
What's in the journals, October 2008

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A look at noteworthy articles from the business journals

information-technology systems, and can decide for themselves how much to ship.

Size matters

"Supersize in 1D, Downsize in 3D: Effects of Spatial Dimensionality on Size Perceptions and Preferences"

By Pierre Chandon and Nailya Ordabayeva

The *Journal of Marketing Research* presents the results of research carried out at INSEAD into how consumers perceive changes in package size. The authors found that consumers are less likely to notice changes in a product's size if it happens along three dimensions (height, length and width) than if along only one dimension. Thus, a company faced with rising costs may be better served by decreasing the size of the product subtly, in three dimensions, than by raising prices.

The authors also found that the shape of a container might influence consumption: volume may appear less in a conic glass than in a cylindrical one, and so people may underestimate the amount they drink from the conic glass. Such findings could be useful not only to retailers and packagers of medicine, where estimating the amount taken is crucial, but also, no doubt, to stingy bars and stingy dinner-party hosts.