

Секция «Strategic Communication (подсекция на английском языке)»

Segmentation of Social Media Content Consumers under the "New Normal": Reverse Typology

Черепанова Наталья Олеговна

Student (bachelor)

Российский экономический университет имени Г.В. Плеханова, Факультет маркетинга,
Москва, Россия

E-mail: cherepanova.natalia.214@mail.ru

The communication of brands with the audience in the conditions of "new normality" is changing: the strategy of content development, based on the data on user behavior, becomes the basis for effective interaction with it [2, 4, 5].

Classical models of interaction with the user, used in scientific works on media consumption [1, 2], proceed from socio-demographic, biological determinants as the basis of user segmentation, but do not take into account possible preferences deviation within each cluster: age, gender and other.

To solve the identified scientific problem, the study proposes the following hypothesis: if different content formats unite the users into separate groups, then they can become the basis for their more accurate typology. (Such a typology is reversible with respect to the classical ones).

The research design includes a survey and cluster analysis, $n = 15\ 104$ users of social networking content in all federal districts of the Russian Federation, the sample is quoted in a representative way. The respondents answered 7 questions in the questionnaire: gender, age, city, preferred social networks, purpose of their visit, priority formats of content and most frequently used electronic devices. Taking into account the absence of a universally recognized and consistent classification of the content formats the author applied the following principle of its grouping: text up to 1000 symbols and over 1000 symbols, video up to 1 minute and over 1 minute, photo content, audio content (podcasts), hybrid (photo / video and text).

According to the results of the cluster analysis 7 types of consumers of the content of social networks were identified. Segmentation of users based on preferences in content formats reveals different categories of users. The first group - "Lovers of long videos" - men (50.12%) under 18 and 45-55 years old from the regions and Moscow, who visit YouTube, VK, Telegram for the search of practice-oriented, entertaining content. The second cluster - "Preferring Short Videos" - women (65.72%) under 24 from Moscow and regions, using VK, YouTube, TikTok for entertainment, studying trends. The third group - "Short Text Readers" - women (63,80%) 19-24, 35-44 years old from million-strong cities, having fun and reading on Telegram. The fourth cluster - "Connoisseurs of photo/video with text" - women (76,32%) 25-34 years old from 100+ cities, using VK, Telegram, YouTube only for entertainment. Fifth category - "Photo and Video Choice in the Moment"- women (83,93%) under 18, 25-34 years old from cities with a population of one million, visiting VK, Telegram, Instagram for fun. 6th type of users - "Admirers of longreads"- women (50,32%) and men (49,68%) from 45 to 55 years old from 100+ cities, who like Telegram, VK, YouTube because of the useful content. Group 7 - "Audiials" - men (60.98%) from 19 to 24 years old and from 35 to 44 years old from 100+ cities, listening to podcasts on YouTube, VK, Telegram to expand their horizons.

Representatives of the same socio-demographic groups have different priorities in the formats of content consumption, which reflects the incompleteness of existing classical models and proves the correctness of the proposed research hypothesis.

To define the identified phenomenon we propose the concept of reverse typology of social network users, by which the selection of segments of content consumers based on their commonality

in the preferred formats. The effectiveness of the proposed typology is proved by a comparative analysis of classical and reversible models. The reverse typology will improve the quality of communication between brands and the audience and the omnichannel content plan in the social networks.

References

- 1) Zhilavskaya I.V. Media education as a factor contributing to the self-actualization of personality in the information society [Text] / I.V. Zhilavskaya // Paper at the 24th meeting of the seminar "Methodological problems of information science". - M.: INION RAN, 2016. С.18
- 2) NAFI. The new normal: lifestyles, markets, infrastructure and communications after the pandemic of 2020: https://nafi.ru/upload/New%20normal_NAFI%20project.pdf
- 3) Saburova M.M., Konchenkov V.M. Creating attractive content for different types of consumers: <https://cyberleninka.ru/article/n/sozdanie-privlekatelnogo-kontenta-dlya-razlichnyh-tipov-potrebiteley>
- 4) Brand Analytics. Social networks in Russia: figures and trends 2022: <https://br-analytics.ru/blog/wp-content/uploads/2022/11/VA-sotsseti-2022-fin.pdf>
- 5) Cancel Culture 2022: <https://www.sostav.ru/publication/kazhdyj-tretij-rossiyanin-poteryal-doverie-k-brendam-57628.html>