New-Pattern

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| Reason | Like | problem | WTP |
| Would look a bit more stylish in the bathroom. The product is probably the same though  this packaging looks more interesting.  This design seems more high end. More care is taken to create the marble effect and it may help to hide imperfections caused by the recycling of the containers.  Think the design is more attractive and the wear and tear will not show up as much  There isn't much to choose from, i just like the pattern slightly more  The rough texture looks more premium and more sustainable.  the plastic looked more durable therefore lasting longer.  The patterns give the product a more luxurious look. It would also mask many of the signs of wear.  The pattern on it makes it stand out and looks more appealing/attractive. The first option also looks quite industrial like something that would be used in a doctors/hospital.  The pattern of the soap bottle looks more interesting and artistic  The pattern makes it more interesting  The pattern is more appealing than the plain version,  The packaging style fits my taste a bit more and I just feel it looks like a bar of soap.  the packaging looks more interesting and would grab your attention and i think with the packaging having a pattern wear and tear from numerous uses would be less visable  The packaging looks more attractive  The packaging is aesthetically pleasing to me. it looks very natural, and fits the theme of being eco friendly  The packaging appeals to me, compared to the plain version. I can't explain why.  The package design will best suit reusable purposes because it will conceal wear and tears.  The option i chose has a more richer quality to it, if it is going to be reusable, it may as well look nice. Also, signs of wear or tear may not be seen as much with a marble design.  The finish on the bottle looks more appealing and luxurious.  The design on the bottle is quite simple and appealing to the eyes than the plain bottle without design  The design of the plastic is more appealing and would look better in my bathroom. It looks similar to soap.  The design is more appealing  That one looks more stylish.  Signs of wear and tear are likely to be hidden within the non-repeating pattern.  Preferred the pattern version looks more expensive  Packaging looks nicer and higher end with the marble effect.  packaging looks more interesting - it speaks to me. It feels less chemically/ commercial. More of a commitment to reuse.  Package B has a more elevated look and looks less cheap. It also looks like more thought was put into the design.  More unique design. Also, if reused the packaging will eventually get scratches or marks that will more easily blend with this design.  More ornate. I associate marble with bathrooms. A random marbled pattern will disguise marks from previous use.  More attractive and interesting design  Looks more attractive and complete. The first packaging looks unfinished.  Looks less clinical  Looks classier  Looks better with the marbled effect rather than just a block of blue. Additionally, adds texture, especially considering it'll go in the kitchen or bathroom.  Just stands out more than a plain bottle  just seems more appealing to me the colour the pattern is more attractive  Its nicer than the plain colour, little bit more interesting. Looks modern.  It looks more luxurious than the other which is quite basic  It looks less industrial and is more aesthetically pleasing. It would not look out of place in any room where there is a hand washing facility.  It is more interesting, but also less obvious if there are marks on it too  it has more design on it that make attractive  In my opinion, the packaging on B, with its marbled effect, looks more luxury and appealing. I would prefer to have this on my sink.  If the packaging is reusable, the patterns in packaging B will make any signs of previous use less visible than packing A. Packing B is visually more attractive too.  I'd choose option B. The marbled packaging will mask any wear and tear on the packaging. The plainer packaging is more likely to show wear and tear.  I think the pattern will disguise any signs of wear and tear the packaging may have taken during the recycling process  I think the marbling of the packaging almost makes it clear that the bottle has been reused, making it seem authentic. I think it's a nice way of showing the beauty in recycling, and acknowledging that things don't have to be perfect to be aesthetically pleasing.  I think the colouring of Option B is more appealing and looks more credible as a product that is being recycled and reused.  I think it looks better with the colour effects, rather than just plain blue.  I simply think the textured version looks more sophisticated  i really like the marbelling  I preferred the look of it, the style appealed to me more.  I prefer the second packaging. The one that contains the marble effect on the bottle. I like the idea of reusable packaging. However, because it's reusable and may display signs of wear, I believe that the bottle with the design would look better, even if it is damaged. The nice design would distract from the fact that the packaging is damaged. I also just like the design.  I prefer the design i can see it masking any potential wear and tear but I just like the marbling effect of it. Looks luxe in a way  i liked the shell effect  I like the patterns.  I like the patterned bottle. I also think it will show less signs of wear and tear as it is reused. It looks more fancy than the plain bottle and more pleasing to the eye.  I like the pattern because it looks like a bar of soap, and artisanal soap 'with bits in', but the colour is not good for either bottle.  (P60) I like the mottled effect and think if the bottle were to show signs of wear, this design would hide them more than the plain one. This looks nice and would look nice on display  I like the marble effect. I think it will look better for longer as small scratches etc will be less noticeable  i like the look of the bottle better  I like the look of it more, I dont decant my soap so a nice pattern on the soap bottle looks nicer in my bathroom.  I like the light blue and dark blue pattern and it looks like a bar of soap. I also think it would look better than option A when it has been recycled and re-used over a period of time.  I like the colours of the container.  I like the colour of the bottle best as it has a marbling effect to it  i like the almost marbling type look to it. it looks more like a nature based item  i just like it better it is not plain like the other one the pattern is subtle not in your face  I have zero clue what the difference is between the two.  I chose this option because the bottle might be dinged up from reuse. The pattern on bottle B might disguise this a bit more. Although I like the idea of reusing packaging, I do not want to feel like I have a someone else's garbage sitting on my sink.  I chose B as it looks like a hand soap and so conjures up foamy images and cleanliness. I like the overall design of B, looks a little classier than A too.  I choose this option because its more visually appealing to me than the plain design. I also chose it because when its been reused overtime and the bottle begins to wear, the design on it will be a good distraction. I feel this option will mask a wear than the other  I believe this packaging will disguise wear and tear better than the plain packaging, therefore it would look more appealing when on display in your home. The plain packaging looks a little too clinical for my personal liking, it would suit a doctors or hospital environment.  design on package is patterned hence less likely to show signs of wear and tear/scuffing  because wear and tear would be less noticeable with a patterned bottle, the less obvious it is that this product has been recycled the more inclined I would be to buy it.  Because the patterns will hide the wear and tear as it is reused therefore still making it appealing to buy.  Because the packaging looks like a bar of soap  Because the marbled effect is more aesthetically pleasing. The plain one looks more like an ice-pack than a bottle of soap.  B has a good marble effect and I guess it would make the wear and tear less noticable  B - This one looks more expensive and very much like a marbled bar of soap. It looks suitable for either a kitchen or bathroom.  B - Really like the design of the bottle. Also I think it would be less likely to show defects if being reused.  B  Any wear and tear would be less noticeable on the B design. | Isn't completely plain and has a bit of style  I like this reusable packaging because it will help to reduce plastic waste.  It is detailed in the marble type design but the branding is clear and easy to read. The blue and brown match well.  Like that it is environmentally friendly plus it will look good in the bathroom  the fact it is good for the planet  The patterning is nice, it stands out  Like the blue.  The colour and patterns is very pleasing to look at.  - It is good for the environment. - It looks appealing/cool in appearance. - It looks easy to use.  It's good for the environment and reduces waste.  