them and find out what effects these relationships and networks have on people and organizations. (Garton et. Al., 1999, p.75).

Finally according to Creswell (2014), para analysis of quantitative and qualitative data, prepare data means organizing the document or visual data to examine or transcribe the text of interviews and observations in word processing files to análise.Ainda according to the author, during the transcription process, the Czech researcher

transcripts for accuracy and then integrates analysis software program mixed methods (quantitative and qualitative data), such as NVivo (http: //www.qsrinter- national.com).

Data Collection and Analysis

The study had two phases. The first is characterized by the collection and interpretation, with the technique of collecting observation data not participating in a virtual environment, more precisely in the Facebook social networking site where the contact of the researcher with the environment occurs directly, without necessary intervention. The situation researched analyzes the comments and shares for 24 hours of Black Friday occurred on November 23, 2018 in the Fan Page (normally used to post news, to upgrade to the other people who see it, especially your fans and followers) of Reclame Aqui. Data were collected using the Netvizz Facebook application where the application of extraction allows researchers to export data in standard file formats from different sections like friendship networks, groups and pages can thus be analyzed quantitatively and qualitatively in relation to demographics, post-discrimination and relational characteristics (Rider, 2013).

Collected up 13 posts of Reclame Aqui, where we obtained 6,476 likes (classic "Like" button on Facebook), 2,765 comments, 3,909 shares, 16,789 engagements. Also collected the emoji (ideograms and smileys used in electronic messaging and web pages), totaling 3,639 responses through emoji, divided into 108 Love reactions "love" (demonstrates strong approval), 534 of Wow (used to surprising situations, whether good or bad), 2008 Haha (is geared for funny content, replacing even older reviews of laughter), 73 sad, which means "sad" (used in situations where the "Curti" may sound offensive or simply not be suitable), 916 of angry meaning "angry" (next to the controversial idea "not Curti") is characterized by an angry emoji, the reaction can be used to display anger or complete disapproval of the content published on the social network (Rider, 2013). After data collection used the platform proposed by NVivo Creswell (2014) analyze the speech of all the comments of the posts, was obtained in this way this word cloud contemplating more repeat between Facebook users, they are:

Figure 1. Key concepts associated

Note that the words in evidence are the most appear in the speeches of the posts, so the words appear in a negative way brands and shopping frustrations and unsuccessful acquisitions in order to influence others not to buy. The second phase to deepen the analysis of a phenomenon (Creswell, 2014), in this research, the Black Friday will be analyzed based on the analysis of social networks. In parallel the analysis content Bardin (2009) is used as part of the virtual community study Reclame Aqui on Facebook and is justified by the possibility researcher's observation with a group of individuals who are interested in a particular subject, besides being dynamic and active for some users. Thus, the results are presented in an integrated manner, they are also analyzed in this way.
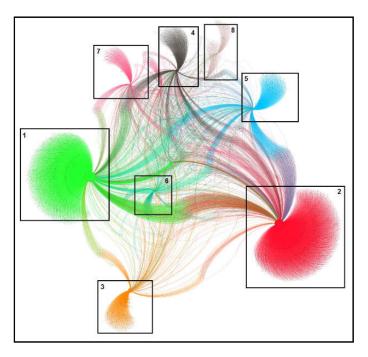

Figure 2. Graph of Reclame Aqui Facebook page, on Black Friday,
delimited network modules (colors) and Comments (size of us)

The following notes are the graphs of associations between concepts. For this analysis, we chose the category "comments" as a matrix in order to show how the other concepts are articulated around networks associated with the actors (Recuero, 2015). The graph is directed and contains 9,286 (nodes) and 11,553 (edges), 1,244 (medium grade), 0.604 (modularity) totaling 8 communities (Scott, 2013). For this analysis we used the ForceAtlas2, a layout directed by force: simulates a physical system to a network spatialise. Nodes repel as charged particles, while the edges attract its nodes, such as springs. These forces create a movement that converges to a balanced state. The design directed force has put the specificity of each node depending on other nodes. This process depends only on the connections between nodes. Any attribute we are never taken into account. This strategy has its drawbacks (Recuero, 2015). The result varies depending on the initial state. The process can get stuck in a local minimum. It is not deterministic, and the coordinates of each point does not reflect any particular variable. The result can not be read as a Cartesian projection (Scott, 2013). The position of a node can not be interpreted by itself, it should be compared with others. Despite these problems, the technique has the advantage of allowing a visual interpretation of structure. Its essence is to transform the nearby structural in nearby visual, facilitating analysis and, in particular, the

