

Designing a Marketing Strategy Using Market Segmentation Analysis Methods to Increase Digital Books Sales at Intrvrt.me

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Abstract. The right marketing strategy is the most important thing that is helpful in increasing the sales of products or services offered by the company. To be able to develop the right marketing strategy, knowledge of appropriate market segmentation is necessary as a basis for selecting effective marketing techniques. Intrvrt.me is a start-up committed to mental health education and personal development. The company's management realizes that the sales of the company's digital book products are still not optimal compared to the large number of social media followers it has. In this study, a marketing strategy was designed using the market segmentation analysis method. Based on the results, it was found that 97.3% of Intrvrt.me's customer market segmentation was divided into two groups namely Progressive Youth and Powered Early Adulthood. The right marketing strategy for the Progressive Youth segment is to personalize marketing through email marketing. Meanwhile, the right marketing strategy for the Powered Early Adulthood segment is to execute a promotional strategy in the form of discounted coupons for joint purchases with friends, family, or anyone they wish to invite to purchase books digital media and posting reviews from previous customers on the website or through social media content.

Keywords: Factor Analysis, Crosstab, K-Means Clustering, Motive Buying, Market Segmentation, Shopping Lifestyle

Introduction

The development of Education Technology (EduTech) industry in Indonesia is increasing rapidly due to the Covid-19 pandemic which has forced people to pursue online education. According to the research from Innovation Factory and Ravenry in 2021, the EduTech sector will grow by 25% per year. At the end of June 2021, there were around 210 startups, a fairly rapid increase compared to June 2020 when there were only 44 startups in the EduTech field [1]. The main factor for the increase in the number of Edutech startups is the very good dynamics in the current conditions of the Covid-19 pandemic and the change in people's habits to study online. The number of EduTech startup users is expected to continue to grow, this is supported by the government's commitment to focus policy in the 2022 Proposed State Revenue and Expenditure Budget or RAPBN on six issues, including the One is the infrastructure that supports technological adaptation in expanding Internet access and facilitating the online learning process. Based on the draft financial note for the financial year 2022, the government has allocated an education budget of IDR 541.7 trillion. These funds are prioritized for a number of activities, such as increasing teacher skills, strengthening professional education and personality, as well as supporting e-learning activities, particularly in areas that have not been reached by the Internet [2]. This momentum has also been used by a startup called Intrvrt.me to participate in education, especially on aspects of personal development and mental health, especially for introverts in Indonesia. Intrvrt.me was established on March 26, 2020, exactly 24 days after the Covid-19 case was first announced in Indonesia. The main reason for the creation of Intrvrt.me is that one of the founders believes that there are still many misunderstandings or misconceptions about the meaning of the word introvert in Indonesia. For example, assuming that having a child who is quiet, difficult to

teach, does not excel, and tends to be passive is generally referred to as an introverted child. This causes children who have introverted personalities to not believe in themselves until they finally give up on their ideals or goals. Based on the Big Indonesian Dictionary, an introvert is a person who tends to keep their feelings and thoughts to themselves and not express them to others. From the KBBI's explanation, there are no negative things associated with introverts as they spread through society. For this reason, Intrvrt.me is here to provide education on the true meaning of the introverted personality and how to maximize their potential as introverts. But in general, the content presented by Intrvrt.me can also be enjoyed by anyone who wants to learn more about personal development and mental health. Currently, Intrvrt.me is the market leader in introvert education in Indonesia, referring to the number of followers they have on various social media, namely Instagram, TikTok, and Twitter. The total number of Intrvrt.me subscribers as of March 6, 2022 was over 270,000 subscribers. The products offered by intrvrt.me are digital books consisting of 3 titles, namely Social Skills 101, Psychology of Happiness and How to Start Saying "No" and Stop Becoming a People Pleaser. Based on sales data for the three e-books, with a total of over 270,000 subscribers, only about 1% purchase the products on offer. With this data, the sales potential is still very important if the marketing is done in a more targeted way. Therefore, based on this background, the authors are interested in conducting a research titled "Designing a Marketing Strategy Using Market Segmentation Analysis Method to Increase Digital Books Sales at Intrvrt.me".

