

The Segmentation of Facebook Users in Palembang – Indonesia

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Abstract

Human being as social creature have a nature to interact with each other. The advancement of computer technology and internet cause the emergence of many social network sites to facilitate people interaction. Facebook is one of them among others that show no decreasing of popularity and probably having the most users in Indonesia. The users of Facebook come from many kinds of background. This phenomenon makes it interesting in term of consumer profiles and psychographic segmentation. This study aims to investigate the profiles and life styles of Facebook users in Palembang city. The findings would be very useful for marketers who will take advantage of social media to promote in their products. The results of the study showed that the majority of Facebook users are women (64%), age 15 – 19 (50%), high school education (47%), student (69%), favorite color is blue (27%), use Facebook for 2-3 years (45%), use cellular phone (47%), first activity: check the notification (83%), daily access (36%) and length of access: < 30 minutes. Using Cluster Analysis for segmentation resulted: 3 segments for Activity variable; 3 segments for Interest variable; and 4 segments for Opinion variable.

Keywords: Facebook, Profile of Facebook users, AIO (Activities, Interest, Opinion)

I. INTRODUCTION

As a social living creature, people need to communicate each other, as the natural tendency of God's creation. There were many experts who tried to identify this through scientific research. One of them is Abraham Maslow with his pyramid theory. In this theory, Maslow declared that human needs are hierarchical from the basic needs (physiology) to the highest needs (self-actualization). In the third level of pyramid in this theory, people require social needs, the need of interaction to others, the need of love and sharing.

People nowadays are those who cannot be separated from the impact of technology all around. Along with the changing of life style, the development of information technology is rapidly efflorescence such as equipment, infrastructures, and the media of information technology. The development of information technology cut off the distance, so that people can socialize with others even from far away. Social media today appeared as a solution for modern life that make people connected and reach much information from other people and as a result, Friendster, MySpace, Facebook, and others are the pattern of that social media.

In 2007, Facebook started to be popular. This site is very popular because it was used by the candidates of United States president, Barack Obama as a campaigning media. In a few years, the popularity of Facebook got Friendster and MySpace lost. In January 2011, Facebook had 600 million active users in the whole world, and Facebook placed the second rank of web of the world, after Google (August 18 of 2011, Alexa). The interest of joining Facebook also occurred in Indonesia. Indonesia has around 30 million active users of Facebook and they make us of it to share ideas and opinion, express their feelings, form a group, look for old friends, share information, and promote their business.

Facebook has become part of modern people culture in the world, as it is happened in Indonesia and Palembang as well, South Sumatera. For few last years, Palembang is also developing rapidly, not except the culture of information usage. There are many interesting

things that can be found from this phenomenon. The questions appeared with this phenomenon are like about the user profile based on the psychographic variable, and how about the grouping of the consumer? The marketers can use this information for marketing activity, moreover the social media usage nowadays become the new trends of marketing. This is because the social media can be the part of promotional tools efficiently and effectively.

The aim of this research is:

- Knowing the profile and the lifestyle of Facebook users in Palembang
- As the considered information for business party that want use social media for promotion

II. LITERATURE REVIEW

Lifestyle according to *Kotler (2002, p. 192)* is the life pattern of people in the world that delivered in activity, intention, and opinion. Lifestyle describes “the entire part of somebody” in interact with the surrounding. Lifestyle draws whole pattern of someone in acting and interacting to the world. For *Assael (1984, p. 252)*, lifestyle is “A mode of living that is identified by how people spend their time (activities), what they consider important in their environment (interest), and what they think of themselves and the world around them (opinion)”.

Generally it can be defined that a lifestyle is how people spend their time (activities), what is important to be considered in the environment (interest), and what people think about themselves and the world around (opinion). Other than that, *Minor and Mowen (2002, p. 282)* stated that lifestyle indicates about how people live, how they spend their money, and how they allocate their time. Besides, lifestyle in accordance of *Suratno and Rismiati (2001, p.*

174) is the life pattern of people in their daily life expressed through activities, intention and opinion. Lifestyle reflects whole character of people in interact with the environment.

Based on varied definition above can be concluded that lifestyle is someone's pattern of life that can be seen from the activities, interest and opinion in spending money and allocate times. The prime factors of lifestyle can be divided in two: demographic and psychographic. Demographic factors can be seen based on the level of education, age, income and gender, meanwhile psychographic factors is more complex because the indicator is based on consumer characters.

