ABSTRACT

Brand positioning is being increasingly used by marketers to influence consumers to change their preferences toward their brands. Brand positioning is an attempt to create a customer-focused value proposition that gives consumers a convincing reason to buy the focal brand. However, the use of certain positioning strategies (e.g. attribute positioning) may not be adequate or appropriate to all types of circumstances (i.e. different product categories). (Christoph Fuchs and Adamantios Diamantopoulos, 2007)

Therefore the purpose of this research aims to explore as well as to extend the actual positioning (consumers form their perception based on the positioning information actually presented to them), which is considered as the main tool for building brand's position. The chosen topic is consumers' perception toward two diet cola brands (Pepsi Max and Coke Zero). The research used real TVCs (TV commercials), posters, packaging and other kind of communications i.e. print ads, posters, POS (point of sales materials) as stimuli in our study.

On the independent variables are product class specific, advertisement specific and socio demographic. While for the dependent variables are conceptualizing positioning effectiveness (brand favorability, differentiation and credibility). The researcher feels that the measurement for dependent variables are still too generalized and thus attempts to further investigate by using a qualitative research – focused groups method to derived at the outcome.

Qualitative focus group has been used in this study as it allows the researcher to have a deeper dive into the consumers' mind in order to determine their source, feeling, and perception.

The difference has been found based on user profiles, i.e. heavy CSD users, NCB users and Diet-cola users. This research focuses on how each profile views each category and whether it is relevant to them or not. Consumers also view that there are differences on brand positioning for Pepsi Max and Coke Zero. Thus other attributes in measuring positioning has been added to the based protocol.