Technographic segmentation on visitors attending the cultural festivals in Malaysia

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**KEYWORDS**

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**ABSTRACT**

This paper aims to develop Malaysian festival events consumer’s profile by applying technographic segmentation basis in order to determine the feasibility of bagged clustering and artificial neural network in market segmentation.

### 1.0 INTRODUCTION

A festival can be defined as a “public thermé celebration” [1], which offers a diversity of cultural experiences [2]. People become motivated to travel to any type of cultural event due to the attractions and uniqueness of a festival [3], while organisers organise a festival to generate income, display and honour and culture traditions [4] and to sustain authentic culture. Apart from developing a sustainable marketing plan, to ensure a successful festival event, targeting the right market segments is vital [5]. Research on market segmentation suggested that a market segment has to be measurable, accessible, actionable, differentiable, and substantial [6], and identified four bases that is commonly used to segment are psychographic, demographic, geographic, and behavioural [7].

Today, with the rapid changes in consumer profile and behaviour, there is a call for newer and significant factors to segment a market including technology-related segmentation. Technographic segmentation segments consumer based on the technology-related items such as the motivation, usage pattern and attitudes towards a technology [8]. This concept was first introduced by Potter (1988) to segment the VCR users in USA [8]. Nonetheless, ever since the introduction of this segment, researches in technographic segmentation seem to receive little attention in market segmentation studies.

Another issue related to market segmentation studies in festival event management, is related to the technique used to segmentise and cluster the market. The most frequent clustering method used in festivals and events market segmentation research is factor analysis, cluster analysis, chi-square and t-test [9-11]. While these techniques are reliable to assist the classification and segmentation of visitors segment, research suggest using advance techniques such as artificial neural network for the analysis to produce a more reliable and efficient segmentation [12].

There are diversities of events and festivals hosted in Malaysia. However, despite the proliferation of research in event management and market segmentation, there seems to be limited research on festival events in Malaysia and target market all the more. This research adds to the limited study of festival event in Malaysia in two ways. First, it aims to develop Malaysian festival events consumers’ profile by applying the technographic bases using attitudes and motivation of consumers’ mobile usage pattern in attending the cultural festivals in Malaysia. Second, this research proposes using artificial neural network techniques could be applied and assisted in technographic market segmentation.
2.0 RESEARCH METHODOLOGY

The research will be conducted in Malaysia by distributing questionnaire to visitors whom attended to the cultural festivals. Convenient sampling method will be use as it is made up of respondents who are easy and able to reach [13]. The variables for the technographic segmentation are motivations, technology attitudes and mobile usage patterns to segment the visitors. As per suggested by [14], visitors will be cluster according to the bagged clustering method, it is because the stability of k-means algorithm is more reliable as it has a less strong dependence on the starting solution. Despite comparing to k-means that always been discovered it is impossible to equally-sized cluster, but with bagged clustering, the result can be reveal also by the unequally sized groupings and it is precisely good for identifying the niche segments [15].

3.0 RESULTS AND DISCUSSION

The main objective of this study is to segment visitors who are using mobile phones based on their motivations, attitudes, and usage pattern to measure their technographic segmentation. The results of the potential segments will be finalised when using bagged clustering, box plot and analysing it by using the artificial neural network, and it will be present in the future. Meanwhile, it has been confirmed that from the methodological part, bagged clustering is being used for segmenting motivations is more preferable than the traditional clustering methods for niche segment identification [16].

4.0 CONCLUSION

This paper will be the first attempt to apply bagged cluster and artificial neural network to develop segmentation of cultural festivals and events visitors in Malaysia. This study will help the marketers to promote and choosing the right target market in the future when hosting cultural festivals.

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