Psychograph is the quantitative measurement of lifestyle, personality, and demographics of consumers. Psychograph sometimes meant as the measurement of AIO (activity, interest, opinion). Psychograph accommodates some questions that can describe the consumers' activity, interest, opinion. Psychograph approach often be used by the producers to promote their products, as stated by Kotler that psychograph always becomes the valid methodology and valued for many marketers (2002, p. 193). Solomon in Sumarwan (2003, p. 59) explained the study of psychograph in some forms below.

1. A lifestyle profile, analyzed few characteristics that differ the users and non-users of a product.
2. A product-specific profile that identify the group of target and then shape the consumers profile based on the relevant dimensions of products.
3. Study that use the personality as factor to explain, analyze the relation of some variables and the character of personality, in example character of personality that related to the consumers who pay attention on environment cases.
4. General lifestyle segmentation, make the group of respondents based on the similarity of preference.

5. Specific product segmentation is the study that group the consumers based on the similarity of products consumed.

People based on the same sub-culture, social class, and jobs can have different lifestyle. Lifestyle is the pattern's life of someone in the world expressed through activities, interest, and opinion. Lifestyle describes "the entire part of somebody" that interacts with the environment. Marketers find the relation of their products with the group of consumers' life style. As the sample, the producers of computer possibly find that the majority of computer buyers are oriented to the accession of achievements. For that, marketers can clearly direct their brands to the lifestyle of people with the accession of achievements.

III. METHODOLOGY RESEARCH

This research use exploratory and conclusive descriptive research of single cross sectional. The survey is conducted to 109 Facebook users in Palembang, with purposive sampling.

Table below shows the variables, operational definition of variables, indicators and the measurement scale of variables.

Table 1
Operational Definition of Variables, Indicators and Measurement Scale

No	Variables	Definition	Indicators	Scale
1	The users of social media: Facebook	Things related to the users of social media: Facebook	<ul style="list-style-type: none"> • Users profile • Users behavior 	Nominal
2	Lifestyle of the users	The pattern of life of someone in the world expressed in activities, interest, and opinion	<ul style="list-style-type: none"> • <i>Activity</i> • <i>Interest</i> • <i>Opinions</i> 	Ordinal

Source: many sources, analyzed by researchers

The statistic tools used are frequency, descriptive, cluster analysis, and crosstabulation. Whereas, for the data analysis, SPSS for Windows ver. 17.0 and Microsoft Excel is used.

IV. RESULT AND DISCUSSION

Frequency Analysis of Profile and Behavior

Table below indicates the profile of respondents. It can be seen from the gender, the majority of Facebook users are women (64%), aged 15-19 years old (50%), educated in senior high school (47%), main profession are students (69%), and the favorite color is blue (27%). This data define that the majority of Facebook are the adolescent girls as students that prefer blue as the favorite color.

For the respondents profile, the majority of respondents who first time have Facebook account is in 2-3 years ago (45%), the technology used is cellphone (47%), the first activity run after login is checking notifications (83%), access every day in a week (36%), and the time to access is less than 30 minutes (37%). This proves that the majority of Facebook users knew Facebook for more than 2 years ago, use cellphone to check Facebook notifications every day for less than 30 minutes.

Table 2
Profile and Respondents Behavior

No	Questions	Dominant Answers	%
1	Gender	Woman	64%
2	Age	15-19 years old	50%
3	Education	Senior High School	47%
4	Main profession	Students	69%
5	Favorite color	Blue	27%
6	First time using	2-3 years ago	45%
7	Technology used	Cellphone	47%
8	First activity done	Checking notification	83%

9	Accessing in weeks	Every day	36%
10	The time of accessing	Less than 30 minutes	37%

Source: primary data, processed

Table 3
Favorite place to spend spare time

No	Favorite Places	% Yes
1	Mall	56%
2	Gymnasium	18%
3	Café	19%
4	Beauty shop/Spa	13%
5	Home	61%
6	Book store	13%
7	Music shop	5%
8	Town park	13%
9	Others	4%

Source: primary data, processed

From the table above, it can be seen that home is the most favorite place for Facebook users to spend their spare time (61%), the second favorite place is mall (56%), café is in the third position (19%), gymnasium (18%), beauty shop, book store and town park (13%), music shop (5%), and others (4%).

