

Segmenting consumers through behavioural engagement in Facebook brand

communities 

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Abstract: Companies must tailor their social media strategies based on consumer engagement levels for effective branding. Even the best strategies can falter if consumers lack a predisposition or appropriate personality traits for brand attachment. This study focused on segmenting FMCG brand consumers on Facebook by their brand-related activity frequency. The 1,091 participants were classified into three segments: active, moderate, and passive. Surprisingly, no demographic disparities were observed among the groups, indicating that traditional segmentation variables do not influence consumer engagement on Facebook brand pages. However, significant distinctions were found in personality traits, brand relationship proneness, and social relatedness. The most active consumers exhibited higher levels of extraversion, openness, proneness to brand relationships, and social relatedness. This research underscores the importance of considering psychological factors in social media strategies rather than relying solely on demographic segmentation.

Keywords: *segmentation; social media; brand-related activity; relationship proneness; social relatedness; personality traits; Facebook.*

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