A MOTIVATIONAL RESEARCH STUDY
on the
"SCOTT CUP"

Institute for Motivational Research, INC.
A MOTIVATIONAL RESEARCH STUDY

on the

"SCOTT CUP"

Submitted to:

Scott Paper Company

Chester, Pennsylvania

Submitted by:

Institute for Motivational Research, Inc.

Croton-on-Hudson, New York

Ernest Dichter, Ph.D., President

October, 1960
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OUR ASSIGNMENT

We have been asked to research the response pattern to the Scott Disposable Cup in order to provide answers to the following specific questions:

1. Should the Scott Cup, in its present form, be changed or perhaps improved in various ways?

2. What is the best method of marketing and advertising this product?

3. What is the eventual market for the Scott Cup and at what consumer groups should it be aimed?

4. What are the principal associations with this product?

5. Is the Scott Cup identified with plastics, paper cups, china-ware, or drinking glasses?

6. On what occasions do the respondents expect such a product to be used?

7. What questions are asked spontaneously regarding this new product and how can they be answered?

8. What are the respondents' reactions to the fact that the Scott Cup is both disposable and re-usable?

9. What are the prevailing attitudes regarding the price (both anticipated and actual) of this product?
10. How do the respondents react to the size of the Scott Cup?

This report is based on the data gathered from 362 depth interviews and projective tests with rural and urban housewives and husbands throughout the country; mothers and non-mothers; and personnel in different commercial institutions (including such professional men as doctors and dentists).

Among our 362 respondents 74 of them were consumer panel members from our Living Laboratory sessions who product-tested the Scott Cup from two days to two weeks - subjecting it to all the daily rigors that it is intended to undergo in the home (including, of course, use by children as well as by adults).

A complete description of our total sample follows.
OUR METHOD

This report is based on the data gathered from 362 depth interviews and projective tests with: rural and urban housewives and husbands throughout the country; mothers and non-mothers; and personnel in different commercial institutions (including such professional men as doctors and dentists).

Among our 362 respondents 74 of them were consumer panel members from our Living Laboratory sessions who product-tested the Scott Cup from two days to two weeks—subjecting it to all the daily rigors that it is intended to undergo in the home (including, of course, use by children as well as by adults).

A complete description of our total sample follows.
### OUR SAMPLE

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<th>REGION:</th>
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| New England | 5%
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| Massachusetts | 3 |
| Mid-Atlantic | 8%
| New Jersey | 8 |
| New York | 46 |
| Pennsylvania | 3 |
| West North Central | 3%
| Nebraska | 3 |
| South Atlantic | 18%
| District of Columbia | 1 
| Florida | 3 |
| Maryland | 3 |
| North Carolina | 1 |
| South Central | 5%
| Texas | 5 |
| West | 18%
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| New Mexico | 1 |
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<td>1</td>
</tr>
<tr>
<td>Deceased</td>
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*less than 1%
I. AN EXECUTIVE SUMMARY OF OUR FINDINGS AND THEIR PRACTICAL APPLICATIONS

I. INFORMATION AND KEY CONCEPTS

Decanting of most beverages is done in paper cups, however, up to now armed people to sacrifice fun when they wanted convenience. The Scott Cup will permit for the first time an enjoyable drink in a convenient form without the punishments of paper taste and unpleasant disappointments.

We found that the Scott Cup was well received; was considered a major improvement over paper cups. It aroused curiosity. When people saw and tried it, many said it was a system of cup use and drinking. There is potential and value of this cup and it can also be re-examined by the manufacturer. While the paper cup represented only partly utilitarian idea, the Scott Cup brought fun back into drinking of all beverages.

The Scott Cup does not appear to be able to compete with drinking glasses or china cups as effectively as it can with paper cups. Its superiority over the latter is recognized and it should be assisted rather than trying to match its distinct assets with the tradition-bound drinking glass. In this way it can be viewed by the potential consumer as a definite improvement over the paper cup instead of being perceived as inferior to a conventional glass or china cup.
I. AN EXECUTIVE SUMMARY OF OUR FINDINGS AND THEIR PRACTICAL APPLICATIONS

A. INTRODUCTION AND KEY CONCEPTS

Improvement Over Paper Cups

Drinking of most beverages is fun. Paper cups, however, up to now forced people to sacrifice fun when they wanted convenience. The Scott Cup will permit for the first time an enjoyable drink in a convenient form without the punishment of paper taste and unpleasant disappointments.

We found that the Scott Cup was well received; was considered a major improvement over paper cups. It aroused curiosity. When people saw and tried it, it opened up the whole system of cup use and drinking. They felt that now that this improvement had been made possible, such factors as size and color should also be re-examined by the manufacturer. While the paper cup represented only a purely utilitarian idea, the Scott Cup brought fun back into drinking of all beverages.

The Scott Cup does not appear to be able to compete with drinking glasses or china cups as effectively as it can with paper cups. Its superiority over the latter is recognized and it should be stressed rather than trying to match its distinct assets with the tradition-bound drinking glass. In this way it can be viewed by the potential consumer as a definite improvement over the paper cup instead of being perceived as inferior to a conventional glass or china cup.
The Scott Cups represent a dramatic step forward similar to the first really good instant coffee or the Scottkins. Scott Cups make all paper cups obsolete.

We have found in many studies that guilt feelings about new products that used to be considered "Ersatz" are rapidly disappearing. This is usually a result of two factors: the acceptance of convenience as a moral and the improvement of the new product. Both these factors are present as far as Scott Cups are concerned.

We see five major avenues open for the successful introduction of these cups:

1. The first major improvement over paper cups.
2. A really versatile container. 
3. Introduction via the children's market.
4. Introduction via the commercial market.
5. Offer moral permission to the middle income group to use Scott Cups.
B. SUMMARY OF FINDINGS

1. The almost unanimous identification of the Scott Cup is with a plastic material or with some combination of plastic (on the inside) and paper (on the outside). However, there is no clear-cut knowledge as to what the cup consists of.

2. The strong degree of esthetic acceptance that the Scott Cup received does serve as a motive to encourage the housewife (especially the lower income housewife) to re-use it as many times as possible because of both the economics of the situation and the fact that she feels that it looks "too pretty" to discard.

3. Our product testing panel housewives found the Scott Cup to be almost indestructible after almost two weeks of continual use and were eventually motivated to utilize it as a complete substitute for a drinking glass with their children.

4. In contrast, those respondents who were only interviewed (but who did not actually use the cup) found that it cracked too easily when squeezed because they assumed it was plastic and hence pliable. The ease with which it cracked represented the biggest drawback to an otherwise very positive image.

5. The attitudinal trend of our data suggests two sizes of the Scott Cup would be maximally desirable - one (a little larger) for adults and one (a little smaller) for children.
6. A unanimous opinion was expressed that no handle is wanted or needed for the Scott Cup.

7. A total of 92% of the housewives perceived the Scott Cup as being an ideal drinking vessel for children.

8. Strong feeling tone was uncovered for packaging the container in some form of dispenser with the idea that children could help themselves instead of bothering their mother every time they wanted a glass.

9. To our respondent housewives, one of the most unique aspects of the Scott Cup is the fact that it is composed of an apparently new chemical compound, hence it is not just another plastic cup. When they became aware of this it aroused extensive curiosity and tended to magnify other positive aspects in the cup's image.

10. Regarding the price of the Scott Cup we found strong evidence of a moral conflict among housewives (especially lower and middle income housewives) who perceived this commodity as a "luxury" and who would feel as though they were unnecessarily indulging themselves if they purchased it. This feeling arose even though they regarded the estimated selling price of the Scott Cup as either "low" or "reasonable."

11. Lower income level housewives, in order to justify their purchase, would rationalize on the grounds that their children
would derive much enjoyment from a product of this nature.

