



Big data para la segmentación de mercados en redes sociales en accesorios de moda emergente [

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text (article)

Analítica

The main purpose of this research is to analyze how Big Data is related to market segmentation in social media in emerging jewelry industry. For which it was consulted, authors such as Zikopoulos (2012), Provost and Fawcett (2013) for Big Data and Lamb, Hair and McDaniel (2011); Kotler and Keller (2014) in social media and market segmentation. The research is considered descriptive, non-experimental and Cross-sectional. For collecting data, the population consisted of Community managers, clients and potential clients of emerging jewelry brands, both infinite, divided in samples of 384 representatives each. And also a third population consisting of computer experts, which was a census of 3 representatives from Rafael Urdaneta University. Two instruments were designed, the first one consisted of one poll of 9 items and 4 options based on Likert scale, and the second one consisted of two surveys the first one consisting of 23 items and the second one of 25 items and 5 options based on Likert scale. They all were validated by 6 experts in marketing and computer engineering. After the pilot testing was done, the results were 0,89 of Alpha Cronbach reliability, and 0.83 for the second instrument after a test-retest. Which means, they were both high? Afterwards, a program was designed in order to extract data from instagram and 3017 user accounts were analyzed. So it was possible to conclude there were three offline segments: careful-dynamic, explorer-experimenter, practical-balanced; and four online segments: Sociable highly influential, Sociable with low activity, Sociable and very influential and Sociable and active

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