

POSITIONING DETERMINATION BY TASTE ATTRIBUTES OF IDENTICAL TASTE NATURE OF BISCUITS: A PERCEPTION CATEGORIZATION FRAMEWORK

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Abstract

The imperceptible attributes of products also determine the positional values of the products. The consciousness level of the consumers plays a significant role in determining the imperceptible attributes in the products. Especially, in the case of toothsome products, the positioning values are mostly determined by the taste, smell and appearance of the products. Taste test are being increasingly used by marketers to influence consumers to change their preference towards their brand. This research indicates how taste tests can measure consumers feeling about the taste of different brands. The primary focus of the present paper is to first evaluate the characterizes of some primary approaches to measure the consumer tastes for identical products. And for the purpose, three different kinds of perception test were conducted and empirical analyses were used to illustrate the concept of perception test and build up a positioning base for the brand. The present research examines how the taste consciousness level of the consumers discriminates the positioning values with reference to taste aspects of two leading identical taste nature of biscuits in India. From a theoretical and methodological point of view, the research suggests that measures of perceived taste may be more appropriate tools than analytical constructs from product attributes when evaluating brand positioning.

Highlights

- Products' special attributes are mainly responsible for maintaining their individuality and for effective assembly of product's positioning too.
- Toothsome products: basically their attributes are mostly acknowledged through the human senses like seeing, touching, hearing, smelling and tasting.
- When the taste of the products is gone with pre-anticipation taste, the taste consciousnesses are building a concrete positioning element of the eatable products.
- Fourteen experiments show evidence of taste attributes to determine positioning taste aspects of identical taste nature of biscuits.

Keywords: Attributes; Identical; Realization; Experience; Taste Composition; Products; Positioning.

1. Introduction

Positioning attributes of any kind of products are possible only through the consciousnesses of consumers about the products in their own logical outlook. Products' special attributes are mainly responsible for maintaining their individuality and for effective assembly of product's positioning too. The consumers' consciousnesses about the product's positioning is based on several elements. "Product positioning refers to consumers' perceptions of a product's attributes, uses, quality, and advantages and disadvantages relative to competing brands"¹. For instance, toothsome products; basically, their attributes are mostly acknowledged through the human senses like seeing, touching, hearing, smelling and tasting and all these four senses induce to have a product and after all these, the taste is identified as identical to pre-anticipation taste of the consumers.

Taste is most important attributes of the toothsome products. So the most common activity of marketers in various industries is to analyze the taste composition of different product through taste tests. This kind of innovative and unique test has become a convincing and design tool, that mainly aimed at convincing the potential consumers about the superiority of one brand over another. Much research indicates that, the usefulness of taste analyzes can measure consumer feeling about the taste of different brands. The study mainly aims to evaluate the combination of taste, of two identical products and to identify the positioning, market segments of that particular brand in distinct market segments of ultimate consumers. There are numerous examples of taste test in various product categories in different markets in the world.

This paper mainly presents some of the examples that highlight the significance of test parameters for enhancement of product under similar categories. Among the five human senses, taste (the function of the tongue) plays a significant role in determining the uniqueness of eatable products. For toothsome products taste has become an important activity of marketers to position the product and the entire aim is to convince the potential customers about the superiority of one brand over another. In this regard, the well-known brand Coco Cola has a unique identity for itself by using the taste aspects of products². In England, virgin cola challenged both the famous cola companies, i.e. Coke and Pepsi to capture the notable cola market³. Noticeably, the application and report of blind taste tests can be effective at persuading consumers and capturing market share⁴, as well as shaping a key competitor's strategic response⁵, but the use of blind taste tests to develop a marketers' strategy and pioneer a new product can have unintended and potentially devastating consequences⁶.

The taste test was conducted by Taco Bell with its Gordita against Burger King's Whopper; Burger King's taste test of its fries against Mc Donald's, Papa John's pizza against the Pizza hut in the American market^{7,8,9}. In the case, product development stage taste test also increased the market for products, for instance Minute Maid orange soda was introduced in the Canadian market after a blind taste test¹⁰. In the same way in Asian market also the Campbell soup company did a taste test in Hong Kong market for its soup¹¹. In the European market, Smith's Crisps was tested in a taste test in Holland to identify brand preference against Crock¹². It is curious that blind taste tests continue to be used by marketers to silhouette marketing strategy¹³, and to develop new products^{14,15}, and advertise product pre-eminence claims^{16,17,18}.

