

M ARKETING M ANAGEMENT

A SSIGNMENT - 2-9

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Benefit Based Segmentation

Taste Enthusiastic:-

consumers who prioritize flavour and enjoy the classic chocolate and cream combination, often seeking indulgent experience.

Health-conscious Buyers:-

Those looking for lighter options, such as reduced-sugar or gluten-free wares, focusing on health benefits without sacrific taste.

Family-oriented consumers:-

Families seeking fun snacks for children, emphasizing shareability and variety Packs for group enjoyment.

occasional Treat seekers:-

Individuals who enjoy wares as an occasional dessert or treat, often attracted by seasonal or limited edition flavours.

Lifestyle-oriented consumers:-

customers looking for unique experiences, such as creative recipes or pairing ideas, appealing to those who enjoy dining or social gatherings.

By targeting these segments, one can tailor its marketing strategies and product offerings to meet the specific needs and preferences of different consumer groups.