

ASSIGNMENT - 8

Need based & Benefit based segmenting example
of KURKURE Company.

Need - Based Segmentation for KURKURE:

This segmentation focuses on identifying the fundamental needs driving consumer behaviour when they purchase snacks like KURKURE.

1. Convenience Seekers:-

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

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

Value seekers:-

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

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

Social Snackers:-

Needs :- 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.

Benefit - Based Segmentation for KURKURE :-

Taste enthusiasts;

Benefit :- Bold, spicy & flavorful snack option.

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 treat or indulgence after a long
day.

Fun packaging & variety seekers:

Benefits: eye-catching packaging & a variety
of flavors to choose from.

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

S. P. A