2. Aim and significance of the Research

The focus of the former kind of test is to examine whether consumers can distinguish the taste of any one brand from that of others in same categories of product. The main idea is to investigate consumers' abilities to sense the dissimilarities in taste between different brands¹⁸. The purpose of test is to find out how the brand is positioning their product with respect to other competitive brands. Moreover, this would justify the preference values and main indicators of consumer while choosing a particular brand in the market. The consumers' perception about the dissimilarity about the taste attributes between the identical nature of the product and additional their realization level which motivate them to prefer for each brand. Rabino and Moskowitz rightly mention that in food product, interactions among several continuous product attributes are important in generating consumer choice¹⁹. So, taste realization for any food product can build a relationship between the product and consumer, moreover, it can be used to increase the effectiveness of competitive brand positioning and targeting strategies, and better to understand consumer choice.

However, it's not an easy task for the marketers to get hold the ultimate consumer for their product. In the current scenario, it's difficult to understand the consumer perception of the product, furthermore, it difficult to identify how consumers mentally combine their feelings about different interacting taste attributes before choosing a product. The current work has looked at the understanding of the consumers' consciousness level about the uniqueness in the taste aspect of the product. On the other hand, that has tried to uncover the consumers' mind about the product through a pilot test conducted by the researcher to analysis the realization level of the consumer, to understand the preference based mind set of consumer and to examine how this realization test and blind test might affect both brand in the context of taste. Together, these two kinds of test will identify extraneous taste dimension on the basis of which consumers distinguish between brand²⁰.

By using this approach the researcher are able to get insights of managerial relevance. In addition to identify the taste dimensions, the empirical analysis will provide diagnostic information about the categories intensities response between the attributes of taste and also identify the potential consumers association on the level of taste composition on the level of taste attributes. Finally, this empirical taste testing analysis will indicate how consumer choice patterns are expected to change depending on where the two products are positioned itself on its taste dimensions. The detection of established successive positioning attributes of the competitive products which have similar attributes in the market is a significant one. When the twin eatable competitive products have a similar identity of taste nature, the understanding of the consumers' consciousness level about the uniqueness in the tastiest aspect of the products which is determined by the manufactures not only improves the strapping positional attributes in the taste aspect of the products and also upholds the present market status. When the manufacturers of two identical taste natures of biscuits come to know that they differ from each other in the taste aspects, they can modify the present composition level of taste attributes and formulate added different taste aspects of each other. This will assist the manufacturers to establish an improved positioning value which sustains the market share.

The uniformity of successive products refers to successful products in the market that is fairly customary. The classification of positional attributes of successive products from successful products is extremely tricky once both the products have similar attributes. The leading bakery industries of India, Britannia Industries Limited (BIL) and Imperial Tobacco Company (ITC) brought out a very novel tasted biscuits, namely, Britannia 50 50 sweet & salty and Sweet 'n' Salt biscuit in 1993 and 2003 respectively. The taste aspects of both the biscuits were highly decorated as a core attribute of the biscuit in the way of the combined taste of contradictory flavours sweet and salt collectively. The BIL highlighted the tastiest aspect of biscuit as “deliciously sweet and scrumptious salt”²¹ and ITC highlighted that salt and sweet in the same bite”²². Hence, the products highlighted their inimitable nature of sweet and salty, even though there were differences in the peripheral aspects of both the products; there were similar in shape, design and taste attributes of these two biscuits. The aim of the research work is to identify how the taste consciousness level of the consumers discriminates the positioning values with reference to taste aspects of two leading identical taste nature of biscuits, namely, Britannia 5050 sweet & salty and Sunfeast Sweet' N Salt biscuits.

The paper concludes by presenting the result of positioning of two brands of biscuits on a certain taste dimensions. The result shows an insight consideration, about the different taste dimension of inducing the consumers towards the brands of biscuits. In sum, this research illustrates how taste composition can be used to understand brand positioning and predict consumers' level of realization for the identical biscuits.

