

8. Need based and Benefit based segmentation  
example - i company

### Assignment - 8

Company name : Varun Beverages Limited

#### 1. Need Based Segmentation:

This approach focuses on the different needs customers have when purchasing a product.

- Hydration Needs:

Targeting consumers who purchase beverages primarily for hydration such as bottled water (e.g., Aquafina) or electrolyte drinks. These customers prioritize refreshment and hydration often during physical activities or hot weather.

- Energy needs: For consumers looking for an energy boost. Varun Beverages may offer energy drinks that cater to individuals such as athletes or those with active lifestyles.



### Convenience Needs:

Catering to consumers who seek quick and easy access to beverage while on the go. This could involve distributing product at convenient locations like gas stations, convenience stores or vending machines.

### Q. Benefit-Based Segmentation:

This method identifies customers based on the specific benefit they seek from the product.

#### Health conscious segment:

Customers who prefer low caloric sugar-free or organic options. May target this group by offering healthier alternatives like diet sodas, juices and carbonated drinks that emphasize taste.

#### Lifestyle and Premium segment:

Customers who associate beverage choices with lifestyle or status may seek premium or international products. It can target this group by offering premium or branded product with packaging and marketing that aligns with a modern, upscale lifestyle.