12. Middle income level housewives, also in order to justify their purchase, perceive such luxuries as typical of the modern, American way of life and feel that they should treat themselves.

13. Upper income level housewives need no rationalization. They simply regard the Scott Cup as a personal convenience and see no reason why they should not purchase it if they so desire.

14. The very positive esthetic appearance of this product definitely gives it a high priced image with the average guesses as to its true price being between 5 cents and 6 cents a piece.

15. A total of 87% of our respondents closely associated the Scott Cup with great emotional warmth and sincere enjoyment when using it.

16. The husband does not seem in any way to be a barrier to the actual purchase of the Scott Cup if the wife wants to buy it.

17. Forty-one percent of our sample expressed some degree of suspicion or concern about several aspects of the Scott Cup. The two major areas of concern involved:

   a. A better understanding of the cup's composition

   b. The cleaning and the keeping of the cup sanitary.
18. The re-usable feature of the Scott Cup is either a virtue or a liability depending upon whether the potential consumer is primarily economy-minded or convenience oriented. A total of 77% of our sample represented the former view while the remaining 23% favored the latter.

19. Spontaneous comments by 87% of our sample strongly suggest that they perceive this container as a very versatile product.

20. There were five principal research findings that directly concern possible markets and related appeals for the Scott Cup. These included:

   a. A complete replacement for the paper cup for the entire family because our housewives were unanimous in their opinion that this product is a vast improvement over the paper cup. Additionally, the Scott Cup's somewhat higher price is well offset by its other positive features so that it can compete as a total substitute for a paper cup.

   b. It is a distinct second to the glass and china cup among adults.

   c. But, 20% of our respondent housewives did view the Scott Cup as a total substitute for a drinking glass among children because of its shatterproof feature.
a. More than 90% of our housewife respondents felt that the Scott Cup would have real utility within the framework of commercial enterprises.

e. Our commercial respondents (81% of them) felt that the approximate selling price of the Scott Cup (a little less than 3 cents a piece) would be too high when compared with paper cups (which are normally acquired for less than 1 cent a piece) and therefore it could not compete in most instances. Briefly, the feeling tone was, "If it were cheaper, I would buy it."

21. The best potential for a commercial market appears to lie in the area of hospitals, motels, schools and institutions with a quality clientele where price does not seem to be a critical factor.

c. Try to associate the Scott Cup with other proven accepted products of your company.

d. Emphasize and spell out all the features of the Scott Cup that make it superior to a paper cup. Emphasize such tangible aspects as its soundness, solidity, freedom of grit, leakproof, crushproof, greater weight. Avoid any direct comparison with a regular glass or china cup. Invite textile experimentation on the part of the user.
C. PRACTICAL RECOMMENDATIONS

l. Dramatic Improvement Over Paper Cups

Stress the fact that Scott Cups are a dramatic step forward, comparable to Scottkins, and as dramatic as a cup of really good instant coffee. The Scott Cup can do everything a paper cup can do and then some. Therefore, its engineering and esthetic superiority over the paper cup should be spelled out along with its versatility for use on different occasions by all family members and the many auxiliary functions that it can perform.

Specifically . . .

a. Take full advantage of the positive emotional climate of your product. Stress the pleasure that the Scott Cup would give to children. Picture the fun and gay mood that it creates.

b. We suggest that the product be presented as an inexpensive modern convenience, especially for mothers, which today is generally accepted by the American housewife. Tell the housewife that her whole family will profit from the saving it represents.

c. Try to associate the Scott Cup with other proven accepted products of your company.

d. Dramatize and spell out all the features of the Scott Cup that make it superior to a paper cup. Emphasize such tangible concepts as its sturdiness, solidity, firmness of grip, leak-proof, crushproof, greater weight. Avoid any direct comparisons with a regular glass or china cup. Invite tactile experimentation on the part of the user.
The Material Of The Scott Cup

1. Show in all ways possible how the material of the Scott Cup:
   a. Differs from plastic (make sure the consumer knows it is not plastic but rather a genuinely new chemical compound)
   b. Was discovered and developed (offer a semi-technical explanation of its entire background)
   c. Has proven itself in other capacities (or enumerate the different uses or products that it has been identified with in the past or will be made into in the future)
   d. Is a real improvement over plastic.

2. The eventual brand name of the Scott Cup is very important and should reflect the idea that this is not just another plastic cup but that it is a really new discovery.

3. Mention that the Scott Cup has been extensively product tested and can live up to all claims made about it. Reassure the housewife that this container is not a "gimmick" but a proven household commodity with multiple uses for all members of the family on all occasions.

4. Also consider this idea to describe the Scott Cup material: Draw the analogy between this chemical compound and the newest metal compound used in missiles or airplanes that is capable of resisting the extreme heat and extreme cold encountered at high altitudes.
Sanitary Or Hygienic Aspects

a. Reassure the consumer that the Scott Cup can be cleaned not only by hand but in the dishwasher too.

b. Emphasize that dirt and germs will not lodge under the rim or in the perforations.

c. Identify the cup's white interior with health protection.
2. **Versatility**

In general, consider presenting the Scott Cup as "multipurposeful" with a great variety of possible uses other than for drinking. You might wish to include in each package or dispenser a detailed description and visual illustration of the numerous auxiliary uses for which the Scott Cup can be employed by all members of the household. In leaving the cup in homes we found that people discovered for themselves a long list of possible uses.
3. The Children's Market

Introduce the cup via the children's market. Specifically, several possibilities exist:

a. Stress all the advantages for the mother.

b. Sell to schools and cafeterias.

c. Arrange cooperative deals with baby food and children's food manufacturers, milk and chocolate concentrates (Bosco), cereal companies, etc.
Size And Shape

a. Consider the feasibility of altering the size and shape of the Scott Cup for greater separate appeals to adults and to children. In each case the cup should be made narrower (making it easier for children to grip and giving it a more "sophisticated" image among adults) but its capacity should be increased for adults and decreased for children.

b. If this is impracticable, the normal size for adults can be sold as a children's cup with space to spare, avoiding spilling the liquid.

c. Imagine what a "hit" her child will be with his or her friends when the latter see and use the dispenser. (Incidentally, an excellent source of word-of-mouth).

d. Consider the possibility of producing dispensers with a variety of soft pastel shades.

e. Dispensers should be of a new and original type, rather than the standard hanging type, possibly round, where each cup could be dialed.

f. Consider making the dispensers sturdy so as to avoid any "gimmicky" connotations.

g. Consider developing advertising appeals to use dispensers filled with cups as prizes for such social occasions as bridge parties, church socials, etc.
The Dispenser

a. Stress the practical advantages of the education to self-reliance through the use of the dispenser by the child. Also show the practical advantages of letting the children show their friends how to be self-reliant by having their playmates use the dispenser.

b. Additionally, point out to the housewife how she would be relieved from an unpleasant chore in a house full of children and their friends if they had a dispenser to help themselves.

c. Indicate what a "hit" her child will be with his or her friends when the latter see and use the dispenser. (Incidentally, an excellent source of word-of-mouth).

d. Consider the possibility of producing dispensers with a variety of soft pastel shades.

e. Dispensers should be of a new and original type, rather than the standard hanging type, possibly round, where each cup could be dialed.

f. Consider making the dispensers sturdy so as to avoid any "gimmicky" connotations.

g. Consider developing advertising appeals to use dispensers filled with cups as prizes for such social occasions as bridge parties, church socials, etc.
Physical Additions

a. You might consider adding a top for covering the cup so that it can be used more easily for storing food and for carrying beverages around more freely.

b. More important, consider weighting the bottom of the Scott Cup to render a feeling of greater stability and solidity so that it would not be tipped over so easily.

c. Extend the lip of the cup down about one inch because this material would make it less difficult to clean lipstick stains and it would also make the cup look less like a plastic commodity.

d. Increase the size of the perforations so as to make it easier to clean them. (Covering them would be a possible alternative.)
4. **The Commercial Market**

Introduce the Scott Cup via commercial uses.

a. Stress reusability and thus savings.

b. Make consumers aware of the advantages they will have observed in airplanes, restaurants, hotels, etc.

c. Consider use of Scott Cups for packaging material for foods which go directly on the table, such as cottage cheeses, sauces, directly heatable products.

d. Emphasize the many different uses for the Scott Cup — recalling for the consumer what some of them are and how it served to replace both the glass and paper cup.

e. Hospitals and institutions with high class clientele appear to be your most fertile areas among commercial customers.
5. Offer Moral Permission to Use the Scott Cup

Low income people find the cup too expensive.