3. Research Procedure

The positioning values refer to taste composition identified through the tastes which are ultimately realized by the respondents at the end of the experiments. They came across three different stages and the first stage ensured the respondents' realization level and their ability to realize the taste attributes in the biscuits. On the basis of realization level and ability, the respondents were sorted out and involved in the bias eliminating process. In the second stage, the taste sequence patterns bring out the tastes which are identified by the respondents. Finally, the composition levels of different tastes in the biscuits which highlight the uniqueness of the biscuits were identified.

4. Research Period and Experience

The study was conducted for 6 months and 13 days. During the first months, the researcher developed the familiarity of the biscuit taste among the respondents (students) and made them realize the taste nature of the biscuits. After a month, still some of the respondents were unable to properly realize the taste, so that the researcher continued the process of realization for the next few days also. On a couple of times, the respondents were let to understand and realize the taste of the biscuits and later on by the passage of some time they were able to differentiate the taste of two biscuits. When respondents were unable to analyze the taste of biscuits, in that particular situation only the specific method of experiment was conducted. So the researcher always adopted the trial and error method to evaluate the level of realization of the respondents.

5. Analysis and Results

The study conducted with the sample of respondents who were 100 male and 100 female selected conveniently from Commerce and Management disciplines. The chosen product category was that of biscuits. The biscuits were selected since students were familiar with this product category. This familiarity with the class of biscuits should lead to more accurate discrimination of taste attributes between brands. To avoid biased response of the respondents, the respondents were shuffled and divided into two equal groups. For this purpose, the researcher adopted the lottery system, where the respondents were asked to take one ticket from the box, the box contains a ticket number from 1 to 100, where each ticket contained the group name such as group A and group B, both the groups were given a pack of biscuits without mentioning the name of it. A respondent was, however, allowed to taste the biscuits more than once, if he/she needed to do that to make a proper assessment. It was felt that this procedure would lead to a more reliable preference taste especially since there are two brands biscuits were involved.

The 200 respondents were asked to assemble in the University Auditorium in the evenings, when the students were relaxed so as to enable them to apprehend the taste of the biscuits. These respondents were asked to find the unique taste in both the biscuits. These respondents invariably had a permutation opinion that, the predominant taste in the both the biscuit is sweet/ salt, but the level of composition is different. The unique taste of the biscuits was realized by the respondents through the combined taste of milk, butter and vanilla with sweet and salty. At this juncture, in order to classify the uniformity of the consciousness level of the respondents towards the taste attributes of these two biscuits, to find out the respondents' experiences and familiarity of the various attributes of the biscuits as an experimental one.

5. 1. Level of Realization

Realization Test: The occasional chances to have these biscuits were never given to them to realize the taste attributes of these biscuits and they were instructed to have the biscuits slowly, bit by bit so that they would have more opportunities to realize the taste of the biscuits. The respondents took sufficient time to realize the taste of the biscuits. After the time gets over the researcher orally confirmed about the understanding of the taste realization of the biscuits by the respondents, the researcher again adopted tongue – in – check to confirm their ability to differentiate the biscuits in its taste attributes. In first procedure of realization test in this test the respondents had to taste these two biscuits in crushed form one by one. In the second procedure of realization test; first gave full one biscuit of Britannia 50 50 (B1) and Sunfeast Sweet'n salt (B2) and confirmed the name of the biscuits. In the second procedure of realization test; gave the combined crushed form of both the biscuits and confirmed and finally either one of the crushed forms of B1 or B2 was given and confirmed the name again, and so on. At last stage of realization test, the respondents were eliminated from the experiment, because till the end of the research process they were in the stage of confusion in identification of the taste attributes of the biscuits.

