

Consumer behavior analysis of smartphone market using multidimensional
segmentation approach

(Case study: Syiah Kuala University Students)

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Abstract

Smartphones has become a phenomenon that appears in personal and business use of voice, data, Internet access, and email. Today with its new trendy shape, multimedia features, affordable price make smartphones reach any level of consumers such as teenagers, student, etc. The purpose of this research is to discover market segmentation of consumer behavior in smartphones market trough multidimensional segmentation approach. A structure questionnaire was administrated to 200 respondents. The data was analyzed with factor analysis and cluster analysis. The result is three-demand segment of smartphone market. There are: techno driven segment, social network segment, and connect-fun segment.

Keyword : Smartphones, Consumer behavior, Market segmentation, Factor analysis, Cluster analysis.