

Assignment - 7

Customer Segmenting

KURKURE COMPANY:

1. Demographic Segmentation

age:

* Children (6-12 years): Kurkure appeals to children as a fun & crunchy snack.

* Teenagers (13-19 years): Teens are drawn to bold flavors & enjoy snacking with friends.

* Young adults (20-35 years): This group seeks on-the-go snacks, & Kurkure offers a spicy, tasty option.

* Middle aged adults (35-50 years): Snackers in this age group may enjoy it as a light snack between meals.

Gender :- Both genders enjoy Kurkure but marketing could target women with family-oriented messaging & men with adventure & snack-loving personas.

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Income level :- Appeals to middle & lower income groups due to its affordability.

2. Psychographic Segmentation :-

Lifestyle :-

- * Busy professionals: They prefer convenient ready-to-eat snacks.

- * Family oriented: Families purchase future for group snacking or kids lunchbox.

- * Adventurous eaters: People who enjoy experimenting with bold spicy flavors.

3. Behavioral Segmentation :-

Occasions :-

Casual Snacking :- People looking for snacks to munch on while watching TV or during a break.

Social Events :- Party & gathering snack food.

Usage Rate :-

Heavy users :- Frequent snackers who may consume it daily.

Moderate Users :- Occasional snackers, a couple of times a week.

Light Users :- Rare or occasional snacks consumers.

Loyalty Status :-

Brand loyalists :- Consumers who prefer Kuskure over other brands.

4. Geographic Segmentation

Urban Areas :-

Strong presence in cities where on the go snacking is more common.

Rural areas :-

Emerging market as disposable income rises & people seek packaged, branded snacks.

5. Cultural Segmentation

Regional Preferences :-

Kuskure has introduced region specific flavors to cater to local tastes in different parts of India.

S.D.S