Blind Test: The pre-experience with the biscuit of the respondents about texture, size and smell of the biscuit may lead them to recollect the taste attributes of the biscuits which they experienced in the biscuits. Because, when the respondents knew the nature of the biscuits, the certain preconceived notion is influencing them to realize the taste attributes of the biscuits. To avoid these, logical methods are superlative to evaluate them. Hence, the respondents were laid forward

for the blindfold test and they were given full, half or one fourth of the biscuit to taste and it were in controlled and rotational sequence i.e. B1 then B2 biscuit and vice versa. Once the respondents confirmed the nature of the biscuit after consuming one full biscuit, one half of the biscuit was given to respondents to taste and again, they confirmed the name and later again gave a quarter biscuit for tasting. In all these three verifications, the respondents were given enough time for analyzing the taste, which they have to perform slowly by inducing the small bit of biscuits and in between they had a little sip of water, which could help them to easily realize the biscuits taste.

The realization and blindfold test provide clear information about how the taste of the product affects preference and perception of similarity and dissimilarity among the identical products. Since the study focuses on ‘taste’ itself, however so these test design was used. The strategic implication of taste test would simultaneous affect on brand positioning, which have not been explored much in the academic literature. In product categories where taste is one of the major reasons for brand choice, and it’s become complex for marketers. The taste is an intangible attribute of the product that can be properly judged not by objective measurement but by actual tasting by consumers²³.

In Table 1 show the level of realization and followed by blindfold test of respondents. At each stage the respondents were eliminated on their realization ability. The 63 respondents took 2 to 3 minutes to realize the nature of taste of the biscuits, so they were very quick realizers. Followed by 56 respondents took 5 to 6 minutes, they were quick realizers. Next 51 respondents took 8 to 10 minutes, named as moderate realizers. Leftover, 24 respondents who were slow realizers took 14 to 16 minutes.

Table 1: Realization and Blind Fold Test

		No. of Respondents					Selected					Eliminated				
		A		B		Total	A		B		Total	A		B		Total
		M	F	M	F		M	F	M	F		M	F	M	F	
Procedure 1	Realization test	50	50	50	50	200	26	35	39	37	137	24	15	11	13	63
Blind test		26	35	39	37	137	18	16	11	18	63	8	19	28	19	74
Procedure 2	Realization test	32	34	39	32	63+74 137	25	28	21	24	98	7	6	18	8	39
Blind test		25	28	21	24	98	14	16	15	11	56	11	12	6	13	42
Procedure 3	Realization test	18	18	24	21	39+42 81	14	16	20	14	64	4	2	4	7	17
Blind test		14	16	20	14	64	11	13	18	9	51	3	3	2	5	13
Procedure 4	Realization test	7	5	6	2	17+13 30	5	5	5	1	24	2	0	1	1	4
Blind test		5	5	5	1	24	5	4	5	0	24	0	1	0	1	2

Note: M= Male, F= Female

For the convenience of further processing of research, the respondents from group A and B were clustered into 4 aspects, based on their realization ability. They are very quick realizers, quick realizers, moderate realizers and slow realizers. The classification of respondents according to their realization level of taste, of B1 and B2 is shown in the tables 2 and 3.

Table 2: Overall Realization Level of Respondents

Categories of Respondents	Products	Group A		Group B	
		Male	Female	Male	Female
Very Quick Realizer	Britannia 50 50 sweet & salty	12	9	4	6
	Sunfeastsweet'n salt	6	7	7	12
Quick Realizer	Britannia 50 50 sweet& salty	5	10	10	4
	Sunfeastsweet'n salt	9	6	5	7
Moderate Realizer	Britannia 50 50 sweet& salty	6	7	12	5
	Sunfeastsweet'n salt	5	6	6	4
Slow Realizer	Britannia 50 50 sweet & salty	2	2	3	6
	Sunfeastsweet'n salt	3	2	2	4

Table 3: Biscuits Wise Realization Level of Respondents

		Britannia 50 50 Sweet & salty		Sunfeast sweet'n salt	
		Male	Female	Male	Female
Very QuickRealizer	63	16	15	13	19
Quick Realizer	56	15	14	14	13
Moderate Realizer	51	18	12	11	10
Slow Realizer	24	5	8	5	6
		54	49	43	48
Total	194	103		91	