The best market seems to be the middle income group and the well-to-do.

The guilt feelings about either throwing away a cup that looks too good or costs too much can be overcome in a number of ways.

a. In offices one cup per day, like linen towels, might be made available, to be used during the day or personal use.

b. Scott Cups might be part of a essential kit distributed in places, hospitals, schools, offering individual comfort and a feeling of deserved luxury.
Re-usability Represents an Advantage and a Problem

a. Offer the consumer permission to either course of action depending upon their own desires to either re-use it or to dispose of it.

b. To offset any guilt feelings about discarding such an appealing looking commodity, one possibility would be a direct attack, telling the public, in effect, "Yes, you might have some pangs of conscience throwing it away but there are more where these came from. They are not very expensive but if you really want to be economical use them several times. But, we suggest after four times you throw them away."

c. In offices one cup per day, like linen towels, might be made available, to be re-used during the day as personal cups.

d. Scott Cups might be part of a cosmetic kit distributed in planes, hospitals, motels, offering individual comfort and a feeling of deserved luxury.
Price

1. The idea should be conveyed to the consumer that the Scott Cup "costs less than you think although it does look so pretty." Furthermore, "it will make each beverage taste better because it is such an attractive cup."

2. To offset the Scott Cup's higher price when compared with a paper cup, you should mention the following important features that will allow the housewife to rationalize her purchase:
   
a. It can be reused.
   
b. It is versatile.
   
c. The children will enjoy it.
   
d. It is a convenience that the housewife deserves.
OUR DETAILED FINDINGS
II. AN IMPROVEMENT OVER THE PAPER CUP

A. WARMTH AND ENJOYMENT

Two of the more distinctly positive aspects of the Scott Cup's design are its frequent identification (by 89% of our respondents) with "warmth" and "anticipated enjoyment" from its use. This applies equally to both children and adults.
II. **AN IMPROVEMENT OVER THE PAPER CUP**

A. **WARMTH AND ENJOYMENT**

Two of the more distinctly positive aspects of the Scott Cup's image are its frequent identification (by 87% of our respondents) with "warmth" and "anticipated enjoyment" from its use. This applies equally to both children and adults.

Here are some typical expressions of this attitude:

A housewife from Jamestown, North Dakota:

"I would definitely buy them and I would use them on the patio and for children's parties. I think they'd be festive at Christmas."

A housewife with no children from Albuquerque, New Mexico:

"Wouldn't they be pretty on a birthday party table? My, my husband and I, don't do much entertaining but we do like to eat outside. These cups would make the meal seem more like a party."
B. **FUN – GREAT EMOTIONAL WARMTH**

We found the Scott Cup to be greeted with an unexpected degree of emotional warmth. It was seen by housewives as joyful, entertaining, colorful – as spreading an atmosphere of fun and gaiety both for themselves and for their children. Of course, because of this festive mood it cannot approach the "sophistication" and "dignity" that is most often identified with a conventional drinking glass and it should not try to do so.

Here are some typical expressions of this attitude.

A housewife from Jamestown, North Dakota:

"I would definitely buy them and I would use them on the patio and for children's parties. I think they'd be festive at Christmas."

A housewife with no children from Albuquerque, New Mexico:

"Wouldn't they be pretty on a birthday party table? We, my husband and I, don't do much entertaining but we do like to eat outside. These cups would make the meal seem more like a party."

I don't think the cup would have any special taste. It has no odor so I expect all you'd get would be the taste of the liquid. I don't imagine it would be much different from drinking out of a glass because this has a pretty sturdy body and it doesn't give any like many paper cups do. However, it doesn't have as much resistance as a drinking glass. But I think you would be able to feel it might be more enjoyable than drinking from a regular glass because if doesn't have the resistance in your head, drinking out of an ordinary paper cup would be even worse than this. This would be in between a regular glass and a paper cup."
C. ENJOYMENT IS ANTICIPATED IN DRINKING FROM THE SCOTT CUP

The expectation of what it would be like to drink from the Scott Cup was unanimously positive but this spontaneous attitude was always made by using a paper cup (rather than a glass) as a frame of reference. In fact, whenever respondents spoke about the Scott Cup it was always within the context of a vast improvement over the paper cup. Very few (less than 5%) ever criticized it as being inferior to a drinking glass.

The most frequently mentioned reasons for a greater anticipated pleasure over the ordinary paper cup centered upon several properties of the Scott Cup which included:

1. A "sturdier" appearance.

2. A generally cleaner and neater appearance both inside and out.

3. No "papery" or "waxy" odor or taste from the product itself.

Dallas, Texas:

"I don't think the cup would have any special taste. It has no odor so I expect all you'd get would be the taste of the liquid. I don't imagine it would be much different from drinking out of a glass because this has a pretty sturdy body and it doesn't give way like some paper cups do. However, it doesn't have as much resistance as a drinking glass. Now that I think more about it though, it might be less enjoyable than drinking from a regular glass because it doesn't have the resistance to your hand. Drinking out of an ordinary paper cup would be even worse than this. This would be in between a regular glass and a paper cup."
Fontana, California:—

"The smooth inside should make them easy to clean and there should not be any more of a taste from this than from a regular glass . . . I don't use paper cups at all because most of them have a waxy taste and the regular hot paper cups seem to soap up the coffee and you can always taste the cup . . . If I am serving coffee I think I would still use regular coffee cups unless I was having to feed so many people I did not have cups for them all. Coffee just don't taste right out of anything but a china cup. However, I would like to try one of these new cups. Are they on the market?"
D. THE SCOTT CUP IS PERCEIVED AS A PLASTIC AND PAPER CUP

The identification of the Scott Cup is with a plastic material or with some combination of plastic (on the inside) and paper (on the outside). The respondents, when discussing the Scott product, almost always spoke of it as "a plastic cup." For this reason, both our depth interview data and the discussion of this data will have to utilize the same frame of reference although this designation of "a plastic cup" is somewhat misleading from a technical viewpoint.

TABLE 1

Composition Of Scott Cup

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plastic Only</td>
<td>52</td>
</tr>
<tr>
<td>Paper Only</td>
<td>2</td>
</tr>
<tr>
<td>Plastic and Paper</td>
<td>48</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>
E. THE ACCEPTANCE OF PLASTIC CUPS - A RESPECTED STATUS IMAGE

An overall, positive attitude that pervaded the feeling tone of our respondents throughout the course of the depth interviews was their acceptance of plastic cups as an integral household commodity. No longer are any negative status associations linked with these products but rather they are perceived as part and parcel of a civilized and self-respecting home.

Here are some of the ways in which that feeling was expressed:

A Chicago housewife flatly stated:

"I don't regard plastic cups as an inferior substitute for drinking glasses or chinaware."

A salesman's wife from New York City:

"I think plastic cups are equally appropriate for higher and lower income groups except that it is more expensive than just having glasses alone and if you are poor you might not be able to afford them."

Incidentally, the idea that plastic cups are "not for the poor" occurs again and again and appears to be one of the factors which confer a respected status upon them.