The pattern  the pattern  It looks like a bar of soap in itself and the colour scheme is nice.  i like the shape of the packaging which makes it look modern and it would look good on any surface where you would keep it  It looks neat and attractive  The colour scheme is pleasing to me  As I said previously, I can't excplain why, but this packaging appeals to me compared to the plain version.  The design of the container  The benefits it has towards the planet - less plastic created and so less waste in oceans, etc.  I like the colour and finish and also the bottle looks like the shape of a bar of soap. The brown paper also looks eco friendly.  Definitely  That it is not perfect. it's unique perhaps  Looks like marble  This would be very convenient using for multiple times. I actually use hand soap packages more than once. Though producers doesn't provide them in different retail packages other than being used in bathrooms.  It is likely to hide any signs of damage.  It is obviously a good idea but after so many uses the shape and standard of the container might not be so good and more liklehood that the squeezy bit would not work with the same intensity.  The marble effect.  fits more closely to my look and feel  It looks less cheap and premium  Satisfaction of knowing that this is helping the environment.  Marble gives a solid and quality appearance. Blue is associated with water.  environmentally friendly, attractive  Attractive yet simple in design  colour of the bottle fits with the brands labelling and seems to resonate with the scent  Traditional looking  Marbled effect makes it look much better, perhaps allowing it to fit in much better in a bathroom/sink. Visually more pleasing.  the environment benefits  the colour/pattern of it  Its environmentally friendly and the designis up to date  I like the marbled effect on the soap and the clear label saying what the product is  It looks as if it it would be easy to grasp, even with soapy hands.  That it can be reused  the design makes the pack look more attractive  I like that this product's packaging is reused - this appeals to me. I like the colour and the shape of the bottle. I would buy this product.  I like the dark blue patterns in the light blue colour. It stands out when compared to the packaging A.  I like the pattern, it will mask any wear and tear  It helps reduce waste, eliminating the environmental damage done by waste plastics  I like how the packaging looks. Marble also indicates the packing is strong, as marble is a strong material.  The colouring of the pattern on the bottle. That the product information is on cardboard and not written on the bottle which I believe makes it more easy to recycle.  It looks sleek and modern, I like the design and the logo.  I like that is a more sustainable option  i like how it looks . i like the marbelling effect  I like that isnt thrown into landfil  I like that it is simple. The bottle looks like a bar of soap and I like the marble effect of the design. I believe it makes it look expensive.  cardboard is easy to throw away.  that it has less environmental impact. It looks appealing  I like the pattern.  the pattern looks pretty and is pleasing to the eye.  cardboard sleeve, looks soap shaped (like a bar), and pattern looks like hand made soap, or marble, which looks high end  It looks nice. Easy to remove. Easy to recycle  The design - marble pattern and shape  that its recyclable  The design, I like the marble effect.  I like the pattern and colours and it looks like a bar of soap.  It looks colourful.  I like colour and effect of the bottle  i think its looks like its attractive and sturdy so will last a long time  that it will be cheaper than buying a new container or at least i hope it will be  I like reusable packaging generally but there is nothing exceptional about this.  I like that it disguises any potential dings and it has an organic pattern on it.  I think the fact that it is reusable is a huge way forward to using less packaging and waster, this particular design might hide wear and tear from constant reuse better  i like the design on the bottle, it has a refreshing feel for me.  It would disguise wear and tear well.  patterned is cool  I like the pattern, it's visually appealing and somewhat rustic looking. It looks like it has more character than a block color product.  I like the idea that it is reused and won't contribute to landfill and environmental pollution. I also love the design of the pattern on it.  i think in principle it is a good idea  It's more environmentally sustainable, the colouring and design are pleasing, and the ingredients seem natural.  The marble effect  That is can be used many times and is recyclable  Design on bottle itself, colours, stylish, cardboard sleeve means this could also be recycled and updated easily.  I like the design of the bottle  Nice texture to the bottle. As mentioned before, any marks on the bottle is less noticeable. | Some of the soap getting stuck in the bottom when it is nearly empty  the fee charged for using it.  The dispensing pump looks a little cheap. It would be better replaced with a metal one.  Nothing  nothing  An easily removeable label would be nice  Unsure of scent, opaque bottle not as attractive as translucent. Pump dispenser looks brittle.  I would be concerned about hygiene. It would be less convenient to return a single soap package each time.  - I don't think there is any.  I don't like the idea of continually re-using a bottle if its not great quality and it's perishing.  I'd be concerned about any visible wear and that the pump would be good enough to work over multiple refills  Time consuming to return the packaging  The soap being low quality or the packaging being of poor quality.  if the packaging was clean and free from germs from others that have used the product  Inconvenience - having to take back for refund.  i would worry about if it would hold up/ leak  None. If I won't have to clean and recycle the packaging then, other than wear and tear, it seems like a good scheme.  The durability and quality of the container to support multi-usage  The cleaning regulations are not fully regulated, possible dirty packaging  None that I can think of.  Only if the coated paint gets to fade away after wash or cleaning  I can't see any problems with it.  Nothing  Plastci waste. Energy being used everytime to produce a new package.  If not transparent, it may be difficult to determine fill level.  I would nt pay a deposit however small knowing I had another journey to think about and remember to take the packet to get my money returned. I recycle everything I can at home and would prefer an item that can be disposed off with the other recycleable waste  None that I can think of unless the packaging eventually becomes a bit worn looking  how difficult it will be to actually do the return / refund part of it. If it's only a small deposit that might not be a financial hit, but will negate the good it's trying to do  The fact that I need to pay a deposit is a deterrent for me. I don't have to use the brand so I will buy a different brand. Bear in mind, my current hand soap is already in an environmentally friendly refillable package which uses 80% less plastic and I have reused the same hand soap container for years. I just buy and decant into my current container but I am not going to pay a deposit to use a particular brand of handsoap.  Ethical and eco-friendly options are usually more expensive, which is sometimes just not feasible.  None  possible damage  Can't see anything obvious  doesnt look durable enough  none  Wear and tear could make it a lot less appealing. Although hygiene standards are guaranteed, some people would still be hesitant.  germs from previous users left on it  that the wear and tear maybe unattractive and put me off  I would worry its not as clean and hygenic as it could be  that the information is not on the actual bottle for example if a guest had an allergy you could not quickly check ingredients if youve thrown packaging away  The fact that plastic degrades in time. The bother of having to send it back to be refilled. One would need to have at least one bottle in reserve in order to avoid having no soap.  Cost has to be equal or less  Hygiene Concerns: There can be concerns about cleanliness and hygiene, especially if the reusable packaging is not properly cleaned between uses.  I would worry that other people in my household may throw this away. I would be concerned about remembering to return it to the store. I have no hygiene concerns, but I can imagine that some people might.  I like seeing the soap inside the packaging to know how much I have left easily. so if there was another packaging that would allow me to see it, I would probably not get this reusable packaging.  time taken to take it back to the store  Time spent just to recycle one product, if all companies did the same and everything could be done at once that would prevent this  I think if the packaging looked weak from too much wear and tear, I would be hesitant to use it in case the product leaked out.  I think the only thing that would hinder me is the price of the actual product and the amount of ml it has.  Nothing at all, I really like it.  