5. 2. Taste Sequence Patterns

The taste sequence patterns of the respondents, while they bite, chew and swallow the biscuits indicate the kind of taste which was realized by the respondents in each stage and where the respondents have similar taste realization. The test parameters of the biscuits are sweet, salty and combined taste of butter, milk, vanilla and edible vegetable oil. For this purpose, the overall 54 male and 49 female respondents belonging to B1 were marked from 1 to 54 and 1 to 49 according to their realization ability, like, Very Quick Realizer (VQR), Quick Realizer (QR), Moderate

Realizer (MR) and Slow Realizer (SR) respectively. The respondents were asked to mention the taste which was realized by them when they bite, chew and swallow in the separate sheet. This test was conducted again after realization test was over. The respondents' taste sequence patterns and similarity in taste realization in respect of their realization level is given in the table 4.

Table 4: Respondents Realization Level Vs. Taste Sequential Patterns(Britannia 50 50 Sweet & Salty)

Gender	Number of Respondents	Realisation Level				Taste Sequential Patterns			Total
		VQR	QR	MR	SR	Biting	Chewing	Swallowing	
Male	4								4
Female	4, 2					Salty	Salty + Sweet + Butter	Sweet	6
Male	6, 5								11
Female	4, 2					Salty	Salty + Sweet + Butter + milk	Salty	6
Male	4, 3								7
Female	3					Salty	Salty + Oil + Sweet	Salty	3
Male	6								6
Female	3, 4					Sweet	Sweet + Salty + Oil	Salty	7
Male	-								-
Female	6, 4					Sweet	Sweet + Milk + Salty	Sweet	10
Male	5, 7								12
Female	-					Sweet	Sweet + Salty + Butter	Sweet	-
									72

In the composition of taste parameters, the number of respondents coming under the category of B1 biscuit was 103, which included 54 males and 49 females. Among the 103 respondents the similarity in taste attributes was found in 40 male and 32 female respondents in their own manner and they were classified. Out of these 72 respondents, 37 respondents felt salty and 35 sweet when they started to eat the biscuits. The respondents came across the combination of ingredients, when they were chewing the biscuits which include 10 who felt salty, sweet, and butter. 17 felt salty, sweet, butter and milk. 10 felt salty, oil, and sweet. 13 felt sweet, salty, and oil. 11 felt sweet, milk, and salty. 12 felt sweet, salty and butter. While swallowing, 32 and 40 respondents realized the sweet and salty taste respectively.

When adopted the same approaches to 91 respondents (43 male and 48 female) associated with

B2, the taste sequence patterns and similarity in taste realization in respect of their realization level is given in the table 5.

Table 5: Respondents Realization Level Vs. Taste Sequential Patterns (SunfeastSweet'n salt)

Gender	Number of Respondents	Realisation Level				Taste Sequential Patterns			Total
		VQR	QR	MR	SR	Biti ng	Chewing	Swallowi ng	
Male	-								-
Femal e	4, 4	■		■		Salty	Salt y+ Sweet + Butter + Vanilla	Sweet	8
Male	4		■						4
Femal e	4				■	Salty	Salty + Sweet+ Butter	Butter	4
Male	-								-
Femal e	3, 2		■		■	Salty	Sweet + Oil + Milk + Salty	Salty	5
Male	6	■							6
Femal e	4	■				Swe et	Sweet + Salty + Milk	Salty	4
Male	3		■						3
Femal e	3	■				Swe et	Sweet + Oil + Salty	All	3
Male	5, 5		■	■					10
Femal e	3	■				Swe et	Sweet + Oil+ Milk + Salty	Sweet	3
Male	8	■							8
Femal e	3, 3		■		■	Swe et	Sweet + Salty + Butter	Sweet	6
									64

Among the 91 respondents the similarity in taste attributes was found in 31 male and 33 female respondents in their own manner and they were classified. Out of these 64 respondents, 21 and 43 respondents felt salty and sweet when they started to eat the biscuits respectively. The respondents came across the combination of ingredients, when they were chewing the biscuit 8 felt salty, sweet, butter and vanilla. 8 felt salty, sweet, and butter. 5 felt sweet, oil, milk and salty. 10 felt sweet, salty, and milk. 6 felt sweet, oil, and salty. 13 felt sweet, oil, milk and salty. 14 felt sweet, salty and butter. While swallowing, 35 respondents realized the sweet taste alone, followed by 15 salty alone, 8 butter taste alone and 6 combined taste of all. The classification of respondents according to their realization level with the taste, where sweet and salt only made influence while in eating process, rest of the ingredients i.e. butter, milk, oil, vanilla were excluded from the empirical analysis as respondents didn't show major impact while tasting the biscuits, the result

are shown in below tables.

