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The Psychology Behind How You and Your Consumers Choose…

and it's not what you think

Dr. Antonia Mantonakis

Professor of Marketing and Consumer Psychology

www.thewinepsychologist.ca

Antonia Mantonakis

Professor, Marketing and Consumer Psychology

Antonia is a consumer psychologist that studies how consumers make decisions. Her research uses experiments – either in her "wine lab", at a winery, or with online platforms.

One of her recent lab studies looked at the impact of an award versus a review on consumer purchase. The study found that lower knowledge consumers were really influenced by the presence of an award (e.g., a medal displayed on bottle), whereas for higher knowledge consumers it could go either way depending on their knowledge of the award source (e.g., Decanter vs. Finger Lakes).

A little background on "The Wine Psychologist" www.thewinepsychologist.ca

- Where the name came from
- What I do at Brock University
  - Prof of Marketing and Consumer Psychology: teaching & research (20+ years)
  - CCOVI Fellow
- What I do with Niagara wineries
  - Collaborations on new research
  - Marketing audits
- How I can help you

A Consumer Psychology Approach to Wine

Why is consumer psychology important?

WHAT'S THE VERY 1st MARKETING DECISION?

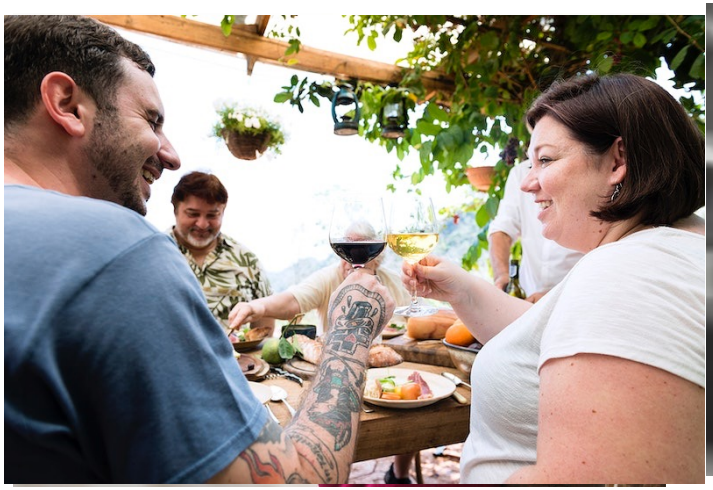
WHAT'S THE LAST?

How important is consumer psychology in the value chain from grape to glass?

Who benefits from understanding consumer psychology?

A Consumer Psychology Approach to Wine: 3 Stages of Consumption

buying → consuming → remembering



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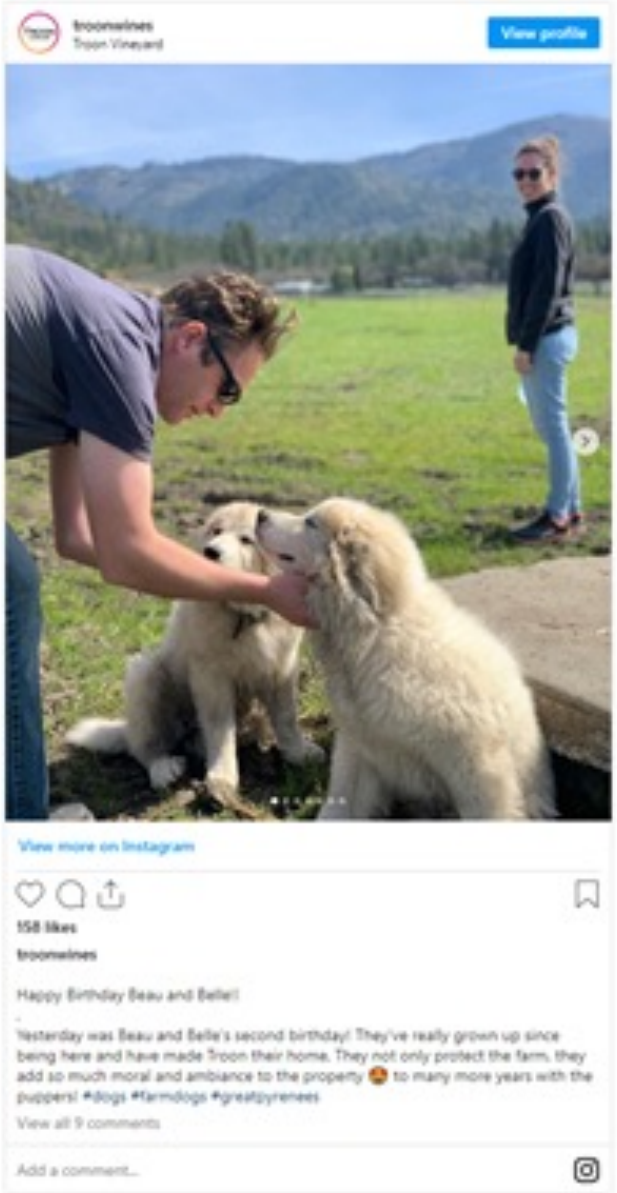
What information, or "cues" do consumers use when choosing a wine?

