

Assignment - 8.

Need based and ~~benefit~~ ~~based~~ ~~segmenting~~
KitKat chocolate company

Need-based and benefit-based segmentation

Focuses on understanding what specific needs customers are trying to satisfy 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 KitKat.

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 travellers.

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

* KitKat offering: KitKats individual 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 indulgence without spending too much money.
- * Kitkat offering: Kitkat is priced affordably making it accessible to people looking for a treat on budget. The price-to-quality ratio attracts these customers.

→ need for a social or sharing experience.

- * Segment: Consumers looking to share with friends, family or at gatherings.
- * Need: 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 aspect of snacking.

SDX