The commitment of having to return the empty psckage in order to get my refund back  None  Potential germs from previous owners  The only problem I see with the design is that is not see-through so you cannot see when you need to replace it.  the deposit. Flat out for me it is 'another step', another thing that i would consider admin to remember. I would rather have a bottle that i own and clean myself and then I buy the soap without the pump to re use myself (seen this method on other cleaning products).  i do not see any potential problems  Weakness of plastic being resused.  I don't see any potential problems, I would definitely buy this if it was an option in my usual supermarket.  I think it would be more environmentally friendly to have pouches you fill your own bottle with. Could be green washing, this idea. Does it have facts and figures about the carbon it saves n the pack?  None that I can see. How is it attached ? (with tape or slotted together ?) I wouldn't like it so much if it has plastic tape attaching it, would prefer slotted in, but sometimes this can come loose  none  none  Returning it, I order my shopping online so I'm not sure how that would work for me.  That it has been cleaned properly and the pump works properly.  The fact I have to pay a deposit and then get it back when I return the packaging.  The marbling effect might rub off  nothing that i can think of  that it is not cleaned properly  nothing  Reusable packaging might become less robust over time and over many reuses. What sort of measures will be in place to ensure that my soap dispenser doesn't break, causing me to waste money on something not fit for purpose?  Just cleanliness, health and contamination would be my first thought  Non that I can think of at the moment  The pump not working as efficiently due to overuse.  nothing that I can see  Nothing, there's no reason why I couldn't use a reusable packaging.  The fact that it may degrade in future due to reuse to the point where it doesn't fulfill its purpose of holding the liquid correctly.  that customers wouldn't bother to return empty package  Perhaps if the specific bottle has already been used enough that it has dented or been damaged might dissuade me.  Easier to just put it in the bin  Buying or leaving a deposit at the start.  How damaged the bottles may become, whether it would be easy to return them, incentives to return bottle would need to be attractive.  None , i like the way its designed  My main issue would be regarding the hygiene aspects of the scheme, which is unrelated to the bottle's visual design. I'd prefer to keep my own bottle and then have a facility where it can be refilled. The logistics of collecting and transporting these bottles back to the sanititation facility would also pose further challenges, which would offset any sort of energy savings on producing less plastic. | 1.50 Most hand soap brands are cheap and they all do the same job  4.50 It should be cheaper if I have to return the packaging.  2.45 Soap generally ranges from £1 to £3. Due to the cost of living and inflation, I don't believe many people would pay more than this unless it was a known luxury brand who were trusted.  4.00 I would pay more for something that is truly eco friendly but it shouldn't be super expensive because the packaging is being reused  2.46 i wouldnt want to pay too much so i went for something mid range  3.00 That's roughly what I would pay for a slightly premium hand soap  1.46 The design does not feel luxury, I wouldn't put it in the downstairs loo.  2.00 It is slightly more than the cost I normally pay as the product looks higher end but not so much to make the additional deposit cost more than I am willing to pay at one time.  2.52 - I think that is a fair price for the size of the bottle.  4.50 Because it seems reasonable to pay for hand soap. A little bit more to acknowledge that the bottle is being re-used and so is probably made from more durable material.  1.95 I'd expect reasonable quality, but there is no luxury vibe here.  2.50 That is the price I am normally willing to pay for a similar product  1.50 Anything over £1.50 feels a waste on soap  4.00 it has a fresh modern interesting design and the product is all natural  2.00 It doesn't look like an expensive product so wouldn't want to put high price  2.43 I feel it represents the cost saving of re usable packaging  1.75 I belive that the hand soap that I currently use is around £1. If this soap is more environmentally friendly, then I'd be prepared to spend a little more on it.  1.95 This price will keep the product price within average price and maintain demand rate  2.45 As it seems to be perfect for both a regular hand soap whilst also benefitting the environment through the packaging.  1.98 It seems a fair price. Not in the most luxury bracket but I like the idea.  2.99 Because the company gets to make more money over time on the refill than wasting funds and resources on the bottle and content at every purchase  2.00 It feels appropriate and within my comfort zone.  4.02 That's what i usually pay  1.11 Reusable packages should consume less materials and energy though I'm ready to pay for effort.  1.50 Soap needs to be reasonably cheap, or at least not significantly more expensive than its competitors otherwise.  .68 This is what I can purchase for in a discounter store  3.03 mid range, nice scent, but nothing particularly different about any other soap brand apart from the reusable feature  1.45 around my usual price point  .87 That's the highest I currently pay. My current brand costs way less espcially as it is refillable. The price is what is obtainable for the popular brands in the country.  2.02 There are cheaper options on the market that I would be more likely to go for. I would pay slightly more for the eco-friendly aspect but not much more.  1.50 I wouldn't pay more than this because there would need to be some incentive for me to return the bottle.  2.50 Not too expensive but reasonable  2.50 Seems a reasonable price  3.00 seems a fair amount for the volume and the type of packaging offered  1.00 I usually pay £1 at Poundland.  3.00 On par with other soaps with no reusable packaging.  1.92 its about what I would expect to psy  1.98 i dont ever pay lot for my handwash  1.20 I understand it could be a little bit more expensive but i wouldnt pay much more.  2.00 because i would not pay more than that for a hand soap, i typically look for things around £1/£1.50 but as its reusable i would expect to pay more  1.39 Tis is the amount I would expect to pay if I were to buy liquid soap. I don't as I use only blocks of soap.  1.00 That is what I currently pay for a quality brand  1.44 if the soap is 2. because it a reusable packaging 1.5 is a god price  2.50 I would expect to pay a little more for a eco friendly product, but I wouldn't pay a premium for this product.  1.05 If the packaging is being returned and reused, I believe the soap should have aa more affordable price.  1.95 thats is maximum i pay for the one i use at the moment  5.00 I think this is a reasonable amount to pay for the number of hand washes I would expect to get out of a product this size. I can only guess without the dimensions but £5 wouldn't put me off at all and I'd be happy to pay the deposit for the recyclability.  4.21 I think this process would likely be more costly for the manufacturer, so I would a higher amount to account for those costs.  3.00 Because I believe recycling goes with a premium price and people won't mind paying extra for being eco conscious.  3.00 If I use a pump soap (I usually use bars) I would pick soaps for no more than £1, but I would be happy to pay more to be more sustainable.  2.00 Because it is a reasonable amount considering that there is nothing special with the formulation of this product  1.45 it needs to be price competitive  .83 Because i tend to always look for minimum prices.  2.53 Soap is relative cheap and I would not want to pay much for soap. If the bottle if reusable and you are paying a deposit (meaning that the bottle does not entirely belong to you) I would not be willing to pay much more than a soap that comes with the bottle.  1.47 Its the price i would pay for soap I don't usually pay more so down to personal preference  2.46 think this is a reasonable amount  2.47 A reuseable soap is likely to be above budget price but not a luxury.  3.00 I feel like it's worth the money to support a reusable item and stop more plastic entering landfill.  1.84 soap is cheap and lasts a long time, so there's no point going more expensive  2.48 Normal handwash is about £1.50 to £2.00. I would pay a little extra for the eco benefits  3.50 Seems fair especially as being recycled  3.05 i think its a fair price  2.00 We're in a cost of living crisis right now, I lost my job in January and the job market is awful. I dont pay more than £1.50 for a bottle of soap, so I added an extra 50p to my current spend limit because I feel like it'd be an option if at least that 50p got returned to me when I returned the bottle.  3.50 I think if you are using packaging that has already been used it is a fair amount.  3.00 It's about half way between £1 and £5, and seems a reasonable amount.  