

Assignment 7

Diary Milk customer segmentation

Demographic segmentation

- Age : target different age groups, such as children, teenager and adults
- Gender : tailor products or marketing strategies for male and female consumers
- Income level : offer premium versus budget-friendly options

Geographic segmentation :

- Region customiz flavors or packing based on regional preferences (e.g. different Tastes in urban vs. rural areas)
- country : Adapt marketing strategies for international markets based on cultural preference

Behavioral segmentation

- purchase Behavior : segment based on frequency of purchase, such as occasional buyers versus loyal customers

- usage rate : I identify heavy users who may benefit from bulk purchasing options or loyalty programs

psychographic segmentation

- lifestyle : target health-conscious consumers with low-sugar or dark chocolate variants
- values : Appeal to environmentally-conscious customers with sustainable packaging or ethical sourcing practices

occasion - Based Segmentation

- special Events : market products for holidays, birthday's or seasonal occasions.
- Gifting : create gift packs for occasions like anniversaries or celebrations

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