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Scientific, Business and Public interest toward Mastic Chios

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Abstract

This work investigates the gap between science, business, and the public regarding mastic. Scientific production and authors' keywords were derived from Scopus, search interest, related topics, and countries' relative search interest for mastic were derived from Google Trends and ad text with mastic was obtained from Meta Ads. Text pre-processing for ads involves removing duplicate ads, text cleaning, tokenization, lemmatization and translation for Greek ads. Results from analysis are presented through word clouds, co-occurrence networks, maps and tables. Results reveal that research is science-driven when people are consumption-driven and businesses are revenue-driven. Additionally, there is a market gap in beverages with mastic in Greece and supplements with mastic worldwide. People search for beverages and health-related products, while Greek businesses do not advertise beverages and businesses do not generally advertise supplements. Consequently, research can investigate mastic's versatility in products and businesses can launch or target beverages and health products. Finally, businesses can target each country based on regional search interests.

Keywords: *mastic Chios, Meta Ads, Google Trends, Bibliometrix, Text Analysis.*

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