analysis of social networks (Lazega and Higgins, 2014).Noack (2007) showed that express nearby communities. It is based on very intuitive approach where: actors have more relationships within their community than outside, communities are groups with denser relations. Noack (2007) It proposes an impartial measure of this kind of collective proximity, called "modularity". Noack (2007). It showed that the layouts targeted to optimize force this measure: communities appear as groups of nodes. Layouts targeted to produce power densities visual denoting structural densities. Other types of layouts allows a visual interpretation of the structure as the deterministic layout "Hive Plots" (Krzywinski et al., 2012), but they did not describe the modular aspect of the frame. Of the 13 posts to 8/1 in the table below are those with more comments just responsible for the formation of communities around the Black Friday following:

greater interconnection, both indegree (entry level - focuses on a specific individual as the focal point; the centrality of all other individuals is based on their relationship with the focal point of the individual "in degree") and in outdegree (output level - centrality measure still focuses on a single individual, but is concerned about the individual outbound interactions;. the measure of output centrality is how often the focal point of the individual interacts with others), (Recuero, 2015). Despite the many issues surrounding Black Friday in different contexts of the day, it is noted that all eight communities are interconnected through these interconnections and analysis of comments (Lazega and Higgins, 2014). It is observed that the majority of users stimulate each other in the dissemination of fraud, deception, revenge, rejection, retaliation, not justifying the recommendation constructs cyberactivism behavior, anti-brand, Anti-consuption, boycott and eWOM. Next we show

Table 1. Posts, Comments referring to the Communities We

posts	comments	Color We
The Claim HERE received more than 400 complaints in six hours of pre-Black Friday.	768	light green (1)
They have bought a product on Black Friday? That stuck!	664	Red (2)
How are they the complaints so far? Do you follow?	309	Orange (3)
In the first 12 hours of monitoring this Black Friday! We have already reached 13,000 complaints.	230	Black (4)
Consumers have reported freight US $ 180-1600 and up to 10 thousand.	209	Blue (5)
We received some reports of consumers to sites that fell in the first hour of #BlackFriday.	111	Dark Green (6)
What corujão friends! Consumers have reported 650 complaints of Black Friday. TVs and mobile phones are the products that generated more complaints.	106	Light Pink (7)
Claim HERE and Senacon on Black Friday! What to expect this partnership and how the event has moved so far? Does it worth buying?	103	Rose tea (8)
It gets one live with our Black Friday balance so far and heating for the home stretch!	64	low representation
It seems that Black Friday is dominated by the topic of the week: the war fought between the potatoes to McDonald Burger King.	57	low representation
We spent 23 thousand complaints! Until this assessment products that generated more complaints have not changed. Phones and smartphones appear in leadership followed TVs and perfumes.	51	low representation

Table 2. Categorization of comments related to behavioral constructs

Categories	User Comments on Communities
cyberactivism	ID - XXXXXX physical store also sells rolled product to remove the next day and now has the product because it had divergence in the inventory system. Slapstick. ID - I just received advertising in the phone face iphone 32gb 7 by 2990.00 (written from) to get to BUY this exact feature 3990.00 announced in line team. XXXXXX one !!! shit ID - I went to buy a video card in XXXXXX, it appears as available time laying on the cart and speaks some're exhausted. And if new research, there're available ... Only deception
Anti-brands	ID - Do not buy the product without having XXXXXXXX sell product to be delivered right away ... and still lie saying he had informed deadline ... and I bought the product to remove the physical store immediately. Hi, ID! Thanks for sending. Our journalist team has received your prints. Always good to have these kind of complaint. We will be watching these stores! Hugs, ID! ID - all major retailers at the same price is not cartel. that there is no promotion since the owners of several shops are the same group. 9 stores at the same price until it is in cents
Anti-consuption	ID - Black Friday in Brazil does not exist, pure slapstick to a bunch of silly esfomiado. ID - Our 10,000, will be going to hell and sends this to Pluto merchandise? ID - Blame the Brazilian ... That still buying ... You have to let them with the full stock ... I saw a story on the start of Black Friday, the staff picking tv without knowing the price ... Then the reporter asks if he knew the price is coz caught ... the young man said he had not even seen the price but picked up the consumerism ....
Boycott	ID - Brazil there is no black Friday but Black fraud. ID - Where the prosecutor to order close these establishments? My name is ID - the city of Itarema, and. I am very dececionado with XXXXXXXXX company, pose are very light, not informs you to you what is happening, is a thief group after they sell your product not as even there with companies that purchase their POS Pass card, they have not shone with people, because I tried several times and have not had informs nor hearken unto me, I made a sale with the little machine and did not get why they blocked my card to pay insurance or whether they will not pay me. I recommend everyone not to buy the machine are XXXXXXXXX pose a thief group.
EWON Word-of-mouth electronic	ID - - I bought a cell phone XXXXXX more time to pay did not have the product there was in XXXXXXX bought to remove the same product on more expensive cold spot was robbed. ID - XXXXXXX, thief, I put the product in the cart and they went up the price before finalizing the purchase! ID - I too, have complained in the faces of Instagram, they had the nerve to reply that I was not fast. But for an hour entered the video card. And he did not enter the discount they were telling.

