

Convenience Seeker:

Referring to consumers who seek quick and easy access to beverages while on the go.

The could analyse distributing product in convenient locations like gas station, convenience stores or vending machines.

2. Benefit - Based Segmentation:

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

Health conscious segment:

Customers who prefer low calorie, 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 choice 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.

By using need-based and benefit based segmentation. Viceroy Beverages can design its marketing and product strategies to fulfil specific customer need and preference, increasing customer satisfaction and loyalty.

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