## A Ssign ment -7

coca cola company customes degmentation

coca-coba employs various customes degmentation obtrategies to effectively touget est diverse consumes base. Here some. key sogmentation catogoxies.

i. Demographic degmentation.

process, shich as cores-cola for young adults and biet coke or core-cola zero sugar. for health-conscious consumers.

\* Grenda: Harketing comparigns tailored.

to appeal to desific genders, with flavor and branding that resonate more with one group.

2. Greographic degment ation:

\* coca-cola adjusts its product offering
based en regional tastes, preferences and
cultural factors, offering unique flourons in
different count ries.

3. psy chographic slegmentation:

l'élestyle: Tougeting consumers based on l'élestyle choires, duch os active individuals who may projer. low-colories or functional beverages.

tonscrow consumers through dustainable practices and packaging.

4. Behavioral degmentation: \* usage kate: Differentiating between. heavy evers, moderate users, and light used to create toulored marketing strategies. \* Bround Loyalty: berdoping loyalty programs and promotions to encourage repeat purchases among loyal customers. 5. occasion - Based degmentation. Moselceting products for operific occasions, Such as holidays, events, or heasons, to 3. D'increase relevance and tales. development ord medicaling dated and worth trongalous development of the moderate and parone to leave the broard from and selevent. indiche healthing trovelse bus and unique bover ages elizable train reasonants Elicient desire and distribution of sum materials, production ecusio et sit spal bon, sottilidano padient mailability, and wat - effectiveness of south with parting this without to the envisormental impact, sub or assured produce and energy of an arrest of expression of that copie of therein posted on martie jordaline by compaigns to tail hand bring an engine my polo servicio sucirile marris identia