Method

This research was conducted over a period of approximately 6 months and was carried out online by researchers collecting data and working in the areas around Jakarta and South Tangerang for data processing and analysis. Primary data collection was carried out using the method of observation, interviews and distribution of questionnaires to subscribers of the Intrvrt.me digital book. Observations were made on social media and websites owned by the startup Intrvrt.me to study various company data such as number of followers, products offered to their followers and business processes of the company. Next, interviews were conducted with the management of Intrvrt.me to obtain information about the company's history, vision and mission. Furthermore, the distribution of questionnaires related to the Intrvrt.me digital book customer market segmentation includes demographic, geographic, psychographic and behavioral segmentation. Questionnaires were distributed online via Intrvrt.me's social media (Instagram). There are 35 core questions that must be answered by respondent related to market segmentation. The measurement scale used in this study is the Likert scale. The Likert scale is a psychometric scale that has four or more questions that are combined to form a score or value that represents an individual feel, such as attitudes, knowledge, and behavior [3]. There is no neutral or undecided choice in the measurement scale used. Indeed, the researchers want to eliminate the weaknesses contained in a five-point Likert scale that has an average or neutral value. There are two reasons why the five level Likert scale is considered low, firstly the median value has a double meaning which can lead to misinterpretation by researchers, secondly the availability of neutral responses will prompt respondents who have a doubt to choose this answer. reducing the amount of information that can be processed by the researcher [4].

Result and discussion

3.1 Limitation Research

This research is only conducted on Intrvrt.me digital book customers with the condition that they have made at least 1 purchase, with research time period starting from 6 March – 9 August 2022.

3.2 Company History

Intrvrt.me was founded on March 26, 2020 by three co-founders out of concern for the many misunderstandings and negative stigmas that have developed in society regarding introverted personalities. These misunderstandings and negative stigma include inability to communicate well, lack of confidence, difficulty growing up, etc., which causes many children born introverted to blame their personality and stop chasing their dreams. In this context, the three co-founders of Intrvrt.me have taken the initiative to provide education through content shared on various social media such as Instagram,

TikTok and Twitter. To date, Intrvrt.me has 172,000 followers on Instagram, 101,500 on TikTok and 1,050 on Twitter.

3.3 Product Type and Price

Table 1. Product Type and Price

No.	Product Type	Price
1	Social Skill 101 – "Tips for Building and Establishing Social Relationships"	IDR 39,000
2	How to Start Saying "No" and Stop Becoming a People Pleaser – "A Way to Be Honest and Assertive Without Hurting Others"	IDR 39,000
3	Psychology of Happiness – "A Way to Be Happier"	IDR 39,000
4	Package 1 (Social Skill 101 + How to Start Saying "No" and Stop Become a People Pleaser + Psychology of Happiness)	IDR 100,000
5	Package 2 (How to Start Saying "No" and Stop Becoming a People Pleaser + Psychology of Happiness)	IDR 78,000
6	Package 3 (Social Skill 101 + How to Start Saying "No" and Stop Becoming a People Pleaser)	IDR 78,000
7	Package 4 (Social Skill 101 + Psychology of Happiness)	IDR 78,000

Table 1 is a breakdown of the types and prices of each product offered by Intrvrt.me. There are 7 types of products including 4 in bundles or combinations of several products with the advantage of being more affordable than buying individually.

