Defining Commercial Sharing Services Users Interests in the context of Emerging Markets: Digital Footprint Analysis Approach

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Abstract

The discussion of consumer's digital behavior and digital footprint has gained worldwide relevance recently. The objective of this paper is to define commercial sharing services users' psychographics, specifically – interests using digital footprint data. In this research, Russian social network VKontakte is used as source of digital footprint data. The sample includes 24,000 profiles, collected data is analysed using natural language processing techniques. As a result, thirteen topics identified describing users' interests. The study shed light on the differences between users' psychographics, meaning that companies need to differentiate marketing communications based on the users' interests and CSS services used by consumers.

Keywords: *commercial sharing services; digital consumer; consumer digital footprint*