Facebook Dominant, Majority, Growing, and Emerge a Marketing Segmentation Approach

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ABSTRACT

As of March 2018, the number one online social network has 2.13 billion monthly active users. These 2.13 billion users are part of the Facebook Divide. The Facebook Divide Index has provided a new way to segment markets. On the country level, the four segments of Facebook Dominant, Facebook Majority, Facebook Growing, and Facebook Emerge have been proposed. In addition, users are categorized into Facebook Native, Facebook Immigrant, and Facebook Isolate. The new segmentation model allows marketers to produce different alternatives to market segmentation.

KEYWORD

Digital Divide, Facebook Divide, Facebook Dominant, Segmentation, Social Media

INTRODUCTION

The figures of the 2.13 billion monthly active users and 1.4 billion daily active users (Facebook, 2018) of the social media giant make one of the logical options for marketers. If we treat Facebook as a nation, it’s population will put China and India into second and third place. For various types of businesses and brands, segmentation, targeting and positioning issues are largely involved this social media giant (Chamorro-Mera, Miranda, & Rubio, 2014; Choi & Kim, 2015; Gupta et al., 2015; Kamal, 2016; Petrù, 2014). This paper proposed to use an approach for segmentation especially on global marketing based on the Facebook Divide Index (Yung, 2017). With reference to the Facebook Divide Index of 238 countries and areas, they are ranked and classified into four segments. In addition, users are categories into Facebook Native, Facebook Immigrant, and Facebook Isolate. Facebook Native is the user who joined Facebook as a student. Facebook Immigrant joined Facebook after their education through an invitation from friends and alumni. Facebook Isolate are people who did not use Facebook at all. Different academic disciplines, business management and marketing management are enthusiastic about Facebook with research. For instance, if we input “Facebook Marketing” since 2010 it comes back with 3,880 results on Google scholar, or we input “Facebook advertising” since 2010 it comes back with 3,220 results, “Facebook Customer” since 2010 will get us 203 results, “Facebook Brand” since 2010 will get us 2,710 results, “Facebook Strategy” suggested 428 results. It is possible to carry on the search with different phrases to Facebook and business-related academic research, papers and articles. These results can have overlaps and searches are not exclusive. The

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numbers of articles indicate the degree of importance of the relationship between Facebook and business management. The model is named “Online Social Media Segmentation” and it can be a new model for segmenting, targeting and positioning.

**BRIEF ON MARKET SEGMENTATION MODELS**

Segmentation is a non-detachable issue of market practitioners for different business, government, and non-profit sectors. For easy reference, the following may recall what marketing segmentation methods and model can be looked like. For example, demographic segmentation based on targets’ attributes such as gender, income, age, education level, family size, for cruise industry (Bhadauria, Bhatnagar, & Ghose, 2014; Fan, Qiu, Hsu, & Liu, 2015; Petrick & Durko, 2015) restaurant potentiality estimation (Popovic, 2016) and commercial arts marketing (Bačvčík, 2013; Lehman & Wickham, 2014). Geographic segmentation is essential for IT product development (Brito, Soares, Almeida, Monte, & Byvoet, 2015; Nasiopoulos, Sakas, Vlachos, & Mavrogianni, 2015; Rezaei, Wang, & Tavasszy, 2015), in the understanding of outbound travel market (Li, Meng, Uysal, & Mihalik, 2013), and in wine market segmentation (Kelley, Hyde, & Bruwer, 2015; Liu, McCarthy, Chen, Guo, & Song, 2014; Taylor & Taylor, 2017), where target users are countries and areas specific. Geo-demographic segmentation is indispensable marketing issue such as ZIP code in America (Gladden, Milne, & McDonald, 2015), airport marketing where traveller spread around different corners of the globe (Daley, Martin, & Cook, 2015; Leung, Yen, & Lohmann, 2017), and mobile location analysis (Smith, 2017). Psychographics segmentation based on factors such as personality, values, opinions, attitudes, interests, and lifestyles may apply on issues such as Digital Pirates (Corte & Kenhove, 2017), Smartphone measurement of mobile customers (Hamka, Bouwman, de Reuver, & Kroesen, 2014), and higher education (Hemsley-Brown, 2016). Behavioral segmentation based on buying patterns of customers such as usage frequency, loyalty to a brand, benefits needed can applicable to online customized fashion business (Brito, Soares, Almeida, Monte, & Byvoet, 2015), online Pinterest Users (Martin, 2014), as well as mining user’s mobile phone behavior (Sarker, Colman, Kabir, & Han, n.d.). Contextual and Situational segmentation is applicable on food evaluation (Heide, 2017), on impulse buyers in an emerging market (Mittal, Chawla, & Sondhi, 2016), as well on the issue of sustainable hospitality industry (Cvelbar, Grün, & Dolnicar, 2017). Generational segments refer to the dividing and analyzing cohorts of population based on their birth date is applicable to different generation’s attitudes and orientations towards shopping (Funches, Yarber-Allen, & Johnson, 2017), baby boomers shopping behavior (Parment, 2013), as well understanding the alumni affinity philanthropic gift phenomenon (McAlexander, Koenig, & DuFault, 2016). Cultural segmentation helps to categorize market within a country or across different countries through culturally specific elements (Ladhari, Soudien, & Choi, 2015), it helps marketers to tackles country with multicultural marketplaces (Demangeot, Broderick, & Craig, 2015), it works on the issue of cultural production of celebrity and media convergences (Hackley & Hackley, 2015). Online customer segmentation become popular since the debut of the popular internet in late 1990s issues of customer participation in sponsored online communities (Manchanda, Packard, & Pattabhiramaiah, 2015), content analysis of providers websites (Herbes & Ramme, 2014), mining online chatter’s meaning (Tirunillai & Tellis, 2014), online customer experience in firms multi-channel strategy (Klaus & Nguyen, 2013), and any other online and mobile related services and products all fall into this model of segmentation. The rise of online social media or social network and the widespread of smartphone usage in the last 15 years allows more exercise of online customer segmentation. Facebook Divide Index, countries with Facebook Dominant, Facebook Majority, Facebook Growing, and Facebook Emerge, Facebook Native, Facebook Immigrant, Facebook Isolate, added a new chapter for online customer segmentation with an additional layer of option and flexibility.
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