3.04 I think it is a fair price  4.03 id be happy to pay a bit more for the first time as the top ups are usually better value  2.00 that is what i think it is worth  1.29 Because soap is cheaper and better.  3.50 I am willing to pay a slight premium for sustainable packaging. However, I would not pay at the highest end of the range for something like hand soap because it's something I use a lot of.  1.97 Suits my budget and not too extortionate a price to pay. Perhaps if it were anti bacterial or produced in a 'fair trade' way then I might pay more  1.00 That's about the amount i buy my handwashes  2.00 I usually pay around £1-£1.50, but would be willing to pay slightly more if it meant I was helping the environment and the quality of the product was high.  .74 about what I would pay at the moment only it is reusable  4.00 because any higher and I feel like I could get a better deal with standard brands. Lower I feel like it would give the company less money to do better recycling schemes on other products.  2.50 Because it is a nice middle ground between being a budget product and having a nice margin, which still making it affordable.  1.00 its what i normally pay  1.46 Because I'm not paying £2 for soap.  2.00 Currently pay 1.80  2.80 It is the amount I pay now in a supermarket with a discount used.  1.44 I would usually only pay around £1 so an additional 50p is acceptable + if the incentives are good this would be acceptable.  .89 i chose it based on the actual price of such products in the market  2.50 If the bottle is reusable, than I'd probably be willing to pay a little bit more initially. |

New - plain

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| Reason | Like | problem | WTP |
| The plain design is more similar to what I am accustomed to,.  The plain bottle is more aesthetically pleasing to me. I feel it would fit better in a bathroom.  prefer the look of container a  packaging looks better  looks in better condition re packaging  It looks sleeker and more attractive to the eye.  it looks like a rock, i doo like it but i prefer simpler  It looks cleaner. However, I would like to see what it would look like after several uses. Potentially the second option with the pattern would disguise the wear and tear?  I think option B would hide wear and tear more but I still find the smooth design of option A more visually appealing. I think I'd take a bashed version of option A over a new bottle in design B.  I prefer the cleaner lines of this product. It is more my style - simple.  I don't like the pattern of B and I think out of the 2 options, plain is better and cleaner looking.  I chose this option because it is plain and simple. Keeping things simple is sometimes the best way to be efficient.  Hand soap A, because for aesthetic reasons and giving a "clean brand new" product, although being recycled  cleaner more simple look | simplicity  It is minimalist and would work well in any bathroom.  looks plain and simple  it's reusable, can refund for money  no interest in it at all as not something i zoom in on  It looks clean and easy to refill.  simple  Reducing the need for new plastic to be made for each bottle. I can see that that the paper sleeve comes off easily so that is clever as it might get wet after use and you could take it off. You could also decant the product into your own container while still getting the benefit of using less plastic  I like that it's minimal, I'd imagine not a lot of waste is made in the production process  I love the idea that it is helping the environment and the colour makes me think of the ocean so protecting wild animals.  its a good shape, it looks easy to open when refilling and I like that the label is made from cardboard.  I liked the simplicity of it. It is no thrills, simple plain, good for the planet.  the aesthetic and look of the product  limited colour, no use of pattern | confidence about the cleanliness.  No problems with the product itself but the deposit scheme described sounds difficult. A refillable solution would be my preference.  nothing at all, although would eb good to see the product inside through it  i might break it when i use it so i cannot refund  product , quality, smell and price v competitors  Risk of the lid breaking or snapping.  price  Cleanliness. However, if the company could state clearly what they have done to clean the packaging, then people should have less worries. We also need to get used to this sort of process  None  The hassle of having to remember to return the packaging to the supermarket.  the material used looks a bit cheap/low quality and may not be useable for long  It will be scuffed up and damaged over time, more expensive. It may not actually be greener.  signs of tears, stains or other type of damage that arise after many recycling cycles  may not feel as premium | 1.50 seems a fair price similar to competing products.  1.50 Reusable packaging should make the product cheaper, or at least comparable in price to other items on the market.  1.42 it feels comparable to other products in the hand soap cateogry  2.09 i might break the bottle i prefer cheap things  .92 looks cheap and not branded  3.50 This is the normal amount I would pay for hand soap.  2.00 it doesnt look premium but because its recycled its worth more  1.95 I am thinking about the current price I pay for my hand soap (I take my own bottle to a refill shop and buy only the soap, not the packaging costs)  3.50 That feels quite expensive to me and any more would be too much, but it signifies value and would make me want to take care of the bottle  3.50 It seems a fair price - it is not a premium product but I like the fact that it is helping the environment so I would be willing to pay a bit more on that basis.  2.00 because it looks like a basic handwash and it doesn't say it kills germs  2.05 I spend probably £1 max on hand soap. I am on a tight budget and soap is soap. Some people are willing to spend more on nice soap and I think £2 is reasonable.  2.31 Normally, a retail price for this product would estimate at £1.99, but because of the recycling efforts, an additional £0.32 would be implement to cover the recycling process, making the product at £2.31  3.03 Limited budget Appreciate the recycling element but wouldnt pay considerably more because of this. eg. £5 |

Worn-plain

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| Reason | Like | problem | WTP |
| Plain texture doesn't add any more texture to my bathroom, It simple and that what i like to see  It is smooth and look attractive  Cleaner and simpler and less clutter  Soap is a cleaning product and packaging doesn't have to be colorful to do its job  looks less damaged  I prefer the design of it, it looks smoother and nicer to have in the bathroom  Because, in line with the simplification and reusability of packaging, the design should be as simple as possible.  I feel like the package is more secure and cleaner  It just looks better. I get that B is meant to look like soap, but the pattern makes it look even more worn and not as clean as A  looks cleaner and looks to of been on the shelf for less time  I prefer the colour of the packaging | Not have to worry about extra plastic that I would create buying this product  Due to reused multiple time  Saves plastic and good for the environment  its plain  smoothness  I like the colour and the design, and it would look lovely in my bathroom  aqua colour is pleasant and would fit most bathroom colour schemes.  I like that it is reusable  I like that it is simple and clean looking. The label is clear and is recyclable  seems fragile  I do not particularly like it but I prefer the colour | It could break on me I could forget about when goin soap shopping  wear and tear of the reusable Strict hygiene standard  Cleanliness, hassle of filling up and spiling in the process.  depending on the material it is made from - durability and hygiene can be the issue  cost  If it is difficult to refill the item  I note the cardboard wrapper around the bottle. This should be recyclable also.  that it isn't as secure as the non reusable packaging.  It will be more and more worn and show visibly. I don’t mind some wear, but I don’t think it’s strong enough to be filled more than 10 times.  lack of trust in it abillity to keep its contents inside  The bottle is eventually going to look a mess | 3.50 I would pay a little bit more than for most soaps just so my packaging could be made with quality materials and last longer  2.07 it is fully refundable  1.82 Same as what I usually plus a small premium  1.73 it's reasonable for soap  1.45 not prepared to spend much  1.44 I think that is reasonably priced compared to current soaps that are available  1.42 Its soap! (with reduced packaging costs).  1.30 That this is a reasonable amount to pay for hand soap. Any more I would feel is too expensive to pay for hand soap.  1.01 It is what I can afford. I usually pay £0.85 for soap that I already decant into another holder. I’m not paying much more when it is going to be refilled.  .95 it the price I pay for hand soap and as it is a staple that i buy a lot of consistancy in price is important  .91 I do not want a pack that has gotten into that state in my house |

Worn-pattern

|  |  |  |  |