Table 6: Level of realization for salty for biscuits

Response level	Biscuit 1					Biscuit 2				
	Biti ng	Chewi ng	Swallow ing	Tota l	Per cent	Biti ng	Chewi ng	Swallow ing	Tota l	Per cent
VQR	8	17	9	34	22.82	4	28	10	42	42.00
QR	14	29	18	61	40.94	7	18	3	28	28.00
MR	7	18	7	32	21.48	4	9	0	13	13.00
SR	8	8	6	22	14.76	6	9	2	17	17.00
Total	37	72	40	149	100.00	21	64	15	100	100.00
Per cent	24.83	48.32	26.85	100.00		21.00	64.00	15.00	100.00	
Chi-Square value	2.955, DF = 6, P-Value = 0.815					10.104, DF = 6, P-Value = 0.120				

The level of realization for salty (B1) and (B2) at different response levels has been presented in Table 6, It is observed that B1 and B2 the higher percentage of response was reported for chewing for salt. Looking at the rate of response of respondents, it was the highest for QR (40.00 per cent) for B1 whereas, the highest for VQR (42.94 per cent) for B2. The contingency table analysis reveals that there is no significant association between different levels and rate of responses for both the biscuits. Therefore, we may infer that the respondents at across the groups did not realize any difference while eating the biscuits of brand (B1) and (B2).

Table 7: Level of realization for sweetfor biscuits

Response level	Biscuit 1					Biscuit 2				
	Biti ng	Chewi ng	Swallow ing	Tota l	Per cent	Biti ng	Chewi ng	Swallow ing	Tota l	Per cent
VQR	9	17	8	34	24.46	9	17	8	34	24.46
QR	15	29	11	55	39.57	15	29	11	55	39.57

MR	11	18	11	40	28.78	11	18	11	40	28.78
SR	0	8	2	10	7.19	0	8	2	10	7.19
Total	35	72	32	139	100.00	35	72	32	139	100.00
Per cent	25.18	51.80	23.02	100.00		25.18	51.80	23.02	100.00	
Chi-Square value	5.254, DF = 6, P-Value = 0.512					5.254, DF = 6, P-Value = 0.512				

The level of realization for sweet (B1) and (B2) at different response levels has been presented in Table 7, It is observed that B1 and B2 the higher percentage of response was reported for chewing for sweet. Looking at the rate of response of respondents, it was the highest for QR (39.57 per cent) for B1 and B2. The contingency table analysis reveals that there is no significant association between different levels and rate of responses for both the biscuits. Therefore, we may infer that the respondents at across the groups, did not realize any difference while eating the biscuits of brand (B1) and (B2).

Table 8: Association between level of response and realization for salty

Response Level	Biting			Chewing			Swallowing		
	B1	B2	Total	B1	B2	Total	B1	B2	Total
VQR	8	4	12	17	28	45	9	10	19
QR	14	7	21	29	18	47	18	3	21
MR	7	4	11	18	9	27	7	0	7
SR	8	6	14	8	9	17	6	2	8
Total	37	21	58	72	64	136	40	15	55
Chi-square value	0.386, DF = 3, P-Value = 0.943			7.879*, DF = 3, P-Value = 0.049			10.592, DF = 3, P-Value = 0.014		

The level of realization for salty (B1) and (B2) at different response levels has been presented in Table 8, The contingency table analysis reveals that there is no significant association between different levels and rate of responses for both the biscuits. In other words, the chi-square value shows a non-significant value (0.386) with 94 per cent of probability for both the biscuits at biting stage. Analysis also reveals that there is significant association between different levels and rate of responses for both the biscuits. In other words, the chi-square value shows a significant value of chewing (7.879) with 4 per cent of probability and while swallowing (10.592) with 1 per cent of probability for both the biscuits. Therefore, we may infer that the respondents at across the groups, did not realize any difference while biting the biscuits but the realize the difference while chewing and swallowing the biscuits of brand (B1) and (B2).