For instance, this Los Angeles woman states:

"Plastic cups are more appropriate in high income families who can afford the extra expense for the convenience and novelty."
Another California woman, wife of a retired engineer shows her undoubting acceptance in another way:

"Plastic cups are for everybody."

A Jamaica, N. Y. housewife:

"I feel that plastic cups look smart in the modern kitchen if they have a pretty design or attractive coloring."

Finally, A New York widow, a statistician with a $7,500 income, expresses her reactions in the following words:

"Whereas my parents would have frowned on these sorts of things, I don’t believe that today’s generation looks upon plastic cups as something to be used only for picnics. Under certain conditions, I could see every level of the economic ladder using them."

Actually, plastic cups enjoy a relatively high social status because the vast range of middle and upper income bracket consumers view them as very acceptable for the functions that they can serve.

Here is how a respondent from the Bronx, New York expressed that thought:

"I think they (PLASTIC CUPS) would be fine in any home. I have friends who I consider in the higher income groups and I’m sure they would buy them. Of course, they can afford to have more of them than I could. I don’t think that it makes any difference whether it’s a higher or lower income group. I think that most women today look upon these things as a matter of great convenience. Their income doesn’t matter."
F. SCOTT CUPS OFFER SECURITY TO THOSE WHO ABHOR PAPER PRODUCTS

We found 42% of our sample rejecting paper cups in favor of drinking glasses for two principal reasons. First, they view drinking vessels that can be cleaned either by hand or by a dishwasher as far more hygienic than paper cups. Second, these housewives manifest extreme negativism toward all kitchen paper products (with their husbands usually agreeing with them) on the grounds that they are "unreal" or "artificial." Their own lack of security compels them to purchase and to use solid glassware, sturdy dishes, cloth towels, and cloth napkins.

For these housewives Scott Cups are an excellent compromise between the permanency of a drinking glass or a china cup and the absolute "unreality" of paper cups. With these cups they no longer have to worry about breakage and they can still believe that their world is "real," "tangible," and "secure." For this reason Scott Cups are met with strong psychological approval among this type of housewife.
G. A HIGH QUALITY IMAGE—THE OUTCOME OF SCIENTIFIC RESEARCH

Another underlying motive for the general acceptance of Scott Cups (besides the aspect of “security”) is the high quality image enjoyed by these products. They are seen as being the result of extensive chemical research and scientific advancement that is:

1. Typical of 20th century progress

2. A significant development designed for the housewife's convenience

3. An economical product

4. A distinct improvement over the paper cup and more closely allied with the image and properties of a drinking glass

Not only are they perceived as having a distinct personality apart from paper cups and glassware but they are also highly respected for their durability and versatility. Therefore, the housewife does not view Scott Cups as only a convenience item or as only a novelty item for her children but she also regards it as a well constructed product—a mature product with unlimited functions apart from its conventional use of drinking a diverse number of beverages from.

Consequently, a strong sense of respect surrounds her image of the Scott Cup because she feels that it gives her "her money's worth" much the same as with a drinking glass and in direct contrast with paper cups—the latter being viewed more as a convenient, novelty item lacking in permanence, durability and formality.
H. APPEARANCE - MAY BE A PROBLEM

The enthusiastic reception that the Scott Cup’s appearance received does serve as a motive to encourage the housewife (especially the lower income housewives) to re-use it as many times as possible not only because of the economics of the situation but also because she feels that it looks “too pretty” to discard. She will want to feel that she has gotten her money’s worth before she decides to dispose of it in order to rationalize away any guilt feelings over throwing away such an attractive commodity.

Furthermore, due to the popularity of the pastel colors of the Scott Cup, a strong preference was manifested for these pastels instead of the white cups. It appeared that they rendered a “soothing” or “cooling” effect that would encourage a person to drink beverages. This attitude was expressed by 73% of our sample.

Additionally, 62% of the respondents were strong in their impressions of the Scott Cup as appearing “hygienic” or “sanitary.” This feeling was principally motivated by the cup’s white interior and neat pastel colors on the outside and has particular application to motivating children to use this product.
I. DURABLE? - YES AND NO

One of the most controversial aspects of the Scott Cup's qualities is the question of its durability and the root of the problem appears to lie in its image of being a plastic cup.

The results of our extensive product testing showed that the Scott Cup is almost indestructible. It withstood continual use and re-use by children and by adults who drank a diverse number of hot and cold beverages from it. Furthermore, it held up well under dishwasher action. For this reason, the consumer housewife was motivated to utilize this product as a complete substitute for a drinking glass with her children because she no longer had to fear breakage or chipping.

However, those respondents who were interviewed without first using the Scott Cup (but who only handled it) immediately perceived it as a plastic cup and their spontaneous behavior was to squeeze it assuming that the product was pliable. In many cases the container cracked very easily and this resulted in two important reactions.

First, it definitely discouraged these housewives from purchasing the product. In fact, the ease with which the Scott Cup does break is the biggest drawback to its otherwise distinctly positive image. Second, due to its apparently delicate nature, the housewives felt that it must be packaged very securely to ensure against breakage.
Aside from this, when just looking at the cup, our respondents generally perceived it as a sturdy, solid container that could withstand repeated washings and could hold both hot and cold beverages because of its insulation properties.

This is illustrated by the following quotations from depth interviews:

Jamestown, North Dakota:

(HOW DOES IT FEEL?) "Quite solid. More so than any regular paper cups and this is an advantage. I like the rough surface because it would be less likely to slip. They wouldn't crush like paper cups. Paper cups tend to bend when you use them for hot liquids."

Manchester, Connecticut:

"It looks like a cup - a specially well insulated, strong cup. It looks like it's strong enough to stand the wear and tear of hot drinks and cold drinks. It has a hard finish which makes it strong."
J. LACK OF KNOWLEDGE ABOUT THE SCOTT CUP

Despite the favorable reception accorded it, our interviews revealed that 41% of the respondents expressed some lack of knowledge about several aspects of the Scott Cup. These housewives were seeking reassurance on these issues, and this should be provided as much as possible. Otherwise, they could serve as psychological barriers to the purchase decision.

2. How does it differ in its properties from plastic or are they either/ Since the Scott Cup had a plastic cup image, 41% of the housewives thought this so-called new material was really plastic and that the manufacturer might be avoiding the facts.

3. What advantages does it have over plastic? Such advantages were not immediately apparent to them because from their past experience with plastic cups they could see little difference when compared with the Scott Cup.

4. Has this material ever been used successfully in another capacity? If so, in what capacity or capacities? Here, the housewife was seeking reassurance by asking if this material composition had already proven itself so that she would not be resorting to a gamble, testing it for the first time if she bought the Scott Cup.
A BETTER UNDERSTANDING OF THE CUP'S COMPOSITION

The most important question raised by our respondent housewives (judging by its frequency, depth, and spontaneity) concerned the material from which the Scott Cup is made. Specifically, they wanted to know the following about it:

1. If it's not plastic and if it's not paper exactly what is it?
   The housewives found it difficult to conceptualize what this material could be. Simply using a brand name without some semi-technical explanation would not satisfy their curiosity either. Here was a really new chemical compound that aroused tremendous curiosity and they wanted to know all about it.

2. How does it differ in its properties from plastic or are they alike? Since the Scott Cup had a plastic cup image, 41% of the housewives thought this so-called new material was really plastic and that the manufacturer might be avoiding the issue.

3. What advantages does it have over plastic? Such advantages were not immediately apparent to them because from their past experience with plastic cups they could see little difference when compared with the Scott Cup.