Table 2. Distribution of Respondents Based on Digital Book Ownership

Types of Digital Books	Frequency	Percentage
Social Skill 101	267	72.80%
Psychology of Happiness	167	45.60%
How to Start Saying "No" and Stop Become a People Pleaser	105	29.10%

Table 2 shows the distribution of ownership of the Intrvrt.me digital book among 366 respondents. It can be seen that 267 respondents owned the Social Skill 101 digital book with a percentage of 72.60%, 167 respondents owned the Psychology of Happiness with a percentage of 45.60%, and 105 answer How to start saying "no" and stop becoming a people pleaser with 29.10% results. Based on the percentages above, it can be said that there are respondents who have more than one Intrvrt.me's digital books.

Table 3. Distribution of Respondents Based on Country of Residence

Country of Residence	Frequency	Percentage
Indonesian	366	100%

Table 3 shows the distribution of the country of residence of the 366 respondents. It can be seen that all the respondents live in Indonesia.

Table 4. Distribution of Respondents Based on Personality Type

Personality Type	Frequency	Percentage
Introverts	309	84.43%
Extroverted	5	1.37%
Don't Know Yet	52	14.20%

Table 4 shows the distribution of personality types of 366 respondents. It can be seen that 306 respondents had an introverted personality type with a percentage of 84.43%, 5 respondents had an extroverted personality type with a percentage of 1.37%, and 52 respondents don't know their personality type with a percentage of 14.20%. Based on these results, it can be concluded that the majority of respondents have introverted personality types.

Table 5. KMO MSA Value

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.748
	Approx. Chi-Square	2710.404
Bartlett's Test of Sphericity	Df	276
	Sig.	0.000

Table 5 shows the results of calculating the KMO value, which is equal to 0.784, where the value is greater than 0.5, which means that factor analysis will be useful if used for the questionnaire data. Additionally, the sig. on Bartlett's test of sphericity which is 0.000 where the value is less than 0.05, which also means that the data can be processed using factor analysis. Then will be presented the results of the tests using anti-image matrices.

Table 6. Factor Rotation Results

Items	Factor	Loading Factors	Factor Name
X13.1		0.63	
X11.1		0.616	
X12.2		0.616	
X14.2		0.585	
X11.2	1	0.565	Role, Adventure, Gratification, Value
X13.2		0.558	
X14.1		0.558	
X12.1		0.529	
X13.3		0.524	
X21.1		0.688	
X21.2		0.67	
X21.3		0.651	Utilitarian Consumption, Brand Consciousness, Impulsive Buying
X32.2	2	0.548	
X31.3		0.448	
X32.3		0.363	
X31.1		0.322	
X15.2		0.572	Social
X15.3	3	0.566	
X15.1		0.537	
X16.2	4	0.507	Idea

X16.1		0.459	
X14.3	6	0.466	Value
X31.2		0.463	Brand Consciousness, Impulsive Buying
X32.1	7	0.379	

After rotating the factors as shown in Table 6, it is known that the grouping of buying motivation and lifestyle is explained below:

- a. Factor 1: I like to shop for others, because I am happy when I see them happy, for me shopping is like an adventure, I shop for a gift, I buy a product by comparing the prices of different stores, for me shopping makes me feel in my own world, I like to shop for others because I am happy when I see them happy, I buy a product when it is on sale, I like to go shopping when I'm not feeling well, I like to buy a present for someone. In order to unify the different buying motives in factor 1, the researcher gives the term "The Impulse Shopper" because, based on the statements in this group, he shows one thing in common, namely a high interest in shopping caused by feelings or emotions.
- b. Factor 2: I don't just shop when I really need to, I don't just buy the products I need, I don't just buy the products I planned, I am even slow to make a purchase decision although it corresponds to a product, I do not buy the product which is expensive even if it is a well-known brand, I do not often regret the things I buy, I do not Don't just trust well-known brands. In order to unify the different shopping motives in factor 2, the researcher gave the term "The Window Shopper" because, based on the statements in this group, he showed one thing in common, namely that they went shopping without having to have clear goals and desires. So it took a long time to decide on a purchase.
- c. Factor 3: I enjoy shopping with other people, for me shopping with others strengthens our bonds, I shop with friends and family to socialize. Based on the statement of this factor, the researcher gives the term "The Social Shopper".
- d. Factor 4: I don't buy to update my product collection from a store or brand, I don't buy to keep up with the latest trends. Based on the statements of this factor, the researcher gives the term "The Non-Idea Shopper".
- e. Factor 6: I always look for the best deals when shopping. Based on the statement of this factor, the researcher gives the term "The Value Shopper".
- f. Factor 7: For me, well-known brand products are not necessarily of good quality, I think a lot about buying a product. In order to unite the two buying motives on factor 7, the researcher gives the term "The Rationale Shopper" because based on the statements in this group they show one thing in common, namely that they analyze the product they are going to buy. many sides, including price and quality.