Table 9: Association between level of response and realization for sweet

Response level	Biting			Chewing			Swallowing		
	B ₁	B ₂	Total	B ₁	B ₂	Total	B ₁	B ₂	Total
VQR	9	24	33	17	28	45	8	15	23
QR	15	11	26	29	18	47	11	8	19
MR	11	5	16	18	9	27	11	9	20
SR	0	3	03	8	9	17	2	3	05
Total	35	43	78	72	64	136	32	35	67
Chi-square value	11.989**, DF = 3, P-Value = 0.007			7.879*, DF = 3, P-Value = 0.049			2.876, DF = 3, P-Value = 0.411		

The level of realization for sweet (B1) and (B2) at different response levels has been presented in Table 10, The contingency table analysis reveals that there is significant association between different levels and rate of responses for both the biscuits. In other words, the chi-square value shows a significant value of biting (11.989) with 0.7 per cent of probability for both the biscuits at biting and while chewing (7.879) with 4 per cent of probability for both the biscuits. Analysis also reveals that there is no significant association between different levels and rate of responses for both the biscuits. In other words, the chi-square value shows a non-significant value of swallowing (2.876) with 41 per cent of probability for both the biscuits. Therefore, we may infer that the respondents at across the groups did realize the difference while biting and chewing the biscuits but did not realize any difference while swallowing the biscuits of brand (B1) and (B2).

Table 11: Association between level of response and realization of taste

Response level	Biting				Chewing				Swallowing			
	Salty		Sweet		Salty		Sweet		Salty		Sweet	
	B ₁	B ₂	B ₁	B ₂	B ₁	B ₂	B ₁	B ₂	B ₁	B ₂	B ₁	B ₂
VQR	8	4	9	24	17	28	17	28	9	10	8	15
QR	14	7	15	11	29	18	29	18	18	3	11	8
MR	7	4	11	5	18	9	18	9	7	0	11	9
SR	8	6	0	3	8	9	8	9	6	2	2	3
Total	37	21	35	43	72	64	72	64	40	15	32	35
Chi-square value	27.910**, DF = 9, P-Value = 0.001				15.758, DF = 9, P-Value = 0.072				18.988**, DF = 9, P-Value = 0.025			

With regard to biting, we found that there is almost equal response between salty (37) and sweet (35) for the product B1; whereas, for the product B2, it is totally reversed. It is 21 for salty and 43 for sweet. Therefore, the chi-square test showed a significant difference between salty and sweet for biting products B1 and B2. In other words, while biting B1 and B2 products simultaneously; the response was highly significant, indicating some changes are being observed by the respondents. In the case of chewing, it was observed that there is no changes reported by

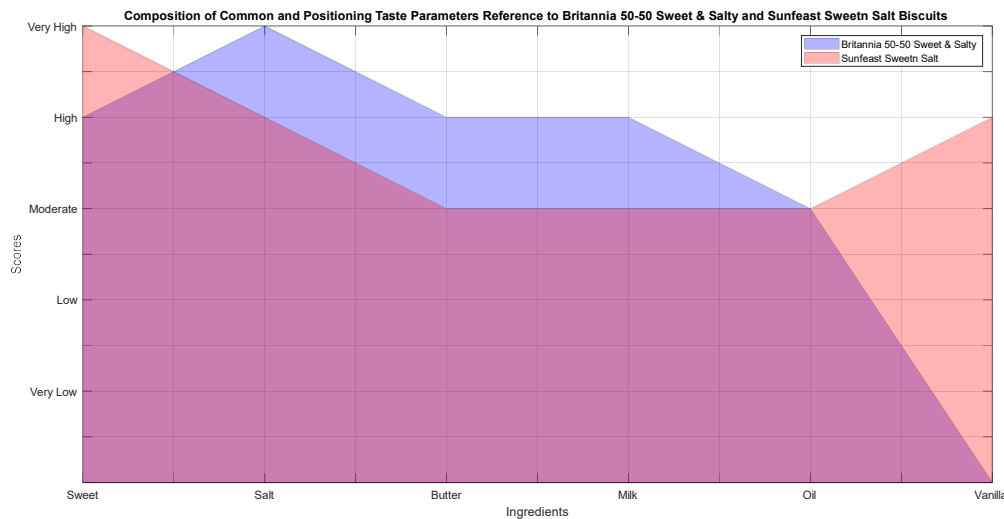
the respondents irrespective of B1 and B2 products, as the chi-square value is not significant, inferring while chewing the two products simultaneously, no changes observed by the respondents. In the final stage of swallowing, it is found that there is a significant difference between B1 and B2 products, showing there is a marked difference of the two products. The findings suggest that in the first stage (biting) the response is significant change; in the second stage (chewing), it was no change and in the final stage (swallowing), there is a significant change.

