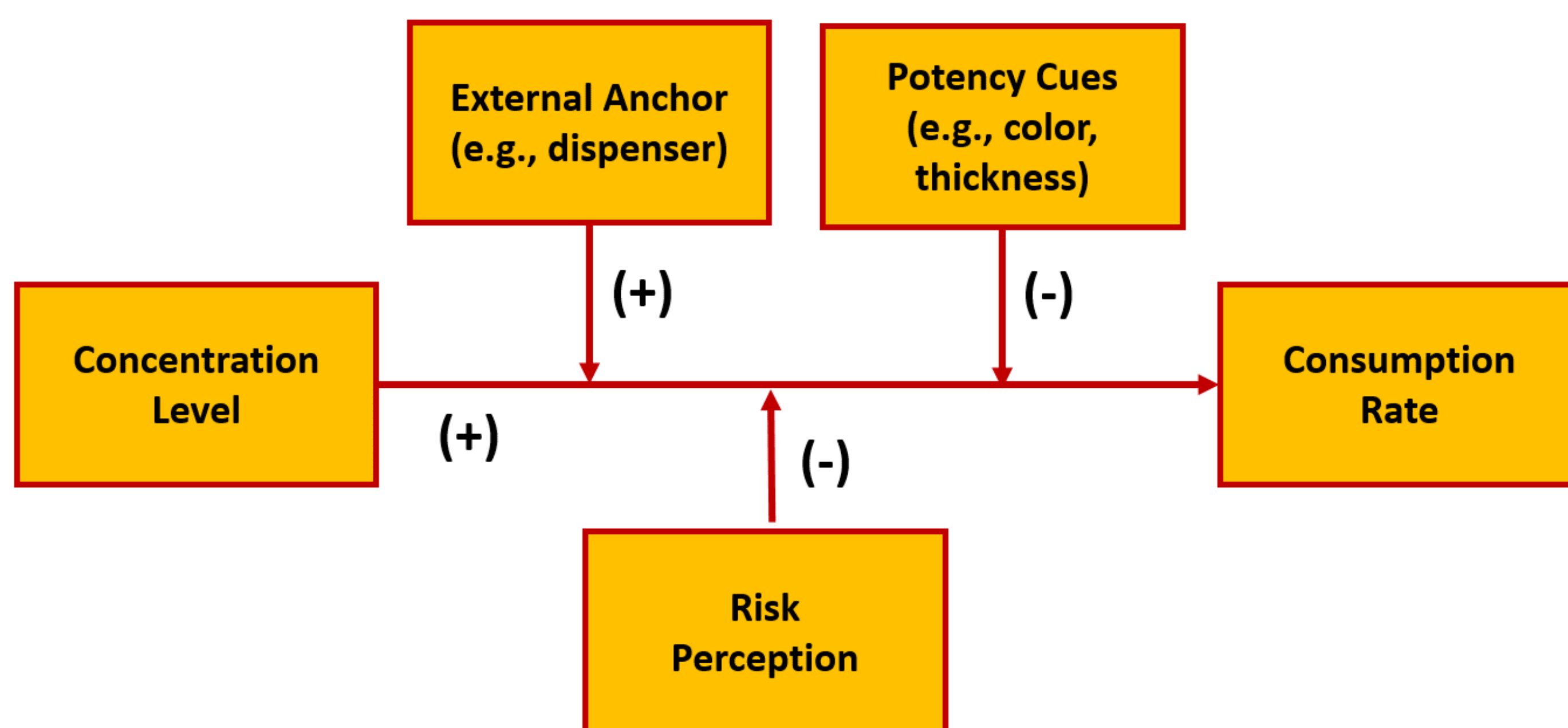


# Consumer Usage of Ultra-Concentrated Products

- Ultra-concentrated products:
  - Smaller packages
  - Greater potency
  - Category examples: detergents, household cleaning products, medications, beverages. .
- When and why do people over-consume products that vary in potency? Which cues individual and environmental factors influence perceptions of product potency?



- Consumers anchor on their prior usage and fail to adjust appropriately, leading to over-consumption (Tversky and Kahneman 1974).
- Consumers use more of a product when dispensing from larger (vs. smaller) packages (Wansink 1996) and perceive product quantities differently depending on package design (Scott et al. 2008).
- Consumers seek cues to support the proclaimed potency level (Heller 1992, Ellis and Lederman 1993, Rensink 2002, Peck and Childers 2003, Wesp et al. 2004).
- In this conceptual paper, I explore which cues signal potency changes, and develop propositions regarding how these cues can interact to translate to varying consumption patterns

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