Table 7. Final Cluster Center

Factor	Cluster			
	1	2	3	4
The Impulse Shopper	3.86	4.72	4.52	2.93
The Window Shopper	2.77	2.73	3.96	5.00
The Social Shopper	4.05	4.15	4.60	5.30
The Non-Idea Shopper	2.43	2.61	4.56	1.00
The Value Shopper	5.34	5.55	5.64	3.70
The Rationale Shopper	2.71	2.73	3.54	4.50

Table 7 shows the results of clustering factors with clusters obtained by processing using IBM SPSS Statistics 25 software.

Table 8. Crosstab Age with Clusters

Age	Cluster								Total	%
	1		2		3		4			
	f	%	F	%	f	%	f	%		
13-17 years	32	19	30	16	0	0	0	0	62	16.9
18-24 years	67	39.9	94	50	4	44.4	1	100	166	45.4
25-34 years	64	38.1	60	31.9	5	55.6	0	0	129	35.2
35-44 years	5	3	4	2.1	0	0	0	0	9	2.5
	168	100	188	100	9	100	1	10	366	100

Table 8 shows the results of the crosstab between age characteristics and clusters. For the highest age frequency in group 1, i.e. 18-24 years old, up to 67 years old with a percentage of 39.9%, group 2 is also 18-24 years old, up to 94 years old with a percentage of 50%, group 3, i.e. 25-34 years old, up to 5 with a percentage of 55.6%, and group 4 i.e. 18-24 years old up to 1 with a percentage of 100 %. Based on these results, it can be concluded that customers in clusters 1, 2 and 4 tend to be between 18 and 24 years old, while customers in cluster 3 tend to be between 25 and 34 years old.

Table 9. Final Segmentation Recapitulation

Parameters	Cluster			
	1	2	3	4
Age	18-24 years (Gen Z)	25-34 years old (Millennials)	18-24 years	18-24 years
Gender	Man	Woman	Woman	Woman
Income	Not Yet Income	IDR 3,000,000 – 10,000,000	IDR 3,000,000 – 10,000,000	Not Yet Income
Educational Background	S1	S1	S1	S1
Work	Not Working Yet	Private Employees	Private Employees	Not Working Yet
Country of Domicile	Indonesian	Indonesian	Indonesian	Indonesian
Province of Domicile	Jakarta	Jakarta	West Java/Banten	Jakarta
Personality Types	Introverts	Introverts	Introverts	Introverts
Types of Digital Books Owned	<i>Social Skill 101</i>	<i>Social Skill 101</i>	<i>Social Skill 101, Psychology of Happiness, How to Start Saying "No" and Stop Becoming a People Pleaser</i>	<i>Psychology of Happiness</i>

Motives for Purchasing & Shopping Lifestyle	<i>The Value Shopper</i>	<i>The Value Shopper</i>	<i>The Value Shopper</i>	<i>The Social Shopper</i>
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Based on the results of the recapitulation shown in Table 10 then an explanation of the characteristics of the cluster is obtained as follows.

a. Cluster 1 (Progressive Youth)

