THE ABSTRACT

This study examined snack brands positioning in market place through the similarity perception. The study aimed to construct Twisties brand positioning map against competitor brands with a statistical method called Multidimensional Scaling Techniques. Consumer perception in terms of similarities/dissimilarities among evaluated brands were revealed. Target population is Bangkok resident, 11-35 years old both male and female. All respondents must had awareness toward all 8 evaluated snack brands. Questionnaire was used as a research instrument to collect the data from respondents during March 15th-30th 2004.

In overall similarity, Twisties is perceived as being similar to Cheetos and dissimilar to ToomTam and Party. Twisties is found to be dissimilar to Snack Jack, the market leader with 6.1% market share, in three attributes which are Appearance, Packaging and Quality. While ToomTam, Party, Paprika and Cornae acquire a unique positioning in terms of Overall Similarity, Packaging, Quality and Value for Money respectively. Twisties is not perceived as unique in any of those attributes. Twisties is perceived as similar to Potae and ToomTam in Packaging attribute and to Cornae and Party in Quality attribute respectively. It is clearly that Twisties is not registered as a unique brand in respondent's perception. Moreover, result shows a direct competition between Twisties and Cheetos. Therefore, key priority for company is to apply “Differentiated Marketing” to develop a distinct positioning between these two brands.