

Assignment - 7

Segmentation

Kitkat Company

Segmenting Kitkat Chocolate Co. involves dividing the markets into distinct groups of people who share common characteristics or behaviours. This helps to tailor marketing strategies. Product offering and communication 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 (40+)
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 (e.g.: Valentine's Day)

GEOGRAPHIC SEGMENTATION:-

Region: KitKat is marketed differently in various regions.

→ In Asia, KitKat has introduced unique flavours like green tea and matcha to cater to local tastes

→ In Western markets (e.g.: North America, Europe) the focus is more on traditional flavours and innovative packaging.

URBAN VS RURAL:

Urban consumers may prefer more limited-edition flavours while rural consumers stick to the classic flavours.

PSYCHOGRAPHIC SEGMENTATION:-

Life Style :-

- Health-Conscious Consumers: May opt for dark chocolate KitKat or smaller portion options.
- Indulgent Consumers: Prefer larger bar or special editions with rich flavours.
- 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.

Behavioral Segmentation:

OCCASION:

* **Everyday Snackers:** 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:** Consumer 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.

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