4. Has this material ever been used successfully in another capacity? If so, in what capacity or capacities? Here, the housewife was seeking reassurance by asking if this chemical composition had already proven itself so that she would not be serving as a guinea pig, testing it for the first time if she bought the Scott Cup.
CLEANING AND KEEPING THE CUP SANITARY

The second area of inadequate knowledge took the form of cleaning problems and keeping the Scott Cup germ-free.

1. Can the Scott Cup be washed in a dishwasher? The general consensus was that it could not for two main reasons. First, the housewives felt that it would not be able to withstand the extremely high water temperatures of a dishwasher. Second, because of its light weight these respondents were of the opinion that it would break under the vigorous action of a dishwasher.

2. Will both the inside and the outside clean easily? Special concern was expressed over the removal of lipstick stains.

3. Will germs lodge under the rim or in the perforations on the outside of the cup?

4. Can odors be thoroughly washed out of this cup?
MISCELLANEOUS

1. Is the Scott Cup inflammable? If not, will it flare up when it comes in contact with a flame?

2. Can it withstand the extreme cold of a freezer?

3. Are the perforations functional and if so what purpose are they intended to serve?

4. Can it really hold hot liquids without burning the hand?

5. Will the rough matted surface make it uncomfortable to drink from?

6. Will alcohol mix unfavorably with this new material?
III. THE "VERSATILITY" THEME

One of the strongest (if not the strongest) sales appeals that the Scott Cup has as abstracted from the frequent and spontaneous comments made by 87% of our respondents is the concept that this product is an marvelously versatile one. The housewives in our sample did not merely perceive it as a drinking vessel but they either spoke of it in glowing terms as a handy container for different occasions, with different purposes, for use by both adults and children or they actually utilized the Scott Cup in this capacity by creating their own unique uses for it. Furthermore, it was also seen as far more multipurposeful than either a paper cup or a regular drinking glass.

III. THE "VERSATILITY" THEME

Here is the way some of our respondents expressed themselves on the issue of versatility.

A farmer's wife from the Midwest:

"This cup would be good for anything that would make a glass impossibly dirty to re-use."

An office manager's wife from Texas:

"I think they'd just be a handy little cup to have around for any use."

A salesman's wife from New York City:

"It seems to me it could be used for anything. They look good enough to serve things in. I imagine they'd be wonderful for storing leftovers."
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"I think they'd just be a handy little cup to have around for many uses."

A salesman's wife from New York City:

"It seems to me it could be used for anything. They look good enough to store things in. I imagine they'd be wonderful for storing leftovers."
Additional evidence that supports the versatility image of the Scott Cup was also derived from our questioning as to what name the respondents thought that the company might give to this product. The responses obtained were almost always synonymous with such designations as "All-around cup," "All-purpose cup," "Multicup," etc.

These creative innovations in the form of many valuable auxiliary uses for the Scott Cup offer unique and fertile areas that can be explored in the advertising of this product. Such commodity versatility could be useful in counteracting the "wasteful" associations attributed to the idea of disposing of the Scott Cup and further justifies the higher price of this container when compared with a paper cup.

For the reader's information we have operationally categorized 40 of these unique innovations that our respondents actually manifested or anticipated if they had purchased the Scott Cup.

Included among them are . . .
USES BY MOTHER

1. Holding relish in a Lazy Susan
2. Breaking eggs in it
3. Freezing Koolade for popsicles for the children
4. Storing leftovers in the refrigerator
5. Fill with Jello for children
6. Holding ammonia solution for cleaning
7. Hold water when setting hair
8. Holding dry cereal for children
9. Serve ice cream in it
10. Holding raisins, cole slaw, potato salad, etc.
11. Holding cooking grease
12. Make salad dressings in
13. Shampooing the hair
14. As a measuring cup
15. Hold candy for children

USES BY FATHER

1. In workshop to hold odds and ends
2. Cleaning old paint brushes
3. Storing used razor blades
4. Different colored cups for holding different size screws or nails

USES FOR CHILDREN

1. Hold fishing bait (insects, worms, etc.)
2. As a toy in bathtub, swimming pool, or sand box
3. For mixing water color paints
4. As a clay container for artwork
5. Holding paste or glue
6. For dying Easter eggs

GENERAL ALL-AROUND USES

1. Cigarette container
2. Bathing a sore finger or sore eye
3. Gargling
4. Bird seed holder
5. Holding seedlings for gardening
6. Mixing cocktails
7. In the car when traveling
8. Flower pots or flower vases
9. Watering plants
10. Camping outdoors
11. Christmas tree or party decorations
12. Party hat
13. Container for holding toothbrushes
14. Put autographs (from a party) on it
15. For feeding a dog or a cat
The respondent's enthusiasm for the potential versatility of the Scott product also spilled over into the area of new uses for the material itself (other than in cup form).

These included:

1. Cereal bowls
2. Disposable dog dishes
3. Packaging of commercial food items such as cheeses, sour cream, chopped herring, chopped liver, baby food, etc.

But the concept of versatility does not end here either because this idea of a multipurposeful container is rooted in the knowledge that the Scott Cup is made from a dramatic, new material that is not plastic. Using this idea as a psychological base the housewives were strongly motivated to dream up these auxiliary uses because, to their way of thinking, a new material means new uses. In other words, they felt "permitted" to think along more creative lines than they normally would if they were to regard this commodity as "just another cup."

Related to this subject is the eventual name that will be chosen for the Scott Cup. Again, our results strongly suggest a designation that connotes a genuinely new material, one that is different from plastic and paper and that lends itself to extreme versatility both inside and outside of the home.

In brief summary, our respondents perceived the Scott container as a kind of "Wide Range Cup" that occupied many points on a continuum extending from traditional and permanent uses all the way down to its utilization as an auxiliary and disposable commodity.
IV. THE CHILDREN'S MARKET

There decidedly is a children's market for the Scott Cup. It is a very large market that could be used as a springboard for introducing this product to those parents who are somewhat reluctant to purchase it for their own personal use (e.g., the lower income level housewives who are especially strict with the family budget but who place their children's needs first).

We found that about 22% of the housewives preferred the Scott Cup as being an ideal drinking vessel for children for one or more of the following reasons:

1. Its color would have strong appeal (and hence the children would enjoy using it).

2. It is shatterproof (so hence the housewife would not have to worry about breakage).

3. It would hold up better than a paper cup (and hence there would be less fear of spillage).

4. It is versatile and can hold either hot or cold beverages.

5. Its reusability would be economical when compared with a paper cup.
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We found that about 92% of the housewives perceived the Scott Cup as being an ideal drinking vessel for children for one or more of the following reasons:

1. Its decor would have strong appeal (and hence the children would enjoy using it).
2. It is shatterproof (and hence the housewife would not have to worry about breakage).
3. It would hold up better than a paper cup (and hence there would be less fear of spillage).
4. It is versatile and can hold either hot or cold beverages.
5. Its re-usability would be economical when compared with a paper cup.
TABLE 2

I Would Use The Scott Cup Primarily With . . .

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>92%</td>
</tr>
<tr>
<td>Adults like myself</td>
<td>34%</td>
</tr>
<tr>
<td>Friends</td>
<td>28%</td>
</tr>
<tr>
<td>Relatives</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Multiple answers - will not add up to 100%

Table 2 is interesting not only because 92% of the respondents selected "children" but because the next closest percentage category was only 34% for "adults" followed by 28% and 11% for "friends" and "relatives" respectively. Therefore, the figure of 92% is brought out more clearly in relief as a highly significant percentage relative to the remaining three statistics in the table.

Furthermore, the extreme percentages of 92 and 11 in Table 2 are actually symbolic of a type of informality-formality continuum. In other words, what our respondents were saying is the Scott Cup is an "informal" product (and that relatives would be deserving of a glass instead) which coincides with its image as being a "warm," "fun-loving" commodity.
Here are some examples of the enthusiasm expressed by mothers about the Scott Cup.