| --- | --- | --- | --- |
| Reason | Like | problem | WTP |
| slightly more depth to the packaging  the design is nicer  i like the marble like material  The scuff marks are less obvious.  I would choose option B, in the case of wear and tear it is less noticeable with the pattern.  I prefer the texture  the wear and tear is harder to see with the pattern  Because I think the wear and tear will be less noticeable with pattern  The pattern hides the imperfections better  It looks fractionally more appealing than the first one and the patterned surface hides the marks and dents  B. The damage to the packaging looks less obvious with the pattern on the bottle.  I prefer the appearance and I think it looks better with wear and tear.  The texture is more pleasing to look at and it also hides the wear and tear that the hand soap goes thorugh.  Because it distracts from the use of wear and tear. This would also encourage people to use this product as it looks attractive.  The pattern on the packaging makes it appear more appealing and kind of hides packaging defects.  The pattern makes it look more appealing  The design is better at masking the wear and tear on the bottle  I like the design of the soap, it makes it look more appealing. It gives it more of a personality  I chose this option as I feel like it looks a lot better than the other one. The other one is a bit plain  you dont notice the signs of waer much  I feel like the pattern on this packaging gives the whole product a more sophisticated look.  Disguises the wear and tear better  The wear and tear signs are not as obvious with design B. Generally looks good as well.  Wear and tear is less visible.  b as is it not plain and it makes it look like it is marble.the other is quite boring and plain, its eye catching  i like the look of B, the patterns look nice. i think also the patterns hide and marks or scratches.  Wear and tear is less obvious than the unpatterned version.  The design is prettier and would suit my bathroom aesthetics. It also conveniently covers up the wear and tear from being recycled.  fewer marks  Because the packaging is recycled so many times, it will show signs of wear and tear. This design hides these "flaws" and will make them look like a part of the design.  wear and tear is less obvious  Looks better, wear and tear blends in  Textured design on the bottle is more aesthetically pleasing. It also covers up the wear and tear marks better.  The marbled design helps hide the damage that is starting to show on the two soap dispensers  Because of the marble patterns the scratches and damage to the packaging is less obvious and blends in with the pattern of the soap bottle.  I am the sort of person that is very visual and also a bit fussy about cleanliness. The patterned bottle hides the ware and tear far better.  I choose B because A makes the product look a little cheap, which I guess isn't necessarily a bad thing its just hand soap. But I think the pattern of B makes the wear and tear look less noticeable, almost like it just blends in with the design. The pattern basically distracts from the fact its been reused and recycled a few times, which wouldn't bother me, but if its a reason for someone not to purchase I think B would be a better option to hide those markings.  it does not look as worn as option A  I prefer the patterened design, it looks cooler than the plain packaging  The stone pattern hides the damage from reuse better, and is a better look than plain blue too.  More interesting looking design, potentially hides the scuffs a little more  I like the marbled colour effect as it looks nostalgic and reminds me of old fashioned bar soap that people used to have when I was a child. I also think that the pattern hides the wear and tear scuffs more than the plain one. The marks on the plain one are a bit off-putting and make it look dirty.  its just looks more appealing  Option B there is some pattern on the bottle, which minimise the appearance of scratch & usage of the bottle, which give a better look.  I like the style of the marble pattern, but also the pattern better hides the signs of wear and tear.  The patterned design is slightly more eye catching and reminds me of the sea - it might also be better at hiding signs of wear and tear  The colour tones disguise the damage better  the design on the packaging looks nicer than the plain version as wella s hiding defects and scratches etc.  Patterned as it will hide some of the blemishes, therefore giving the illusion the product is in better condition  I prefer the patterned marble effect, and the wear and tear shows up less on this design too.  i chose the option B because i like the pattern on the bottle.  I don't mind the wear and tear, but I think the design I chose disguises it a bit  I chose B as the packaging looks more interesting and appeals more to me  it's more attractive to have a pattern and I think it disguises the flaws a bit better. the plain once looks a bit industrial  Personally I would opt for option B - this would trick myself as a consumer in to thinking any defects on the packaging is part of the packaging design. This is the same reason that most pubs and hotel use patterned carpet, its less likely to show stains or imperfections.  B  I think it is prettier packaging anyway, but I also think that it shows less signs of wear and tear  I chose B because with the design it looks less scruffy.  It looked less obviously used. The signs of use blended in better with the pattern so it looked newer and like the marks were deliberate or part of the pattern. I also prefered the pattern - it looks more stylish and like natural stone.  I would purchase option B with the pattern. Even though they have the same wear marks it is much less obvious against the pattern compare to the plain bottle. The pattern also gives the impression of a higher end bottle compared to the plain design.  more attractive; signs of wear and tear are not so visible  it have the same wear and tear sign but look better this colour,is not plain  I think the damage on the packaging may be off putting, the pattern disguises it somewhat.  Whilst I am aware, wear and tear is present, the textured design limits the visibility and makes the product more visually appealing/  I think this option looks the best  Because of the patterns incoorperated on the packaging. It somewhat hides the wears and tears and even looks more beautiful than the plane design  It hides the wear and tear better.  I have no real preference, B shades it slightly as it looks marginally better with some darker blue in it.  i chose option B because: the packaging is very basic and yes you can see the signs of wear and tear. When considering a hand soup I think about how it will look in my bathroom on the sink, and it has to look somewhat nice. Option B with the marbling is more attractive and a nicer design. It hides the wear and tear a little better too.  The texture of this bottle makes the wear and tear less pronounced leading to a better overall look.  The packaging looks more natural. Because of the pattern on B any small scratches and marks are not so obvious.  I chose B because the pattern makes it hard to see damage from repeated use. This makes the product appear attractive despite the packaging no longer being new. I would prefer this option so long as it wasn't significantly worse for the environment to make the pattern.  I would choose option B because I prefer the look of the bottle. The wear and tear of the bottle is less noticeable in option B.  The packaging is more appealing as the pattern somewhat hides the defects (wear and tear).  This marble-looked design would be better for a reusable package as it won't show much of the wearable sign of reuse. It also looks fashionable and has a sense of high value.  It looks nicer, more stylish. If the price and all the ecological aspect are the same for the two packages, I will choose option B.  I don't have very strong feelings either way, but the wear marks blend in against the pattern somewhat, which I guess looks slightly nicer.  I think it has a more authentic look and the marble effect is quite appealing. This also hides imperfections so much better.  The pattern on this packaging is more appealing to me. It looks interesting and adds character - it also makes the wear and tear on the packaging look purposeful.  I preferred B because the wear and tear to the bottle is not as noticable, and I also like the marbled effect  The textured design helps hide the imperfections of the reused packaging.  (P179) I understand the need for reusable packaging in a world that is suffering from man-made climate change. I try not to care about aesthetics, but it is only human to prefer aesthetic to non-aesthetic designs. On that basis, I prefer Option B, because the signs of damage are less visible owing to the patterned design. It is more aesthetically pleasing to the eye than Option A, because there is no patter on Option A, and so the damage to the packaging is more visible and obvious. It gives the sense of a tarnished product (even though this is not the case). I think, eventually, people will come to understand that packaging does not need to look pristine.  