When we map only the cluster, from nodes with most comments, again it is observed that the graph is quite connected depending on the issue at hand. This means that between the posts with more than 50 comments, there is a

through discourse analysis as give these behaviors by categorization by some users of these communities (Kozinets and Handelman, 2004).

RESULTS

Despite the many issues surrounding Black Friday in different contexts of the day, it is noted that all eight communities are interconnected through these interconnections and analysis of comments (Lazega and Higgins, 2014). It is observed that the majority of users stimulate each other in the dissemination of fraud, deception, revenge, rejection, retaliation, not justifying the recommendation constructs cyberactivism behavior, anti-brand, Anti-consuption, boycott and eWOM. Next we show through discourse analysis as give these behaviors by categorization by some users of these communities (Kozinets and Handelman, 2004).

RESULTS

The mixed approach of network analysis and content analysis have behavioral aspects and reasons that determine the manifestation of dissatisfaction and the participation of users in the virtual community (Schneider and Kozinets, 2011) of Reclame Aqui in the social network Facebook, as follows: For the two phases of data collection, it worked with the content analysis, analysis method that allows find categories from the data encoding (Bardin, 2009). In the categorization process, among the five possible types of criteria presented by Bardin (2009), work with the semantic criteria - from the themes of the reviews. Thus, 2,765 comments on Facebook, have been identified five behavioral categories encompassing the content analysis results in the community of Reclame Aqui in Black Friday. For this method can be implemented in a controlled and reliable manner in order to obtain an understanding of the situation observed and taken all interaction proposed six steps were followed by Recuero Bastos and Zago (2015) which are: planning research, input, data collection, interpretation, ensuring ethical standards and representation of research. In this sense, from the moment that the responses were obtained in a context that is by dynamic feature, it was deemed necessary to finish the collection. For an ethical issue in social network analysis and content analysis, both were preserved for both users of the social network (ID), companies (XXXXX) and full comments (Recuero, 2018). As the categorization table can observe the behavior of consumers in the network as the spread and influence of his speeches to other consumers in the network identified with the situation through the negative experiences of purchase (Dellarocas, 2003).

Final Considerations

The massive use of social media makes more visible the connections between people, revealing a panorama of human associations. As organizations adopt social media for collaboration, communication and marketing there is a growing need to monitor, map and measure social networks to plan improvements, identify strategies, be more competitive and optimize existing paths (Kaplan and Haenlein, 2010) .The challenge is to understand these mechanisms not only to provide customer service, but to understand their needs, realizing their influence and power consumption (Funches, Markley, Davis, 2009).

Study Limitations

Among the limitations of the research, there is the cyber activism concepts present borders and constitution still unclear, which also points to opportunities in future investigations. Another limitation refers to the lack of control exercised by the research on the role of technology (in this case, the social network Facebook) in the dynamics of manifestations of consumers (for example, about whether consumers express what actually think or are induced by influencing the virtual community). Finally, a natural limitation concerns that only forms of observable cyberactivism in online conversations were object of analysis; in other words, the results can not be interpreted as an exhaustive list of forms of cyber activism, Anti-consuption, anti-brands, boycott.

Suggestions for future Studies

The limitations of this research offer, among other things, the possible opportunities for future research. It is important to mention that despite the present research, the dark area of negative behaviors still needs more attention. The result of this exploratory research provides many possibilities that are open to further investigation. However, this research provides a valuable basis for further investigation of the matter, as it provided new insights and made some important implications. Among the suggestions for future studies, it is proposed to analyze the bias from the companies since this survey was conducted by evaluating only the side of consumers and its manifestations on Facebook Reclame Aqui. You can also compare other consumer protection agencies to identify other clusters and how they relate or investigate other social networking internet and compare them to find similarities and differences between them and behavior of its members.

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