

were regarded as better than the 7 x 8 No. 1, as well as the 6 x 6 in the No. 2 grade. However, all other grade-size combinations were equally acceptable.

In the preceding discussion an examination was made of the extent to which consumers discriminated between tomatoes of varying grade and size characteristics and how their ability to discriminate changed as they moved from a consideration of the best grades and largest sizes to the lower grades and smaller sizes. A re-examination of Figs. 5 through 9 in this context will reveal a definite change in the behavior pattern over the full range of grades and sizes with which consumers were confronted. The results shown in these figures suggest that consumers are fairly cognizant of the differences in the grade and size characteristics of tomatoes when they are comparing tomatoes of the larger sizes, especially if the tomatoes they are comparing are in either of the two top grades. However, their ability or inclination to differentiate diminishes appreciably when they are considering tomatoes below the midpoint of the size range. On the lower side of the quality and size scale, they failed to distinguish between tomatoes varying rather substantially in size or grade or some combination of size and grade. For most of the smaller sizes, they regarded a number of types of tomatoes as being equally acceptable.

While the perceptions of quality differences on the part of consumers were somewhat keener for the larger sizes of tomatoes, it is relevant that in only one unique case did consumers regard a particular grade-size combination as distinctly different from all others. With the exception of the No. 1 size 5 x 6 tomatoes, customers regarded several grade-size combinations as equally acceptable. For the No. 2 size 5 x 6 tomatoes customers found two other grade-size categories to be equally acceptable. Four categories were regarded satisfactory substitutes for the 5 x 6 No. 3 and for the 6 x 6 size in the No. 2 grade.

EFFECTS OF GRADE AND SIZE ON PURCHASE RATES

In the development of this study, the determination of the ability of consumers to differentiate between tomatoes varying with respect to some combination of grade and size characteristics was the primary objective. However, the possibilities of using the retailing tests as a means of examining the effects of grade and size on customer purchase rates also were taken into