This segment of the cluster is named as "Progressive Youth" because it is synonymous with young customers who are currently not earning income or have low incomes but have the potential to develop themselves and increase their income in the future.

b. Cluster 2 (Powered Early Adulthood)

This segment of the cluster is named "Powered Early Adulthood" because it is synonymous with early adult customers who are already able to finance their lives independently because they already have income so they can make their own purchasing decisions.

c. Cluster 3 (Young Hustler)

This segment of the cluster is named as "Young Hustler" because it is synonymous with customers who have been able to generate their own income from a young age.

d. Cluster 4 (Social Young Buyer)

This segment of the cluster is named as "Social Young Buyer" because it is synonymous with young customers who like to shop to socialize and strengthen bonds together with their friends, family, or relatives.

Table 10. Recapitulation of Marketing Strategy

Market Segmentation	Marketing Strategy
<i>Progressive Youth</i> (45.90%)	<ul style="list-style-type: none"> - <i>Marketing personalization: email marketing</i> + discount promos on important days or other attractive promos - <i>Influencer Marketing</i> on social media such as Instagram and TikTok - Allocate the most funds and efforts to market a digital book titled <i>Social Skill 101</i>
<i>Powered Early Adulthood</i> (51.37%)	<ul style="list-style-type: none"> - Discount coupons for joint purchases with friends, family, or loved ones - Displaying digital book <i>reviews</i> on <i>websites</i> and social media - Run promotions using IG/FB <i>ads</i> with content featuring <i>reviews</i> from buyers of the company's digital books - Allocate the most funds and efforts to market a digital book titled <i>Social Skill 101</i>
<i>Young Hustler</i> (2.46%)	<ul style="list-style-type: none"> - <i>Marketing personalization: email marketing</i> + discount promos on important days or other attractive promos - Allocate the most funds and efforts to market digital books package 1 namely <i>Social Skill 101, Psychology of Happiness, How to Start Saying "No" and Stop Becoming a People Pleaser</i>
<i>Social Young Buyer</i> (0.27%)	<ul style="list-style-type: none"> - <i>Marketing personalization: email marketing</i> + discount promos for joint purchases with friends, family, or loved ones - Allocate the most funds and effort to market a digital book entitled <i>Social Skill 101</i>

Conclusion

Based on the collection, processing, and analysis of data carried out in this study with the aim of answering the research objectives and problem formulations that have been identified as research guidelines, the following are the conclusions of this study. The segmentation of the digital book customer market Intrvrt.me divided into four clusters including cluster 1 (Progressive Youth), cluster 2

(Powered Early Adulthood), cluster 3 (Young Hustler), cluster 4 (Social Young Buyer). With the percentage share of the population for each cluster is 45.90% (cluster 1), 51.37% (cluster 2), 2.46% (cluster 3), and 0.27% (cluster 4). Based on this data, in order for companies to carry out marketing activities more effectively and efficiently, companies are advised to focus their marketing on the Progressive Youth and Powered Early Adulthood segments because these segments represent 97.3% of the overall population. From the results of crosstab analysis, each segment has a different profile, characteristics, and behavioral tendencies. The Progressive Youth segment consists of types of customers who are aged 18-24 years, are male, have no income, have an S1 educational background, do not have a job, are domiciled in Indonesia more specifically in the province of DKI Jakarta, have an introverted personality, tend to like digital books entitled Social Skill 101, and are included in the type of "The Value Shopper". Meanwhile, the Powered Early Adulthood segment consists of types of customers aged 25-34 years, female gender, income of Rp. 3,000,000 – 10,000,000, have an S1 educational background, work as a private employee, domiciled in Indonesia more specifically in the province of DKI Jakarta, have an introverted personality, tend to like digital books entitled Social Skill 101, and are included in the type "The Value Shopper". Effective marketing strategies to increase sales of digital books Intrvrt.me based on the market segmentation that has been obtained, namely Progressive Youth and Powered Early Adulthood.

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