

ASSIGNMENT 9

BENEFIT-BASED SEGMENTATION:

This focused on the specific benefits or attributes that customers derive from the product, guiding their purchase decisions.

TASTE AND TEXTURE BENEFITS:

* Segment: Chocolate lovers who crave a unique combination of texture and flavor.

* Benefit Sought: The crispy wafer inside the smooth chocolate coating provides a unique sensory experience. This texture and flavor combination is key reason many people choose KitKat over other chocolate bars.

* KitKat offering: KitKat emphasizes its unique wafer and chocolate blend, appealing to those who prioritize taste and mouthfeel.

HEALTH-CONSCIOUS BEVERAGES-

* Segment: Consumers who want to include but are mindful of their health.

* Benefit Sought: Lower sugar, fewer calories or dark chocolate options to feel less guilty about including.

* Kitkat offering: Kitkat offers smaller portions, miniatures and dark chocolate variants to cater to health-conscious consumers.

NOVELTY AND VARIETY SEEKERS:-

* Segment: Adventure consumers who seek new and exciting flavors.

* Benefit Sought: unique, limited-edition flavors and product innovations to satisfy their desire for variety.

* Kitkat offering: Special edition flavors like green tea, strawberry, and matcha are popular in certain markets, appealing to consumers who enjoy trying new things.

J. D. S.