B, the varied colour in the container conceals the imperfection more readily. Even without it disguising the wear and tear it is a more attractive package than that shown in A. One almost expects B to be textured given it's multi coloured appearance. A looks to clinical being in a single tone and it highlights the imperfections in the areas of wear and tear.  Both options when zoomed into have signs of use, however the patterned design on option b incoporates the signs of usage into the bottle. So I chose option B due to this reason. Furthermore the design is more interesting than a simple plain bottle and looks somewhat like a marbled floor, which my bathroom and tiles resemble. This fits in with where i would place this bottle i.e the kitchen and bathroom. The design also makes it stand out more than option B and looks more expensive.  I would probably opt for package B as I notice there is a marbled effect on the plastic in an effort to disguise wear and tear and make it look marginally better. But to be completely honest, I think they both look as shabby and tatty as each other. My complete honest feeling is that I wouldn't buy either if I could help it  The marble look makes it seem better quality and it hides the scratching, making it seem not as bad  I think the pattern will hold up better with wear and tear. It reminds me of the ocean and circles back to recycling for the sake of conserving natural landscapes.  I chose B, because the incorporated pattern are uniformly distributed in the body of the hand watch, and i believe it will prevent slipperiness, and it looks more attractive than A, and the patterns will somehow prevent wear and tear during repackaging  I find this design more aesthetically pleasing. I think the marble like pattern would suit a bathroom well. The pattern would also be more likely to hide the wear and tear described earlier, as opposed to the plain bottle alternative. | looks more stylish  the design  I like the pattern for the container.  The pattern is nicer to look at.  I like the shape of the bottle and how it resembles a bar of soap  That it can be re-used  I like the colour and the fact that its reused  The colour  I like that it can be reused many times  Nothing much, it's hideous and I wouldn't buy it.  It's environmentally friendly.  The shape, the colour and the design  As previously mentioned, the texture is more pleasing than a standard texture. I prefer patterned / not plain soap over plain monotone soap.  I like that it looks different to other packaging available on the market. I also like that it stands out and looks like a marble pattern.  As previously mentioned like the fact that it covers the poor plastic quality. Additionally it's just more visually appealing.  The design and shape  The marbled texture gives a premium feel to the bottle.  I like the colours and the use of brown on the packaging as a colour block. It reminds me of the ocean, hinting a possible calming effect of the soap  It makes it look more like a bar of soap and looks less plain in comparison to the other one  you dont notice the signs of wear much  The marble like effect makes it classy  Less plastic produced and ends up in landfill  Like I mentioned before, hide some of the wear and tear signs. It is good for the environment as well. Less plastic usage.  Clean simple design.  it is eye catching  the pattern hides the scratches and marks due to wear and tear. it also looks like a bar of soap.  The wear isn't very visible.  The colour and patterns.  it looks like soap and can be reused  Good for the environment.  more interesting  the colour, sustainability  The textured design.  That it is recycled - but that the design and pattern limits how instantly visible the damage is.  The marble pattern suits the bathroom theme and I also like how the shape of the bottle resembles a bar of soap.  the fact that the pattern will hide the damage through the cleaning process  Its good for the environment, its not offensive looking (how offensive can soap be). its got a nice pattern  That i am helping with enviroment reusing  it helps to reduce plastic waste  That it is less wasteful, it's a good idea. It's a good design and a eye catching item.  I like the mixed colours and the fact that it help to hide the scuffs on the bottle  I like that it is the shape of a traditional bar soap, I like the colour tones together, I like that it is a sustainable product.  its looks more expensive and has more of a two tone look  It looks good  I like the colour and design of the print. The cardboard cover also helps the item to feel new even though it has been reused.  the pattern reminds me of marble and the colour reminds me of blue skies and blue sea, so it is more attractive to me than the plain version  Marble like pattern.  mostly the design on the packaging.  Slim line, attractive and easy to handle.  I like the pattern effect, the random marble affect.  i like the label and the pattern and also the idea or using reusable packaging. it is better for the enviroment  I like the concept, and would be happy to support it. I think textured/patterned packaging tends to imply eco-friendliness, I don't know why though.  I like the patterned, marbled effect  I love the concept, we really need to be doing more like this to help the planet  The 'marbling", it provides a trick of the mind. The scratches are less visible, If this were to be a trusted brand that does in fact disinfect their packaging to be reused then I would use this company but for the right price.  The design comouflages the damage.  I like the way the colours and contrasts have been done  The design works better with this reusable concept.  That it means less plastic waste. It also looks quite stylish.  Any form of reusable packaging is something I tend to lean towards. This is particular I don't think screams reusable which is slightly nicer for the purchaser. The colours are a nice blend, easy on the eye.  better for environment  the colour  I like the colours, makes me think of the sea, freshness.  It is simple, clean lines, looks fresh, and does not look cheap.  I like the marble affect.  I think it is sustainable but after 15 uses it might not be reusable and strong as it originally was  I like the colour. It hides the signs of wear and tear in the pattern so it isn't as obvious which may encourage more people to buy it.  I like the idea it is reused and not going in landfill.  The fact that it is environmentally friendly and reusable. It looks ok, albiet a little basic looking.  It has a modern look.  I like the pattern on it and the cardboard strip. The blue pattern reminds me of water and it has a 'clean' feel.  I like the packaging not only because it hides minor damage but also because it makes the product look distinctive and more expensive. The pattern evokes the idea of foamy soap to me.  I like it and would be up to using it.  The pattern makes it harder to notice the defects. Additionally, the pattern makes it appear a more 'premium' product.  I like the marble look.  For its nicer look  The reduction in waste.  I like the style and design of this packaging  I like the pattern on the container, it is as if it has its own patina. Each container would be unique with it's own markings.  It looks visually attractive The scratches do not show so much because of the pattern  The textured design helps hide the scratches from the reuse. The bottle is basic and could be used for different products from the same bottle.  It has a patterned design and therefore the signs of damage are less visible to the naked eye. The pattern itself is pleasing, reminiscent of the kind of patterns you see in rocks and stones.  Mulit coloured container, with it's almost marbled appearance, is more attractive than the single clinical colour of the other packaging.  I like the textured look of the bottle and the design. The contrast between the blue and brown is also nice, and the blue bottle makes me think of water and the ocean which correlates to cleanliness which is the main aim of the foam. I also like the simplicity of it and that it doesn't look busy in design, meaning it isn't too out there and therefore looks tacky, the simple and clean look is nice.  I don't like it at all. I think the marbling effect is a good idea to dettract from wear and tear but I wouldn't say that I like it  It hides the scratches very well and looks better quality  Colours, pattern, shape and concept go well together. Logo is clever and memorable. It's simple and compact. Great for practicality and durability.  It evenly distributed patterns will prevent excess wear and tear during reuse (repackaging), it helps in waste management and disposal, the pattern gives strength and rigidity to the container  It reminds me of the sea and would good in my bathroom. It would be good to know I am helping the environment. | maybe if price too high  I don't like that you have to do a deposit the packaging looks scratchy  None that come to mind  I would not like the wear and tear. It would remind me of the fact that other people have used it in their bathroom.  It wouldn't be aesthetically pleasing in my bathroom. Not keen on the color either  I am unlikely to re-use and would be concerned that it would not fit under the materials classified as 'recyclable' by my local authority  the effort in recycling it.  