The wife of a shoe salesman from Andover, Conn.:-

"I think they'd be very good for children. They're very pretty and children like pretty things. Also paper cups collapse too easily. This would avoid spilling accidents. Our little boy would love them. The colour alone would appeal to him. I'm sold on them."

The wife of an aeronautical engineer from Vernon, Conn. She has four children:-

"Of course, I like the idea that it's shatterproof. It would be a good idea for children - little ones who break glasses or who knock them over. The children would certainly drink out of this. They'd think this is a lark. This would be making a picnic in the house. I'm sure they would prefer to drink out of something like this rather than a regular glass."
To further strengthen the appeal of this product so as to attract a greater percentage of the children's market the following considerations will be important:-

1. Decrease the capacity of the Scott Cup and narrow its width so that it will hold a child's serving and make it easier for small hands to grip.

2. Weight the bottom of the cup to render it more stable making it less vulnerable to tipping over.

3. Package the product in a dispenser so that the children can learn to be self-reliant, thereby alleviating the mother of the task of giving her child a glass every time he or she wants a drink.

4. Market it with baby food.

In brief summary, we feel that the pleasure that children would derive from using the Scott Cup can serve as a potent rationalization for its purchase. In some cases, the mother would think of herself, of her own convenience, when she buys this product. In other instances, she will be motivated by the positive determination of making the child happy. The joy the children manifest; the gay mood that the Scott Cup spreads in the home; and mothers' thoughtfulness represent strong appeals.
As our multiple waves of interview data began to mount and as our consumer panel housewives continued to utilize the Scott Cup it became quite apparent that, in about half of the cases, this product was regarded as a little too small to hold an adult-sized portion and a little too large for young children to grasp comfortably. This was true both for those people who used the Scott Cup and those who only saw it.

With reference to the first contention, the housewives and their husbands were in general accord that the Scott container required frequent refilling before their thirst was satiated. In fact, because of the relatively small size of the cup, it had, in the eyes of 50% of the adults, a product image of holding only a child’s portion. A psychological phenomenon was also discovered with reference to this problem of size. That is, when the housewife used this product and it required constant refilling, she acquired guilt feelings over the thought that she was being “piggish.” In other words, she regards this refilling action as paralleling her own child’s behavior of “stuffing himself” with all the liquid that he can possibly hold. This thought is extremely degrading to the adult consumer who perceives herself as being reduced to a primitive and childish level.
As one New York City housewife said:

"I find it extremely embarrassing to keep filling up this cup again and again. I feel as though I'm using a child's toy rather than an adult-sized glass. You know what I mean? If anyone of my friends saw me I would feel ashamed, as though I were gorging myself just like my five year old son does."

**TABLE 3**

<table>
<thead>
<tr>
<th>Appropriateness Of Size For Adult Use</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Much too large</td>
<td>-</td>
</tr>
<tr>
<td>A little too large</td>
<td>2</td>
</tr>
<tr>
<td>About the right size</td>
<td>27</td>
</tr>
<tr>
<td>A little too small</td>
<td>56</td>
</tr>
<tr>
<td>Much too small</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

**TABLE 4**

<table>
<thead>
<tr>
<th>Appropriateness Of Size For Children's Use</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Much too large</td>
<td>11</td>
</tr>
<tr>
<td>A little too large</td>
<td>62</td>
</tr>
<tr>
<td>About the right size</td>
<td>26</td>
</tr>
<tr>
<td>A little too small</td>
<td>1</td>
</tr>
<tr>
<td>Much too small</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>
ADDITIONAL ASPECTS OF DESIGN

In addition to the preceding contents in this section there were several other significant attitudes expressed regarding the structure and design of the Scott Cup. The first one is that . . .

1. No Handle Is Needed

There was unanimous feelings on this matter because without a handle the cup would be easier to stack and since it is insulated a handle would not serve any practical purpose. Furthermore, the respondents were also soured on the idea of a handle because of their experiences with paper cup handles and their frequent weakening which gives the housewife an uneasy feeling about the possibility that it may fall off -- spilling the contents of the cup on her apparel.

2. A Top To Cover The Cup

Almost one-third of our sample felt that a top for covering the Scott Cup would be ideal for storing food in it and for carrying beverages around more freely on long distances.

3. Weighting The Bottom For Greater Stability

About one-quarter of the respondents felt a need for lending greater stability to the cup especially for children's use and suggested some additional weight be placed in the bottom.
4. A Dispenser - For Propagating Self-Reliance In Children

In order to facilitate packaging and for storage reasons as well, 21% of the respondents suggested some form of a dispenser to accompany the Scott Cups. This dispenser would be installed in the kitchen and could have a removable top that would allow clean, used cups to be returned to their proper place thereby avoiding any storage problems.

Furthermore, a dispenser would have the additional psychological appeal of being regarded as an instrument for instilling self-reliance in children because it could teach them to help themselves whenever they are thirsty. The mothers in our sample would be far more willing to allow (and in fact, would encourage) their children to use the dispenser than they would to let them reach for a drinking glass and have the problem of breakage to worry about. The dispenser would also have the added feature of not having to cater to a household of their children's friends whenever they decided they too were thirsty. Again, the element of self-service would come to the forefront and alleviate one more potential headache for the mother while instilling a sense of independence in her offspring. The dispenser itself should consist of a new construction, possibly a round box like a carousel, where through an opening one cup would be reachable each time.
5. **Extend Lip Downward About One Inch**

A significant suggestion was made to the effect that the lip of the Scott Cup should be extended down over the outside for about one inch. The principal reasons for this suggestion were two-fold.

First, the material of which the lip is composed is easier to clean than is the matted external surface, especially when coping with lipstick stains. Second, it would alter the image of the Scott product so that it would not appear to be just another plastic cup.

The second point is of special significance because, although we have shown that plastic cups meet with strong psychological approval, the most unique aspect of the Scott Cup is that it is not plastic. In order to test experimentally the potential importance of this container's new material, we purposely did not inform 10% of our housewife respondents of the true composition of the Scott Cup. Instead, we let them discuss this commodity without interrupting their original "plastic" psychological set.

Here, we found a distinctly smaller degree of enthusiasm about the Scott Cup and a reduced motivation to purchase it when compared with those housewives who were properly enlightened. It was this latter respondent group who perceived the container as something really new - all its other positive features (e.g., attractive colors, versatility, shatterproof, etc.) suddenly became magnified in comparison with those operating under a "plastic" set.
Therefore, the remark concerning the lip of the cup, while not necessarily the most valuable suggestion, does represent deep emotional feelings that the Scott Cup should be clearly advertised as something genuinely new and different - that it is not just another plastic cup lost in the maze of numerous other similarly constructed drinking vessels.
V. THE COMMERCIAL MARKET - A POSSIBLE ALTERNATIVE

Interviews were conducted with 26 commercial and professional respondents, among whom were included:

1. Grocery store owners
2. Bowling alley proprietors
3. Business administrators of high schools
4. Business managers of medical centers
5. Dentists
6. Chairman of social and business groups
7. College administrators
8. Saloonkeepers
9. Dental nurses
10. Dentists
11. Statisticians in the public school system
12. Nurse owners
13. Dental owners of children
14. Hotel owners
15. Hospital owners
16. Hospital nurses
17. Hotel owners
18. Hotel owners
19. Dentists
20. Night club owners
21. Nursery school directors
22. Dentists
23. Purchasing agents for nursery schools
24. Lancaster owners
25. Tavern owners
26. Vending machine operators
27. Vending machine proprietors

Another avenue of attack that seems open for the next step is the potential in a commercial market BUT ONLY if the price can be reduced to compete with paper cups. Otherwise, according to 65% of our commercial respondents, it remains an attractive but economically unviable commodity.
V. THE COMMERCIAL MARKET - A POSSIBLE ALTERNATIVE