Table 4
The reason of using Facebook

No	The reason of using Facebook	% Yes
1	Interacting with family/friends	78%
2	Finding old friends	71%
3	Looking for new friends	27%
4	Following the trend	24%
5	The place to share ideas	36%
6	Joining game application	10%
7	Promotional tools	15%
8	Others	3%

Source: primary data, processed

From the table above, it is known that the main reason of using Facebook is to interacting with family/friends (78%), finding old friends (71%), the place to share ideas (36%), looking for new

friends (27%), following the trend (24%), promotional tools (15%), joining game application (10%) and others (3%). The result of this analysis indicates that using Facebook is needed to fulfill the socialization needs (interacting, finding old friends, and sharing ideas), also for the interest of business (promotion), and for fun (*game*).

Analysis of Frequency in *Activities, Interest, Opinion* (AIO) Variables

Recapitulation of question item in *Activity*

Table 5
Recapitulation of question items (*Activity*)

No	Activities	STS	TS	CS	S	LDS
1	Watching TV more than 4 hours/days	10	30	36	28	5
2	Internet (<i>browsing</i>) more than 2 hours/days	2	26	40	34	7
3	Internet (<i>chatting</i>) more than 1 hour/days	14	34	26	29	6
4	Chatting with friends in spare time more than 1 hour/days	2	14	39	40	14
5	Works more than 8 hours/days	4	27	46	26	6
6	Physical exercise less than 1 hour/days	14	29	31	31	4
7	Calling less than 1 hours/days	13	18	33	38	7
8	Driving (in the vehicles; going to or going back from activity) more than 2 hours/days	11	38	23	28	9
9	Reading (newspaper, book, others) less than 1 hour/days	6	31	38	28	6
10	Spare time for family (chatting, dinner, watching TV, and others) more than 4 hours/days	5	19	45	36	4
11	Sleeping more than 8 hours/day	6	30	42	30	1

Source: Primary data, processed

Information: STS = *Sangat tidak sesuai* (not very appropriate), TS = *Tidak sesuai* (not appropriate), CS = *Cukup sesuai* (appropriate enough), S = *Sesuai* (appropriate), LDS = *Lebih dari sesuai* (more than appropriate)

The table above is the recapitulation table of answers in activity variable. From the table it is stated about the composition of answers from in each item of question. Information obtained from the table above: majority of respondents who watch TV more or less than 4 hours in a day, average hours of internet browsing 2 hours/day, internet chatting less than 1 hour/day, work more or less 8 hours/day, physical exercise less than 1 hour/day, call more than 1 hour/day, be in the vehicles less than 2 hours/day, read newspaper less than 1 hour/day, spare time for family more or less 4 hours/day, and sleep less than 8 hours/day.

Recapitulation of question items in *Interest*

Table 6
Recapitulation of *Interest* question items

No	Interest	STT	TT	CT	T	ST
1	Acquainting with new people	2	11	45	39	12
2	Learning new things	2	1	20	41	45
3	Shopping with families	5	9	25	35	35
4	Relaxing at home (watching TV, reading newspaper, others) than going outside in holiday.	4	12	44	28	21
5	Vacation outside the town	3	2	16	39	49
6	Eating vegetables	5	16	30	40	18
7	Planting the plant in the house yard (flowers, fruits, others)	7	26	32	27	17
8	Watching art shows (music concert, film, drama, others)	2	24	33	31	19
9	Following the sport news	7	22	31	30	19
10	Following the trend of new technologies	1	9	35	44	20
11	Following the news of politics	12	26	38	24	9
12	Following the latest news of economy	7	34	33	27	8
13	Following the latest trend of mode	7	8	41	38	15

Source: Primary data, processed

Information: STT = Sangat tidak tertarik (not very interested), TT = Tidak tertarik (not interested), CT = Cukup tertarik (interested enough), T = Tertarik (interested), ST = Sangat tertarik (very interested)

Table above is the recapitulation of answers in interest variable. From the table it is stated about the composition of answers from in each item of question. Information obtained from the table above: majority of respondents who interested enough in acquainting new friends, interested in learning new things, interested in shopping with family, interested enough in relaxing at home, interested in eating vegetables, interested enough in watching art shows, interested in following the sport news, interested in following the trend of new technologies, interested enough in following news of politics, not interested in following the latest news of economy, and interested enough in following the latest trend of mode.

