

Assignment-7

Segmentation

KitKat Company

Segmenting KitKat chocolate customers involves dividing the market into distinct groups of people who share common characteristics, needs or behaviors. This helps to tailor marketing strategies, product offerings and communications more effectively. Below are key customer segments for KitKat:

Demographic Segmentation :-

-> Age :

- * Children (5-12 Years): Enjoy KitKat as a treat or snack.
- * Teens and Young Adults (13-25 Years): KitKat is seen as a trendy snack, often promoted through social media.
- * Adults (26-40 Years): This group may view KitKat as an indulgence or a nostalgic product.

* Middle-aged and older adults (41+):

Likely to Purchase Kitkat for family members or as an occasional treat.

Income:

→ Kitkat targets a wide range of income levels with affordable pricing that appeals to both lower and middle-income groups.

Gender:

→ Both men and women enjoy Kitkat, but marketing strategies can sometimes lean on gender-neutral or occasion-specific promotions (eg: Valentine's Day)

Geographic Segmentation

Region: Kitkat is marketed differently in various regions:

→ In Asia, Kitkat has introduced unique flavors like green tea and matcha to cater to local tastes.

→ In western markets (eg., North America, Europe), the focus is more on traditional flavors and innovative packaging.

Urban vs. Rural:

Urban consumers may prefer innovative, limited-edition flavors, while rural consumers may stick to the classic flavors.

Psychographic Segmentation:

Lifestyle:

- Health-conscious consumers: May opt for dark chocolate KitKat or smaller portion options.
- Indulgent consumers: Prefer larger bars or special editions with rich flavors.
- Eco-conscious consumers: Look for brands with sustainable or ethical sourcing which KitKat addresses through its sustainability initiatives.

Values:

- * Brand-conscious: Consumers who value KitKat's strong brand presence and consistency in quality.

- * Trend-driven: Younger consumers may be influenced by social media trends, creative packaging or innovative flavours.

Behavioural Segmentation:

Occasion:

- * Everyday snackers: Buy Buy KitKat as a regular treat or snack.
- * Special occasion buyers: Purchase KitKat for events, holidays, or gifting (e.g., Halloween, Valentine's Day).

Loyalty:

- * Loyal customers: Consumers who stick with KitKat over competitors like Snickers or Twix.
- * Variety seekers: Those who try new flavors or switch between different chocolate brands.

Benefit Segmentation:

- * Convenience: Consumers who enjoy KitKat's easy to share format (individual bars) and portable packaging.

Flavor: Customers who are drawn to KitKat's unique texture (crispy wafer and smooth chocolate).

Price-conscious: Buyers who look for value in affordable, quality snacks.