Questions about the hygiene standards, especially as it's for soap  Being bothered to return it to the right place if it isn't convenient to do so  It's ugly and the proposed system is impractical. I would prefer to reuse the packaging myself and buy refills.  It will look horrible after a few uses and refills.  Ease of refilling  None.  If the wear and tear of this product is quite extreme or if the product itself was quite expensive in comparison to other products.  The effort of reusing the packaging and I don't think it will last long enough without clogging/breaking.  It is a little off-putting that the packaging is damaged and appears to possibly look sharp around the edges.  I would perhaps be weary of the integrity of the bottle if It had been reused many times  N/A, I would use it  Some people may think the packaging looks used and unfinished  expense  not sure  Too many scratches, dents etc so may not look good where I would use it in the house. Different colours need to be offered  Durability of the packaging. Remembering to bring it back for refill.  The visible signs of wear and tear might make me think it is dirty.  there are none  if the bottle is too weak, maybe it could crack.  None.  If it looks too dirty. Might question how hygienic it actually is .  it is scratched and this makes for germs being captured. unhygienic. Aesthetically it is not nice  Not sure that it is really sustainable to take the packages back and reuse them. I think that this might use more energy in shipping and washing than it actually saves for the environment.  would there be more damage than just cosmetic, cause leaks  used packaging  Wear and tear over time will eventually render the packaging unusable.  The fact that it might look a bit worn and scruffy - particularly if I was going to use it in a public place in my home where guests might see and use it  Having to return to the store once its finished so the packaging can be reused can be seen as a hassle.  The feeling that the bottle isn't clean due to the damage - it would remind me that the bottle has been used many times before and that's a bit off putting to me.  To be honest, I dont see any problems  There is no problem for me  there are no problems for me  That the bottles are not checked properly between use and could leak from over use.  The thought of having to return it and how likely I would be to do that - also if it's second hand, what are the chances of ir breaking  I don't really like the scuff marks as I think it looks a bit unclean but I understand that this is the sacrifice for a sustainable product.  it make start to leak given the wear and tear  hygiene problem  Variations of wear and tear on the bottles might mean that some bottles do now get purchased, as consumers prefer to choose the less worn bottles.  whether or not the packaging is in reasonable condition after several uses and general wear and tear  none  probebly if it makes it through the checking procedures with bad damage.  Cleanliness and hygiene of the reusable packaging  I do not ind the wear and tear, but if the surface becomes rough with the scratches on it then it might put me off. I also wouldn't want my soap to look too scruffy.  no problem at all. i would be happy to buy this product  I tend to use refill pouches and decant them into a nicer pump which goes with my decor, so the bottle itself being reusable isn't too important to me. I'd prefer a larger bottle so less packaging per volume overall.  I wonder how durable the pump would be if reused multiple times  As long as I know its hygienic i don't see any problems  If a brand sitting next to this products works out to be cheaper, if the company made it to difficult to return the packaging for a refund.  I guess just knowing that someone else used it before, even though it has been cleaned. That would be at the back of my mind constantly  none  I think it's probably not very economical nor green compared to a something that's retainable and therefore does not need to be returned or professionally cleaned.  Not being sure it is cleaned properly and not being sure where to return it. I would be worried there might not be anywhere local to me to returrn it or it might mean a special journey.  The material doesn't seem the sort that can be repaired if damaged past a certain point. Even though it goes through thorough cleaning the scratches etc could potentially harbour issues hygiene wise?  not very pleasant to use it after someone else Not very attractive  nothing  wear and tear  Bacteria and misuse by other consumers  None  Nothing in particular  It requires people to remember to bring the empty back to the store with them which will take time to get used to the same way bringing reusable bags took people time to get used to. What happens to the bottles that are too damaged to be refilled? Plastic isn't infinately recyclable so what is going to happen to the plastic once it has exhausted it's recyclability?  Needs to be easy/quick to return. Making it reusable shouldn't be energy heavy offsetting the good of reusing.  the look of it really. The design is not that attractive. but i think overall that would not put me off entirely  It may loose the modern look over time.  I don't really like packaging that is scuffed and scratched. It might scratch the skin on my hands. I would prefer to have my own bottle that could be refilled.  I may prefer the other design if it turns out the patterned option is more difficult and environmentally damaging to manufacture. There are no downsides to reusable packaging - I would be happy to use and take back for refills.  Nothing. I do whatever I can do sustainably to be good to the environment.  I would forget to take it with me to the shop to get it refilled and my deposit returned. For such a trivial amount of money, I may not make the effort to take it back to the shop for reuse and may bin it.  The hygiene of it  I would have to make sure that the refill options are easily accessible everywhere. If not, and if I have to end up purchasing a new reusable bottle, then it doesn't make sense.  My scepticism that transporting the packaging back and forth is really the best way to solve the problem of waste. With this sort of product I'd prefer to be able to have a bottle of my own that I can keep and refill from a bulk soap barrel at a shop when I need to, and I imagine that would also be more environmentally friendly than shipping packaging around.  No  I would worry about the packaging possibly being unhygienic. I would also worry about the durability.  If it got very scratched or looked dirty it might put me off  the ease of reusing the packaging. If the company is going to be refilling them rather than having refill station for you to refill your own bottles. The packaging will get damaged over time so will still need replacing.  There are no problems. I would buy it without hesitation. However, a note on the label to explain that there may be signs of wear and tear owing to the recycling process would be helpful.  Can't think of any immediate issues, unless the wear and tear was so advanced that the packaging would not last until the product was finished being used.  Usually the increased costs associated with such items, the increased cost is passed on to the consumers and more needs to be done to reduce this to make it into an attractive proposition. Also potentially, plastic packaging reuse specifcally may affect shelf life standards i.e the packaging looks worn.  I think pyschologically, seeing something that is supposed to be a hygiene product in worn out packaging makes me feel unaccepting of it From a practical standpoint, I think things like the pump probably wouldn't take too much reuse before it fails and then when things like that happen, what are the customer's rights in getting their deposit back??  The scratching. If I'm paying full price when I could be getting something without scratches  The dispenser at the top will probably. need to be replaced frequently. I often have issues with those, the spring coming loose and no longer functioning.  The need for me to make some cash deposit for me to use it will somewhat hinder me, i prefer bonus or discount to be given to those that returns theirs after use, so as to facilitate cooperation  I don't think there would be any potential problems using it. | 1.84 amount i normally pay  1.95 it is a reasonable amount  5.00 I like the design and feel that you get a reasonable amount for this price.  1.88 I would not spend lots on something faulty.  1.00 I wouldn't pay more for handsoap. I'm on a strict budget  3.00 it is midrange  1.75 I can not afford to spend a lot of money on anything these days.  2.50 That's what I'd usually pay for handsoap  3.00 Anything more is expensive for any kind of hand soap  1.42 This looks like a budget soap and I'd say £1.50 is about right for that.  .89 That's about what I usually pay.  1.95 A bit more than my usual price to account for the costs of the recyclable material.  1.50 I go to discount stores and the price I generally pay is very low. £1.50 represents a slight premium as the soap seems nicer than Lidl's Cien line which I usually use.  3.00 Because this seems like a reasonable amount and would encourage me to return the bottle to get my deposit back.  1.00 It is a reasonable price for soap in my opinion.  