Recapitulation of question items in *Opinion*

Table 7
Recapitulation of *Opinion* question items

No	Opinion	STS	TS	CS	S	SS
1	The accession of achievements is a must	1	2	14	26	66
2	Competition is a pleasant things	1	2	19	54	33
3	I am accustomed to have different perspective of one thing compared to the majority	1	11	45	40	12
4	I am accustomed to observe things in detail in finishing job	1	8	35	47	18
5	In doing things, I will finish it even I have to sacrifice my spare time	1	17	36	34	21
6	I am very happy to learn new things	1	1	31	38	38
7	I am accustomed to not continue my job in office at home	6	30	42	26	5
8	I am accustomed to argue objectively (based on the fact and clear references)	1	8	37	45	18
9	I am a type of person that easily intimate with new friends	2	6	31	48	22
10	Private information of someone is not supposed to share to public	2	1	18	31	57
11	I don't like spending my time to unproductive things	1	5	34	37	32
12	I am glad to share my feelings/my experience that I am feeling	3	16	39	34	17

Source: Primary data, processed

Information: STS = Sangat tidak setuju (not very agree), TS = Tidak setuju (not agree), CS = Cukup setuju (agree enough), S = Setuju (agree), SS = Sangat setuju (very agree)

Table above is the recapitulation of answers in opinion variable. From the table it is stated about the composition of answers from in each item of question. Information obtained from the table above: majority of respondents think that the accession of achievements is a must, competition is a pleasant things, accustomed to have different perspective, observe things in detail, agree enough to sacrifice spare time, glad to learn new things, accustomed to continue job in office at home, accustomed to argue objectively, is a type of person that easily intimate with new friends, doesn't like private information to be shared to public, doesn't like spending time to unproductive things, and glad to share feelings/ experience that is being felt.

Cluster Analysis

Cluster analysis principally used to reduce the data that it is the process of abridging numbers of variables to be less than before and named it as cluster. In this research, the variable that will be reduced is based on the main variables, they are: *activity* (11 questions), *interest* (13 questions), and *opinion* (12 questions).

Cluster Analysis in Activities Variable

Table 8
The amount of members in each segment and
Items of variable considered important in each segment

Segment 1 (50 people)	Segment 2 (19 people)	Segment 3 (40 people)
<ul style="list-style-type: none"> • Calling less than 1 hour/days 	<ul style="list-style-type: none"> • Chatting more than 1 hour/days • Spare time for family more than 4 hours/days 	<ul style="list-style-type: none"> • Watching TV more than 4 hours/days • Internet (<i>browsing</i>) more than 2 hours/days • Chatting with friends more than 1 hour/days • Physical exercise less than 1 hour/days • Driving more than 2 hours/days • Sleeping more than 8 hours/day

Source: Primary data, processed

Table 9
Recapitulation of Profile and Behavior Majority of Facebook Users based on Segment (*Activities*)

No	Question	Cluster 1 (50 people)	%	Cluster 2 (19 people)	%	Cluster 3 (40 people)	%
1	Gender	Woman	60	Woman	57	Woman	57.5
2	Age	20-30 years old	40	20-30 years old	47	15-19 years old	60
3	Education	Senior High School	42	Senior High School	47	Undergraduate	45
4	Main profession	Students	52	Students	63	Students	77.5
5	Favorite color	Blue	20.8	Red	22	Blue	35.9
6	First time using	1 year ago & more than 3 years ago	28	2-3 years ago	58	2-3 years ago	55
7	Technology used	Cellphone	46	Laptop	58	Cellphone	47.5
8	First activity done	Checking notifications	82	Checking notifications	68	Checking notifications	70
9	Accessing in weeks	Access 3-4 days/weeks	34	Access every day	37	Access every day	60
10	The time of accessing	Less than 30 minutes	48	30 minutes – 1 hour	32	1 - 2 hours	32.5

Source: Primary data, processed

Cluster Analysis in Interest Variable

Table 10
The amount of members in each segment and
Items of variable considered important in each segment

Segment 1 (50 people)	Segment 2 (19 people)	Segment 3 (40 people)
<ul style="list-style-type: none"> • Neutral 	<ul style="list-style-type: none"> • Acquainting with new people • Learning new things • Eating vegetables • Planting the plant in the house yard • Watching art shows • Following the sport news • Following the trend of new technologies • Following the news of politics • Following the latest news of economy 	<ul style="list-style-type: none"> • Shopping with family

Source: Primary data, processed

Table 11
Recapitulation of Profile and Behavior Majority of Facebook Users based on Segment (*Interest*)

