

Ranking Bundles of Consumption

Start by consuming the first unit of a product. This will be the reference point. After consuming the first unit of this product you may consume another unit of this product. Which product are you consuming _____.

1. Compared to the first unit you consumed how much satisfaction did you get from consuming the second unit of this product.

More satisfaction [] Same satisfaction [] A little less satisfaction [] A lot less satisfaction []

2. Compared to the second unit you consumed how much satisfaction did you get from consuming the third unit of this product.

More satisfaction [] Same satisfaction [] A little less satisfaction [] A lot less satisfaction []

3. Compared to the third unit you consumed how much satisfaction did you get from consuming the fourth unit of this product.

More satisfaction [] Same satisfaction [] A little less satisfaction [] A lot less satisfaction []

4. Compared to the fourth unit you consumed how much satisfaction did you get from consuming the fifth unit of this product.

More satisfaction [] Same satisfaction [] A little less satisfaction [] A lot less satisfaction []

If you reach this point continue ranking in the same manner as you have in the previous cases for each additional unit you consume.