TWEETING BIRDS: AN AVIARY LIFESTYLE SEGMENTATION STRATEGY FOR SOCIAL MEDIA

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The proliferation of social media has spawned new lifestyles that guide consumer behavior. Understanding the connection between lifestyles and consumer behavior has become much more important in a world with social media because businesses can more easily provide the right information to the right people, as well as identify who the right people are to buy their products. Business can engage in mass personalization, by means of, for example, sending a birthday greeting to every customer on the right day. Most importantly, social media provide opportunities for aggressive interaction with customers in lifestyle groups, for purposes ranging from detecting complaints to brand extensions to product co-creation. The social media group members have self-selected into a category that embraces a cluster of motives. Because of these aggregations, the importance of understanding lifestyle is today infinitely more valuable and more important for effective marketing than it was in previous generations. This session presents an empirical lifestyle segmentation approach about consumer use of information, and it develops themes regarding the strategic implications of this segmentation system for marketing managers. This session emphasizes finding the right customer over treating every customer as right. The first paper describes the theory and method that guided this research. The second paper discusses sources of health information as a function of aviary lifestyles and product/service category. The final paper describes research focused on the antecedents and mediating factors of purchase decisions. Lifestyle influences an individual's attitude towards media, which leads to differences in consumer behavior. It examines four types of media influences: Olympic programs, sports sponsorship, public relationship and direct marketing. Olympic programs references an individual's receptiveness to Olympic sponsors and as well as commercials shown during the Olympic Games. Sports sponsorships are similar, although they stress receptiveness to sponsors at events the individual attends. The public relationship variable assesses the impact of product information portrayal in the news. Finally, direct marketing examines responsiveness to direct marketing advertisements and information.

AVIARY SEGMENTATION: THEORY AND METHOD

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The first paper gives an overview of the theory and method for the entire session. The source of data for all three papers in this session is the Media in Mind survey from Universal McCann. There were 5,508 survey respondents aged 18 and over in 2005. The distribution of respondents contained 40% males, 50% older than 50-years-old, 83% Whites, and 65% married. The sample was selected to reflect the demographics of the United States. The principle components factor analysis with varimax rotation of items asking about world views resulted in the lifestyle segments with aviary characteristics: hummingbirds, eagles, peacocks, and storks. All categories showed acceptable factor structure and internal consistency. This paper describes the methodology used to gather, reduce, and purify the measures of lifestyle, as well as the social media implications of the components. It also describes the development of scales to measure information use relevant to the other categories. Finally, it presents the case and logic for a strategic lifestyle approach applicable by managers in this era of social media.

References available on request.

SOURCES OF HEALTH INFORMATION AS A FUNCTION OF AVIARY LIFESTYLES AND PRODUCT/SERVICE CATEGORY

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