Interviews were conducted with 92 commercial and professional respondents, among whom were included:

1. Beauty parlor owners
2. Bowling alley proprietors
3. Business administrators of high schools
4. Business managers of medical centers
5. Caterers
6. Chairman of social and business groups
7. College administrators
8. Delicatessen owners
9. Dental nurses
10. Dentists
11. Dieticians in the public school system
12. Diner owners
13. Directors of summer camps for children
14. Doctors
15. Hospital clerks
16. Hospital managers
17. Hospital nurses
18. Hotel owners
19. Luncheonette countermen
20. Luncheonette owners
21. Motel owners
22. Night club owners
23. Nursery school directors
24. Orthodontists
25. Purchasing agents for nursery schools
26. Restaurant owners
27. Tavern owners
28. Vending machine operators
29. Vending machine proprietors

Another avenue of attack that remains open for the Scott Cup is its potential in a commercial market BUT ONLY if its price can be reduced to compete with paper cups. Otherwise, according to 86% of our commercial respondents, it remains an attractive but economically unpragmatic commodity.
This area of research was opened when in our first wave of inter-
views with housewives we found a strong degree of enthusiasm
(constituting about 91% of our housewife sample) for utilizing
this product in various commercial institutions. Therefore, barring
the element of price for a moment, it would seem to be an excellent
means for introducing this container to the consumer because all of
its positive aspects become magnified within a commercial context;
the principal one being no guilt feelings when the consumer disposes
of the Scott Cup because the user did not purchase it in the first
place.

In this sphere there were two special instances that the housewife
felt the Scott Cup to be most appropriate.

The first one was in hotels. Her particular motive in this case
was to be able to take it home as a souvenir as long as the cup
had the hotel's name printed on it with a pretty emblem to match.

A second important use that the housewife visualized for this con-
tainer was to package commercial food products because she believed
that they would retain their freshness longer.

However, in our interviews with commercial respondents we found the
only all-around acceptance of the Scott Cup to be in the area of
hospitals and mental institutions where the price appeared adequate
and its attractive decor and shatterproof features were its principal
assets. Of course, in these instances a cup would be the private
property of each patient or inmate.
On the other hand, in food establishments much doubt was raised as to whether or not the Scott Cup could be adequately sanitized under the rim and in the perforations to satisfy state health requirements so that it could be re-used for different customers.

Doctors and dentists considered the cup too large for their purposes and the need to have a new one for each patient rendered it economically unfeasible.

**Housewives Visualize A Commercial Market**

Over 90% of our housewife respondents visualized the Scott Cup as having real utility in such enterprises outside of the home as:

1. Motels
2. Hotels
3. Dentists' offices
4. School lunchrooms
5. Restaurants
6. Soft drink vending machines
7. Social clubs (PTA, etc.)
8. Conventions
9. Hospitals
10. Old-age homes
11. Mental institutions
12. Civil Defense organizations
13. Armed Forces
14. Airplanes
15. Boats
16. Trains
17. Buses
18. Soda fountains
19. Doctors' offices
20. Youth group centers
Price - An Obstacle In A Commercial Market

Among our commercial respondents (which included both men and women) the data showed only one conspicuous, but large, difference; namely, the selling price of the Scott Cup would be too high when compared with paper cups (which are normally acquired for less than one cent a piece) and therefore it could not compete in most instances. Otherwise, this container was warmly greeted with a high degree of enthusiasm - the feeling being, "If it were cheaper, I would buy it."

Practical Application

Commercial users should be convinced that a Scott Cup is inexpensive because it can be re-used several times. It is the cost per use that is decisive and not the price per cup.

Furthermore, many industries could be convinced that Scott Cups can create good will when dealing with better class clientele, in first class flights, good cafeterias, executive dining rooms, quality motels.
VI. OFFER MORAL PERMISSION TO USE SCOTT CUPS

A. INTRODUCTION

To facilitate the discussion of our results in this section we have divided our sample of housewives according to family economic level because this variable emerged as a critical factor in the psychological explanation of consumer purchasing behavior toward the Scott Cup. For operational purposes we have labeled as "low" income level those families with earning under $5,000 per annum; "middle" income level between $5,000 and $10,000 per year; and "high" or "upper" income level in excess of $10,000.

VI. OFFER MORAL PERMISSION TO USE SCOTT CUPS

As we mentioned in the first section of this report the social status of plastic cups is not a source of resistance to their purchase. However, actually buying these products does provoke a moral conflict among the lower and middle income family respondents.

Our depth interviews showed that those the income level respondents would have pronounced guilt feelings if they purchased the Scott Cup because of its image of being a "luxury" or "wild extravagance." The majority of our interviewees with those housewives clearly mirror the attitude that the upper would tend to hesitate before buying the Scott Cup because of the feeling that they are over-indulging themselves. Thus, they do regard the estimated selling price of this product as either "low" or "reasonable." However, these low or middle income housewives generally would ask themselves first, "Am I justified in adding to my purchases one more product that I can do without?"
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Our depth interviews showed that these two income level respondents would have pronounced guilt feelings if they purchased the Scott Cup because of its image of being a "luxury" or "mild extravagance." The majority of our interviews with these housewives clearly mirror the attitude that the women would tend to hesitate before buying the Scott Cup because of the feeling that they are over-indulging themselves. True, they do regard the estimated selling price of this product as either "low" or "reasonable." However, these low or middle income housewives generally would ask themselves first, "Am I justified in adding to my purchases one more product that I can do without"?
Below are characteristic and important examples of this state of mind:

The wife of a California salesman, making about $5,000 a year. She has three children:

"I have used paper cups when tired or ill but I have never bought plastic cups before. I guess I could use them though on picnics and for parties. I suppose I would buy a cup like this anyway (REFERRING TO THE SCOTT CUP) even though I feel it is extravagant since they're definitely not a necessity."

The wife of a hospital attendant – income about $4,000:

"I don't think I would regard the purchase of this cup as extravagant although I suppose you would consider it a luxury rather than a necessity. It's certainly not something you have to have in the home."

This consumer is the wife of a psychologist in the $5,000 to $7,500 income bracket:

"... but it is sort of an extravagance. A small luxury rather than a necessity."

In view of this somewhat inhibiting image of the Scott Cup as a "non-essential" commodity, before the purchase can become a reality this moral conflict of the housewife must be resolved. That is, the consumers would have to rationalize their guilt feelings in a self-acceptable manner.
B. "LOWER" INCOME LEVEL HOUSEWIVES - THEIR CHILDREN WOULD ENJOY

THE SCOTT CUP

We found the greatest degree of internal conflict to exist within the minds of the lower income housewives who must budget their family allowance with extreme care. However, they would rationalize their purchase of the Scott Cup on the grounds that "my children would enjoy using the Scott Cup."

This attitude was appropriately summarized by a New York City housewife who said:

"Sure this plastic cup is a luxury. I could very easily live without it, especially with the salary that my husband makes. But I'll bet my kids would love to have one of them and nothing is too good for my children. My husband thinks that I spoil the kids but he won't interfere with my feelings because I run the kitchen and that's where I have the last word. If he wants to buy some gadget to putter around with I keep my mouth shut just like he would if I bought some of these cups."

Note, that we have in the above quotation the first indication that the husband will not act as a barrier to the purchase of the Scott Cup if his wife wants to buy it. This matter will be discussed more thoroughly later in this report.

