Need based and kitkat chocolate.

Need-based and benefits-based segmentation focused on understanding what specific needs customers are trying to fit with a product and what benefits they seek from it. For kitkat, this involves identifying the different reasons consumers choose the product and what they expect from it. Below are examples of both types of segmentation for k...

1. Need-based Segmentation:-

This type of segmentation classifies customers based on their specific needs or problems that kitkat solves for them.

→ Need for convenience and on-the-Go snacking

* Segment : Busy professionals, Students or travelers

* Need : These customers need quick Portable snacks to satisfy hunger or provide a pick-me-up during their busy day.

* KitKat offering: Kitkat's individuals bar format makes it easy to carry and consume anywhere single packs or smaller portions cater to this need.

→ need for an affordable treat.

* Segment: Budget conscious consumers, including families and students.

* need: Consumers want an individual without spending too much money.

* KitKat offering: KitKat is priced affordable making it accessible to people looking for a treat on a budget the price-to-quality ratio attracts these customers.

* need: Seeking sharing chocolate as a bonding experience or for group enjoyment.

* KitKat offering: Kitkat's multi pack options like family sized packs are perfect for sharing addressing the social affect of snacking.

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