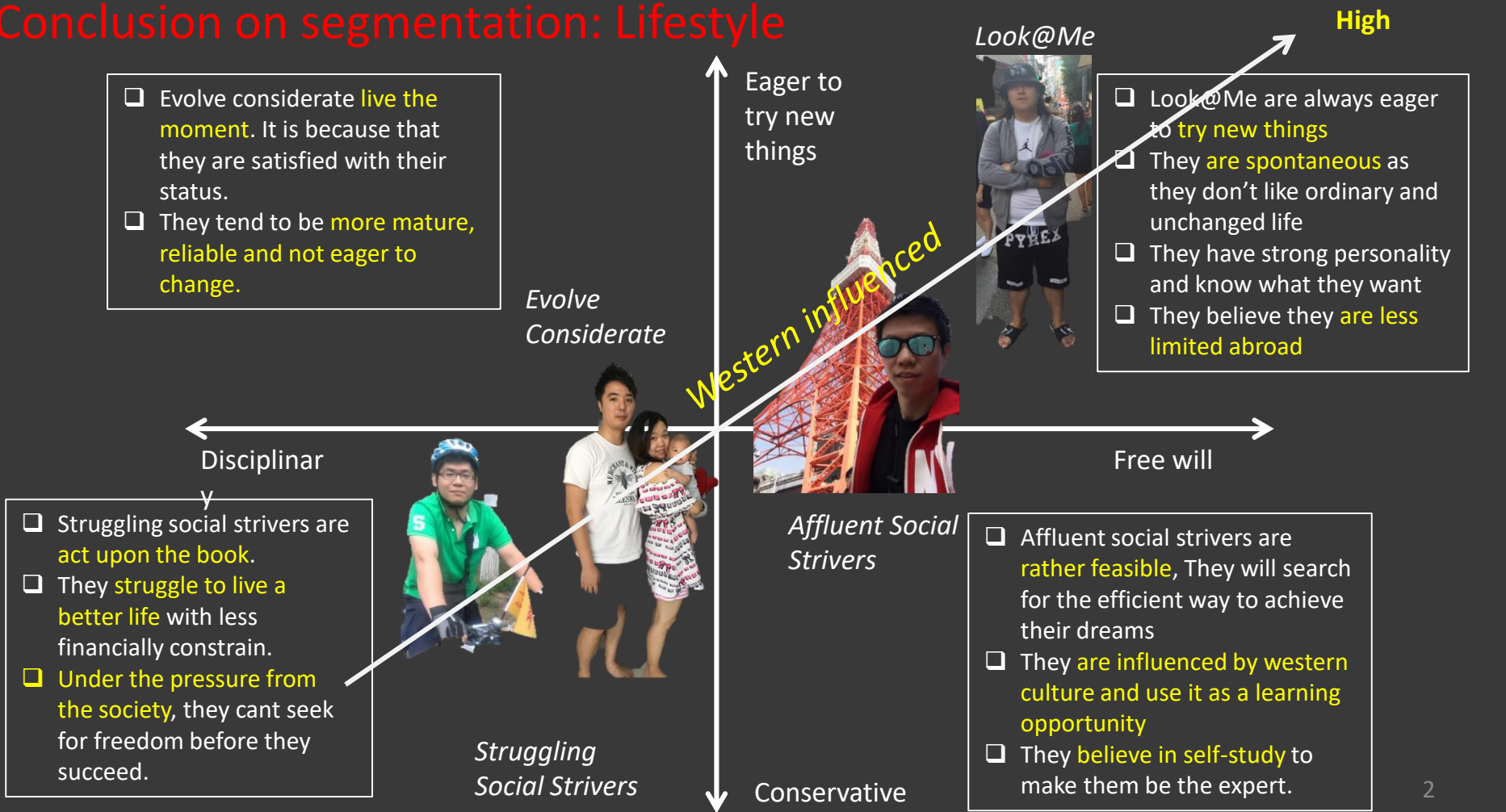


Segmentation Example

Conclusion on segmentation: Lifestyle



Demographic



- Age: 18-35
- Gender: Male or Female

Personality



- Adventurous
- Trend setter
- Opinion leader
- Enjoy sharing with friends or peers

Attitude on snacks



- Snack lovers
- Enjoy trying new snacks and sharing with friends
- Having snacks is not about showing off but enjoy life

Media Behavior



- Very active on social media
- Keen to receive information on e-commerce, weibo and wechat

Purchasing Behavior



- Prefer shopping online