1.00 Because it looks like a standard generic brand and if the packaging is being reused then consumer costs should be kept low  1.50 I am not fussy when it comes to soap I don't belive there are any advantages to more expensive options - they all do the same job  4.50 It looks more on the upper end of soap brands. It looks very sophisticated.  2.00 This is roughly the average cost of soap. I wouldn't pay anymore when I could get something cheaper  2.00 it is approximately what I would pay for hand soap  3.00 I feel I won't buy anything more than this amount for a hand soap, even if its reusable packaging  2.00 It’s affordable  2.00 I am only paying for the refill and not for the packaging. I assume it will be cheaper.  2.00 I would pay a less premium fee as this doesn't feel like a high end product.  2.50 i expect to pay a bit more as its recycable  2.00 why would i want to more?  2.00 I normally buy the cheapest soap.  1.50 You are basically only paying for the soap. It will depend on the quality and fragrance of the soap but since you won't be able to keep the bottle, it should be a cheaper price. Especially since this is excluding the deposit price.  1.09 what I pay plus a little more  .91 That is what I pay anyway.  1.93 around what i usually pay  1.90 Cheaper packaging I may preplace  3.00 Seems like a fair average.  2.00 This feels about right as after cleaning the actual soap is pretty cheap  2.00 The look of the packaging is note something I think I would spend more than this amount on, looks low quality.  3.00 I feel like this is a bit more than the average price of a decent hand wash right and therefore would perhaps include the refundable deposit.  2.50 I just feel like its soap, it just has one basic function and yeah the packaging is a bonus so this is what I'd be willing to pay because usually I'd be paying like 60p to be honest.  2.51 affordable for me  2.97 I think that is a reasonable amount for hand soap. I don't want anything fancy, just a soap that will do the job.  1.95 I would normally pay £1.50 but I'd be willing to pay a little more to help make it a success. Any dearer and I'd just get my usual product.  1.07 I'd be expected to do a lot of the work in returning the packaging, and the company would be saving money by getting the bottles back, so I feel it should be towards the cheaper end due to the extra hassle, and the likelihood of using secondhand bottles.  2.99 It is affordable for me and about the price I normally pay for hand soap, I don't think people should have to pay more for sustainable products.  1.50 this is how much i would be prepared to pay  3.00 All natural ingredient with reusable packing, reasonable to charge higher than average current price  3.25 I'm comparing the price to other hand soaps that I buy currently, which are around the £2.50 - £3.00 mark.  1.45 It is almost double the price of what I would usually pay so this would include the deposit mentioned earlier in this study  2.41 Would normally pay less for hand wash. but would pay more for the environmental benefit of this product. (Currently buy in bulk and use reusable soap dispensers)  2.53 I dont buy handsoap often, and for me that is a resonable amount which is pretty much the same as I pay for four handsoaps.  1.51 Reusable packaging should be at a discounted price as the manufacturer will clearly save money which should be passed onto the consumer  2.50 Typically I would not spend more than £2.00 on hand soap, but would be willing to spend a bit more if the packaging was recyclable and therefore more environmentally friendly.  2.00 i think its a fair price. it is around the average price you would have to pay for a hand soap  4.00 I think paying on the higher end of the market seems fair if the product itself is also ethical (I would want to know it had quality ingredients and was kind to the environment, not just the packaging). That said, it's still just 500ml so I wouldn't be able to pay a lot more.  3.03 This is more that I would normally pay for a single use (or refillable bottle). I have allowed additional costs for it to be professionally cleaned and refilled  3.00 it's more than double what I normally pay for a throw away bottle  2.50 I feel that its a good enough price, If i could help the environment and my bank balance it would be a good investment. I feel this product would only work on a subscription bases and not for selling to the mass market in the local supermarket.  1.54 I think it is a fair amount considering the manufacturers do not have to pay for packaging.  1.94 I think that the reusable bottle would cost more to produce than something we are expected just to throw away  .81 Because I don't think it's a particularly attractive nor green concept.  2.00 I tend to buy cheap bar soaps. I might pay more if it smelt very nice or had moisturising properties.  2.00 I'm on a small budget as a single income household, I unfortunately have to choose products that do the job while sometimes compromising on smell, visual aspects or environmentally friendly qualities. If this soap was of a similar bench mark to standard antibacterial soaps I would purchase over a non reusable package.  2.03 I hope for a good quality  2.00 because is reusable packaging and 100% natural soap  2.50 Not too expensive, keeps it at a competetive price  2.97 It is enough that I feel the expenditure, but not too much that I expect more than a reused product brand.  4.05 It looks like a quality hand soap.  .88 Because not much expense went into package reproduction, expense was only made for the content in it so I believe that is a fair price.  3.00 It's the most I would pay to hand soap anyway and if people are to choose it over non recyclable ones it can't be more that they normally pay.  2.02 Saving by not needing new materials but some extra costs on recycling.  2.00 I think this is reasonable. handsoap is over priced in the uk market and I think £2 is reasonable.  1.99 It feels like the right amount to make retuning the bottle worth the effort.  .61 I chose a low amount as there are plenty of hand soaps on the market for under £1. I do not want to pay more for reusable packaging. I think it should be cheaper.  3.50 I think this is a reasonable amount for hand soap. I would buy a product which costs this much. If it was more expensive, I would be tempted to search for another product.  2.00 That amount is what I can afford at this time.  1.00 I would not be willing to pay a premium for this product just because the packaging is reusable and I spend in the range of £1 for soap currently.  1.44 As most of the cost for the product would go to the packaging. If it's reusable, it would only be the hand soap. I think it is the price it worth.  3.03 I usually purchase solid soap with no or almost no packaging. I am fine with paying the appropriate price for a product but £5 for liquid soap is over my budget.  2.00 Because I wouldn't pay a premium to encourage this system given I haven't seen any reason why it would be better than a self-refill system.  2.50 I feel (judging on looks) that this is a reasonable amount for the soap and packaging  1.00 The hand wash I usually buy costs £1  2.45 I try to cut down on uneccessary costs. I do care about the environment but could not personally justify spending more on this product  .50 It doesn't cost that much more if you forget to return the soap container then not a lot of money has been lost but it is a high enough amount there is an incentive to reuse the packaging.  2.50 Because I normally buy bars of soap, which are cheap, about £1.00 or £1.50. I don't understand the need to have soap inside a plastic container, so I would be reluctant to buy it if cost a lot more than a bar of soap.  2.00 Base on typical cost of say £3.50 per bottle of 'standard' soap in a non reusable container one would expect the container to be a fair amount of the cost paid for the product. As the container is reusable in this instance, albeit it shall not last forever before needed to be recycled itself, one would deduct a certain amount for the container itself. Hence the reason to reduce the cost for the soap alone to £2.00  2.00 The current hand soap, I purchase for 1.50. This is also for a 500ml bottle. So I would be wiling to pay a similar amount for this soap, perhaps slightly more due to the reusable packaging.  1.00 I don't think anyone is going to tolerate paying a premium price for something that looks shabby. Budget soap can be bought for £1. I don't think this soap can compete with anything beyond the budget range  2.50 because thats usually the max I pay for any hand soap. This soap isn't too different to what I like to buy  3.50 I usually pay £1.50 - £3.50. I would happily pay the higher end of this bracket for supporting a re-usable product.  3.00 i choose the amount, because it is considerate, considering the fact that the containers used in packaging the product is reusable, so the production company is at advantage since they don't need to manufacture or buy new containers.  1.25 This is the amount I pay for my current hand wash. |