

Assignment - 8

8) Need based & Benefit based Segmenting, example in Kurkure Company.

Need - Based Segmentation for Kurkure:-

This segmentation focused on identifying the fundamental needs driving consumer behavior when they purchase snacks like Kurkure.

1. Convenience Seekers:-

Need: a quick, easy-to eat snack that's available anywhere.

Target: Busy professionals, Students, & travelers who need snacks on the go.

2. Value Seekers:-

Needs: affordable snacking options that provide good quantity & taste for the price.

Target: Price sensitive consumers large families, or budget conscious individuals looking for a snack that delivers good value.

Social Snackers:-

Need: a snack to share in social situations, such as parties or family gatherings.

Target :- Consumers who buy snacks for group settings, people, who enjoy sharing snacks with friends, or during social occasions.

Benefits - Based segmentation for kurkure:-

Taste Enthusiasts:-

Benefit :- Bold, spicy & flavorful snack options.

Target :- People who enjoy strong flavors & spicy food, often teenagers or young adults.

Crunch lovers:-

Benefit :- a satisfying crunch with every bite.

Target :- Consumers who prioritize texture, particularly those who like crunchy & crispy snacks.

Indulgence Seekers:-

Benefit :- a guilty pleasure or indulgent snack that they can enjoy to satisfy cravings.

Target :- People who turn to snacks like kurkure for a treat or indulgence after a long day.

Fun Packaging & Variety Seekers:-

Benefit: Eye-catching packaging & a variety of flavors to choose from.

Target: Younger audiences, especially teens & tweens, who are attracted to vibrant packaging & the excitement of trying new flavors.

S-28