The wife of a laborer who earns about $4,000 a year:

"I'm sure the children would get all excited about using these kinds of cups - just like they do when we go on a picnic. So, to go along with their spirits I'd buy them if I saw them in a store."
C. "MIDDLE" INCOME LEVEL HOUSEWIVES - LUXURIES ARE THE AMERICAN WAY

On the other hand, the middle class housewife possesses less severe guilt feelings about her purchase of the Scott Cup but, nevertheless, she too would have to first offer a self-acceptable rationalization before buying this product. The key to her thinking on this matter is essentially, "although this commodity is a luxury, I perceive luxuries as an acceptable part of the way we (Americans) live and feel entitled to this form of a higher standard of living." Respondent comments that vividly portray this attitude included:

A suburban Los Angeles housewife:

"Yes, I would say that this cup is sort of an extravagance but then again telephones also used to be considered the same way years ago but not anymore. What is a luxury and what is a necessity? I don't know and I don't care either. A Cadillac and a Ford both give you transportation but the first one is considered a luxury that you use to impress others while the Ford is seen as commonplace for informal use. You don't need both but families have both. The same thing goes for something like this cup here. Frankly, I like it and I would treat myself to it in the same way that a two car family treats itself."

A Cincinnati housewife with two children:

"I suppose a plastic cup like this isn't a necessity but if I had some of them I wouldn't have to wash a million glasses a day if I didn't want to. I could throw them out anytime I cared to and I'd have more time to do important things. Every modern housewife is always looking for ways to make her life easier and this kind of plastic cup could do just that for me. Aren't we always striving for a better life? Why do things the hard way like my mother with seven kids had to? Whenever I can be good to myself I'm going to jump at the opportunity."
A Chicago housewife with no children:

"My husband has always encouraged me to make housework as simple as possible. So, I use paper cups, paper napkins, paper towels, and sometimes paper plates. I feel this is a step forward. I realize that this kind of cup that you've shown me would be an additional expense but that makes it a luxury and I relish the feeling of knowing that I, just like my neighbors, can enjoy such a luxury. That's America. You work hard, make more, buy more and live better. We left the Middle Ages in housework a long time ago and it couldn't happen soon enough for me."

A New York City housewife:

"Plastic cups, although they are a small luxury, are also a labor-saving device and frankly I don't see why I should deprive myself of them if I want them. I try to use as many labor-saving devices in the home as we can possibly afford. This feeling is typical of most of the housewives whom I know."

A suburban New York housewife neatly summarizes these views when she comments about the Scott Cup:

"I owe it to myself."
D. "HIGH" INCOME LEVEL HOUSEWIVES - THE SCOTT CUP WOULD BE CONVENIENT

In contrast, the upper income family housewife would not have guilt feelings and therefore would not need any rationalization for her purchase of the Scott Cup. Money is no problem in her household so she would buy this product strictly for its utilitarian value (as long as she feels it has esthetic appeal too). She does not have her children's enjoyment in mind nor does she perceive this commodity as a luxury. For her, it is, in one word, "convenient."

To use the words of a Philadelphia housewife:

"This kind of plastic cup would be very convenient for me. It doesn't break and it doesn't have to be washed either. I can see using cups like this even though the children have grown up and I can't imagine why they should be considered a luxury. It probably would become part of my regular marketing list just like meat, bread, or milk. Whenever I needed more I just buy. It's as simple as that."
The preceding discussion on the consumer purchasing rationalizations was based upon the respondent's knowledge of the true estimated sales price of the Scott Cup. It should be added that this price was received with amazement because the general feeling was that "something as pretty as this just had to cost a lot."

In fact, most estimates of the cost of the Scott Cup were about 5¢ or 6¢ with some even going as high as 25¢ apiece. This overpricing was manifested by 82% of our respondents and, before the true sales price was revealed, this distorted impression by the housewives tended to give the Scott Cup a true "luxury" image that could be afforded only by a select few in the highest income brackets.

<table>
<thead>
<tr>
<th>Anticipated Price Of Scott Cup</th>
<th>%</th>
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<tbody>
<tr>
<td>Less than 1¢</td>
<td>2</td>
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<tr>
<td>1¢ - 2¢</td>
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<tr>
<td>3¢ - 4¢</td>
<td>21</td>
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<tr>
<td>15¢ - 19¢</td>
<td>1</td>
</tr>
<tr>
<td>20¢ - 25¢</td>
<td>1</td>
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Total 100
F. RE-USABILITY - A POSITIVE OR A NEGATIVE?

The re-usable feature of the Scott Cup definitely enhances its image as a quality product and tends to offset any debilitating effects of its higher price when compared with a paper cup.

However, the purchasing pull of this feature remains a function of the personality dynamics and motivations of the potential consumer.
1. Re-usability As A Positive Quality

According to 77% of our consumer sample the fact that the Scott Cup can be re-used does represent a distinct plus. These housewives who will be attracted by this feature:

a. Are not prone to buying paper cups because the general concept of discarding something is viewed as wasteful.

b. View plastic cups as a good compromise between the solidity of a drinking glass and the artificiality of paper cups.

c. Are more economy-minded.

d. Would suffer strong feelings of guilt in discarding such a pretty cup unless they felt that they had gotten their money's worth from it (meaning, re-using it as long as it would last)

As one housewife from El Paso, Texas said:

"I would use these until they're either broken or damaged. It's not wasteful to eventually throw them out if you could use them for about a month."
2. Re-usability As A Negative Quality

In contrast, 23% of our respondents felt that if they had to wash the Scott Cup they might as well wash a glass instead. These consumers want something that can be conveniently disposed of and they consider that they already have it in the form of a paper cup. Furthermore, these respondents stated that they would not want to re-use the Scott Cup (if they made the purchase) because washing it would negate the convenience factor of disposability. According to a housewife from Manchester, Conn.:

"I think one of the main pleasures in drinking out of a thing like this would be thinking, 'Well, I don't have to wash.' But if you do have to wash it - if it's going to be like any other glass that you have to wash - you don't get that extra pleasure of convenience. You could use them for regular meals but if you have to wash them you might as well wash regular glasses."
3. Re-usability - Do Not Stress It

From our results it would seem that the best way to resolve the issue of the Scott Cup's re-usability would be to offer the consumer "permission" to either course of action (i.e., the option of discarding this product whenever she wishes to do so, depending upon her own desires). In other words, the consumer should be instructed that the Scott Cup has the durable qualities for re-use but it can also be conveniently discarded whenever she so chooses. To only advertise that this product is re-usable or that it can be easily disposed of would tend to repel unnecessarily a large percentage of potential consumers.
G. THE HUSBAND - NO PROBLEM TO THE PURCHASE DECISION

Our evidence strongly suggests that the husband will not represent an obstacle to the purchase of the Scott Cup if the wife wishes to buy it. The most probable exception to this statement would be found among the very low income groups but even in this case it does not signify a grave problem because the housewife has two important rationalizations for purchase.

These rationalizations are the cup's re-usability and the pleasures that the children will derive from it. Furthermore, in almost all instances, a purchase of this nature is perceived as falling within the wife's domain along with her other grocery items. Therefore, she usually has the last word in a case such as this.

A post office clerk's wife from Albuquerque, New Mexico:

"My husband wouldn't think at all. I would have to point them out and explain them to him. I am sure he would use them on the occasions for which I put them out."

A doctor's wife from El Paso, Texas:

"My husband would comment because they're different. He might not feel they were economical but I'm sure he'd like them because he hates regular paper cups."
### TABLE 6

<table>
<thead>
<tr>
<th>Is Husband Likely To Object To Your Purchase Of The Scott Cup?</th>
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<td>2</td>
</tr>
<tr>
<td>Yes</td>
<td>3</td>
</tr>
<tr>
<td>No</td>
<td>97</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
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### TABLE 7

<table>
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<th>Husbands Only: Reaction To Wife's Purchase Of Scott Cups</th>
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<td>2</td>
</tr>
<tr>
<td>Approve</td>
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<tr>
<td>No Reaction: It is wife's decision to make</td>
<td>83</td>
</tr>
<tr>
<td>Disapprove</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
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