

Assignment - 7

Customer Segmenting

KURKURE COMPANY:-

Demographic Segmentation:-

Age:-

- * Children (6-12 years): KURKURE appeals to children as a fun & crunchy snack.
- * Teenagers (13-14 years): Teens are drawn to bold flavours & 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 Person's.

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 KURKURE for group snacking or kids lunch box.
- * Adventurous eaters: People who enjoy experimenting with box 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 snack consumers.

Loyalty status:- Brand loyalty:- consumers who prefer KURKURE over other brands.

H) Geographic Segmentation.

Urban areas... drinking water strong prefer.
in cities where on the go snacking is more common.

Rural areas:

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

S. Cultural Segmentation.

Regional Preferences:

Kurkure has introduced region specific flavours to cater to local tastes in different parts of India.

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