Table 12: Respondents Level of Taste Composition on the Level of Taste Attributes

Britannia 50 50 sweet & salty							Sunfeast sweet'n salt						
Taste Attributes	Realisation Values					Level of taste attributes on overall tastes realisation (%)	Taste Attributes	Realisation Values					Level of taste attributes on overall tastes realisation (%)
	Very High	High	Moderate	Low	Very Low			Very High	High	Moderate	Low	Very Low	
Sweet	-	52	20	-	-	31	Sweet	43	16	5	-	-	29
Salt	37	12	23	-	-	31	Salt	13	32	6	13	-	29
Butter	-	17	10	12		17	Butter	-	8	22	-	-	14
Milk	-	27	-	-	-	11	Milk	-	10	18	-	-	13
Edible Vegetable Oil	-	10	13	-	-	10	Edible Vegetable Oil	-	6	18	-	-	11

Between the two biscuits with respect to sweet taste, there is a significant association among the different groups, *Chi-square value 70.833***, *DF = 2*, *P-Value = 0.000* viz very high, high and moderate respectively. Reference, to salty taste, there is a significant association among the different groups, *Chi-square value 43.256***, *DF = 3*, *P-Value = 0.000* viz very high, high, moderate and low respectively. With respect to butter taste, there is a significant association among the different groups, *Chi-square value 18.887***, *DF = 2*, *P-Value = 0.000* viz high, moderate and low respectively. Incase to milk taste, there is a significant association among the different groups, *Chi-square value 25.801***, *DF = 1*, *P-Value = 0.000* viz high and moderate respectively. Between the biscuits B1 and B2 with respect to oil taste, there is no significant association among high and moderate groups (*Chi-square value 1.786*, *DF = 1*, *P-Value = 0.181*).

The identified common tastes among both the biscuits are high sweet, a mid level of very high and high salty and moderate butter, milk and oil (the area covered by purple colour). The identified positioning tastes which differentiate the taste of B1 from B2 are very high salty, high butter and milk and moderate oil (the area covered by a blue colour). On the other hand, the identified positioning tastes which differentiate the taste of B2 from B1 are very high sweet, a mid level of very high and high salty and also high vanilla (the area covered by orange colour). The biscuit wise classification of tastes composition level and attributes are given in the area graph 1.



Area Graph: 1

6. Conclusion

After completing the entire eating process of both the biscuits, the respondents' identified the unique taste in both the biscuits. With regard to Britannia 50 50 Sweet & Salty and Sunfeast Sweet'n salt, the unique taste in first one is luscious and mouth-watering taste and later one is a delicious taste (the overall respondents' views are compiled and interpreted). The results show that, even the biscuits were identified as identical taste nature; they were continuing their own taste positioning attributes to some extent. The taste positioning of the biscuits is not only determined by the taste of its saltiness, sweetness, the flavour of butter and milk and it's also decided by the composition level of these tastes in the biscuits. Furthermore, the overall taste area covered by both the biscuits is concerned; the utmost taste area is covered by the common taste which is identified from both the biscuits. The positioning taste area covered by each biscuit separately is in very meager portion. It shows that, both the biscuits should improve its added positioning taste value more than maintaining common taste to sustain its market status and to compete against each other through their unique taste value.

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