No	Questions	Cluster 1 (2 people)	%	Cluster 2 (61 people)	%	Cluster 3 (46 people)	%
1	Gender	Woman	100	Woman	50.8	Woman	67.4
2	Age	15-19 years old	50	15-19 years old	44.3	15-19 years old	47.8
3	Education	Senior High	50	Senior High and Undergraduate	41	Senior High	45.7
4	Main profession	Civil Servant	50	Students	59	Students	69.6
5	Favorite color	Blue	50	Blue	28.8	Red and Blue	20.5
6	First time using	Brown	50	2-3 years ago	42.6	2-3 years ago	41.3
7	Technology used	More than 3 years ago	100	Cellphone	45.9	Laptop	45.7
8	First activity done	Desktop	50	Check notification	85.2	Check notification	65.2
9	Accessing in weeks	Laptop	50	Every day	36.1	1-2 and 3-4 times	30.4
10	The time of accessing	Change the status	50	Less than 30 minutes	37.7	30 minutes – 1 hour	34.8
		Check notification	50				
		3-4 days in a week	50				
		Every day	50				
		1-2 hours	100				

Source: Primary data, processed

Cluster Analysis of Opinion Variable

Based on the significant value of Anova (as basic of whether the variables are different between the segment), all the items questions have significant value below 0.05 which means that all questions have differences between the segment. Based on the cluster analysis, 4 cluster formed that have different characteristics, the four cluster are:

Table 12
The amount of members in each segment and
Items of variable considered important in each segment

Segment 1 (35 people)	Segment 2 (36 people)	Segment 3 (36 people)	Segment 4 (2 people)
<ul style="list-style-type: none"> • Continue the job at home 	<ul style="list-style-type: none"> • Achievement accession • Competition • Different perspective • Observing things in detail • Finishing job by sacrificing spare time • Learning new things • Arguing objectively • Easily intimate • Private information does not need to share • Doesn't like spending time for unproductive things • Glad to share feelings/experience 	<ul style="list-style-type: none"> • Neutral 	<ul style="list-style-type: none"> • Neutral

Source: Primary data, processed

Table 13
Recapitulation of Profile and Behavior Majority of Facebook Users based on Segment (Opinion)

No	Questions	Cluster 1 (35 people)	%	Cluster 2 (36 people)	%	Cluster 3 (36 people)	%	Cluster 4 (2 orang)	%
1	Gender	Woman	60	Woman	52.8	Woman	63.9	Man Woman	50 50
2	Age	20-30	42.9	15-19	44.4	15-19	58.3	15-19 20-30	50 50
3	Education	Undergraduate	48.6	Undergraduate	44.4	Senior High	52.8	Senior High	100
4	Main profession	Students	40	Students	69.4	Students	80.6	Private servant Students	50 50
5	Favorite color	Blue	24.2	Blue	22.9	Red and blue	28.6	Blue White	50 50
6	First time using	2-3 years ago	48.6	> 3 years ago	47.2	2-3 years ago		1 year ago >3 years ago	50 50
7	Technology used	Laptop	48.6	Cellphone	44.4	Cellphone	47.2	Desktop Laptop	50 50
8	First activity done	Check notification	77	Check notification	77.8	Check notification	75.5	Checking notification Application of game	50 50
9	Accessing in weeks	3-4 days a week	34.3	3-4 days	38.9	Everyday	38.9	1-2 day Every day	50 50
10	The time of accessing	Less than 30 minutes	42.9	30 minutes -1 hour	41.7	< 30 minutes	38.9	<30 minutes >2 hours	50 50

Source: Primary data, processed

V. CONCLUSION

The findings of this research shows that the majority of Facebook users are women (64%), aged 15-19 years old (50%), educated in Senior High School (47%), as students (69%), the favourite colour is blue (27%), have been using 2-3 years ago (45%), access through cell phone (47%), first activity run is: checking the notifications (83%), access every day (36%), and the access time is: less than 30 minutes (37%). Based on cluster analysis (segmentation), activity variable formed 3 groups, interest variable formed 3 groups, and opinion variable formed 4 groups. After knowing the information of segmentation in consumers' lifestyle, this can be the consideration (additional information) for marketers in the marketing strategy, mainly for Facebook users as the media of promotion.

This research suggested to do advanced research that dig it more, for example to research one or two interested segments, and run the quantitative research to find the relationship of lifestyle and purchasing decision.

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