

# Packaging prototypes and the differences on estimated consumption duration

Conducted in an online survey via Qualtrics

**Hypothesis: The prototypical product of the packaging category incites a shift on the estimations about attributes of the stimulus**

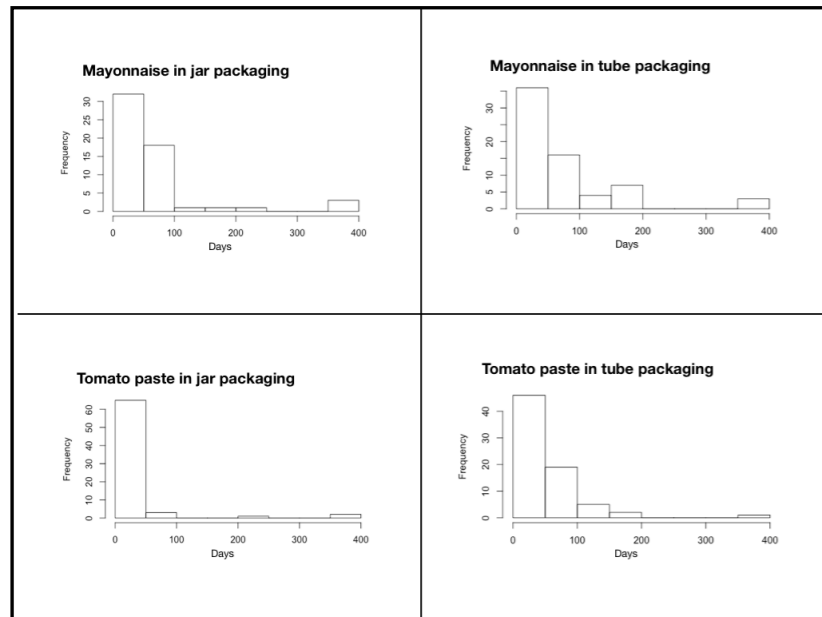


Figure 4: Mayonnaise and tomato paste packaging comparison on estimated consumption period in days

The difference between tomato paste in a jar vs. a tube was found to be significant for both measures, for mayonnaise (and the other products/measures) it was not.

## Predictions

- Estimates of attributes like consumption duration will differ between the conditions

- The Prototypical products will differ per packaging
- Tendency towards one prototypical product in the data set

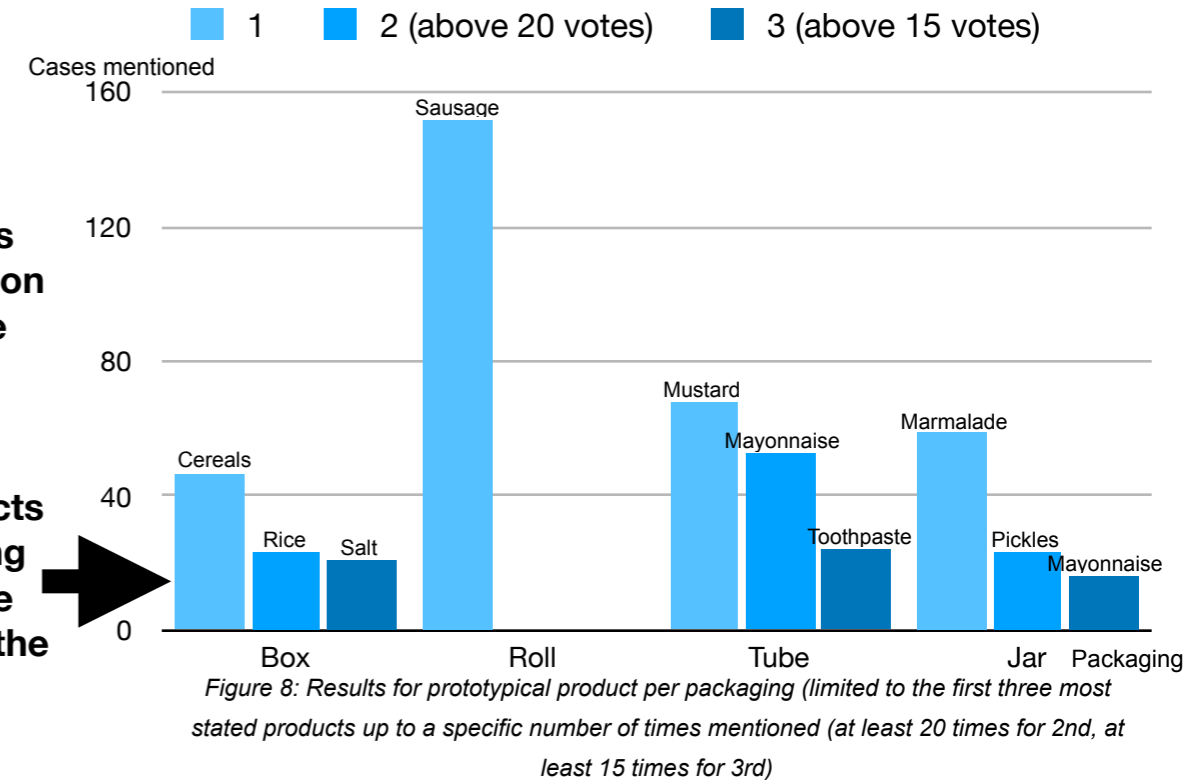


Figure 8: Results for prototypical product per packaging (limited to the first three most stated products up to a specific number of times mentioned (at least 20 times for 2nd, at least 15 times for 3rd)

The prototypical products mentioned differ between the packagings.

The existence of an effect was supported in one case but was not consistent for all examples

Suggestion: The special case of mayonnaise as prototype

Mayonnaise is one of the prototypical products frequently mentioned for jar and tube. Could this be the reason why the results were not found to be of sign. difference as it was the case for tomato paste?