

Assignment - 9.

Benefits -- based Segmentation:

This focuses on the specific benefits or attributes that customers seek from the product, guiding their purchasing decisions.

Taste and Texture benefit.

- * Segment: Chocolate lovers who create a unique combination of texture and flavour.
- * Benefit Sought: Crispy inside the smooth chocolate coating provides a unique experience. This texture and flavour combination is reason many people choose KitKat over other chocolate bars.
- * KitKat offering: KitKat emphasizes its unique chocolate blend, appealing to those who criticize taste and mouthfeel.
- * Health conscious benefits:
 - * Segment: Consumers ^{who} want to indulge but are mindful of their health.
 - * Benefit Sought: Lower sugar, flavoured calories or dark chocolate options to feel less guilty about indulging.

→ KitKat offering: KitKat offers smaller portions and dark chocolate variants to cater to healthy conscious consumers.

Novelty and Variety Seekers.

* Segment: Adventure Consumers who seek new and exciting flavours.

* Benefits Sought: Unique limited-edition flavour and product innovations to satisfy their desire for variety.

* KitKat offering: special edition flavours like green tea, strawberry, and matcha are popular in certain markets, appealing to consumers who enjoys trying new things.

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