2 different kinds of "cues":

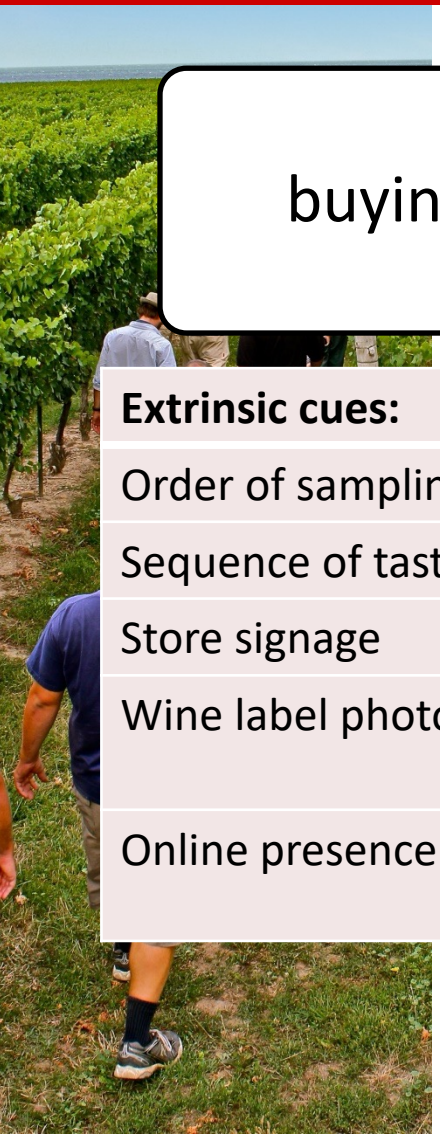


"It almost feels like cheating," says Craig Camp, Troon's general manager, of Beau Belle's social media marketability. "They're these giant, adorable white dogs, and people love them."

"It's not just a tech sheet as a caption. There are so many ways to have conversations about wine," Tillotson says.

The word "authenticity" is often overused in conversations about branding, but it's why pictures of Amelie, Beau, Belle and all the other pups resonate with audiences. Sure, some of us mindlessly scroll our feeds and like pictures of cute animals. However, many social media users are savvier than cynics expect. They can tell the difference between a soulless algorithm grab versus posters who treat their communities—including the four-legged members—with respect.

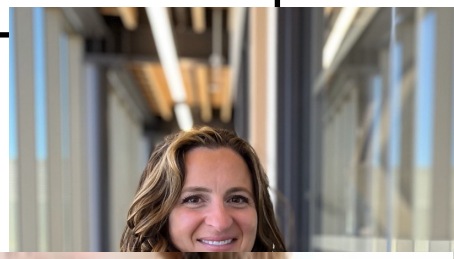
My previous research findings for the 3 Stages of Consumption

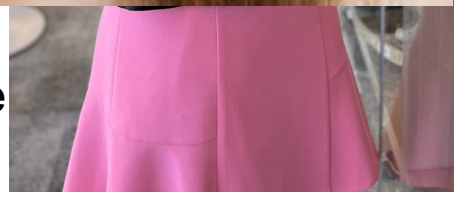


buying → consuming → remembering

Extrinsic cues:
Order of sampling
Sequence of tasting
Store signage
Wine label photo
Online presence

"their employees were treated badly..."





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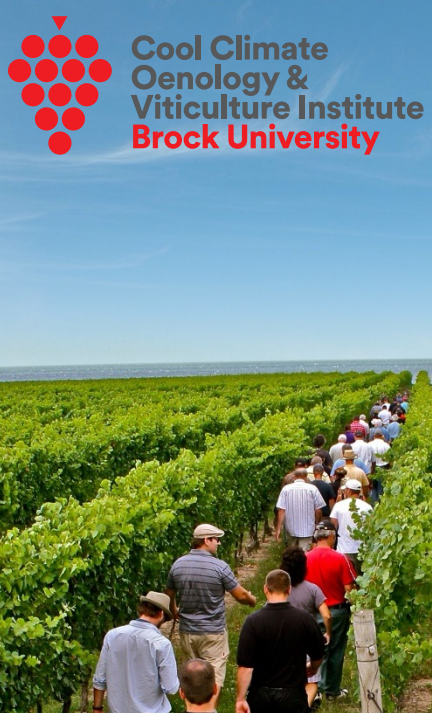
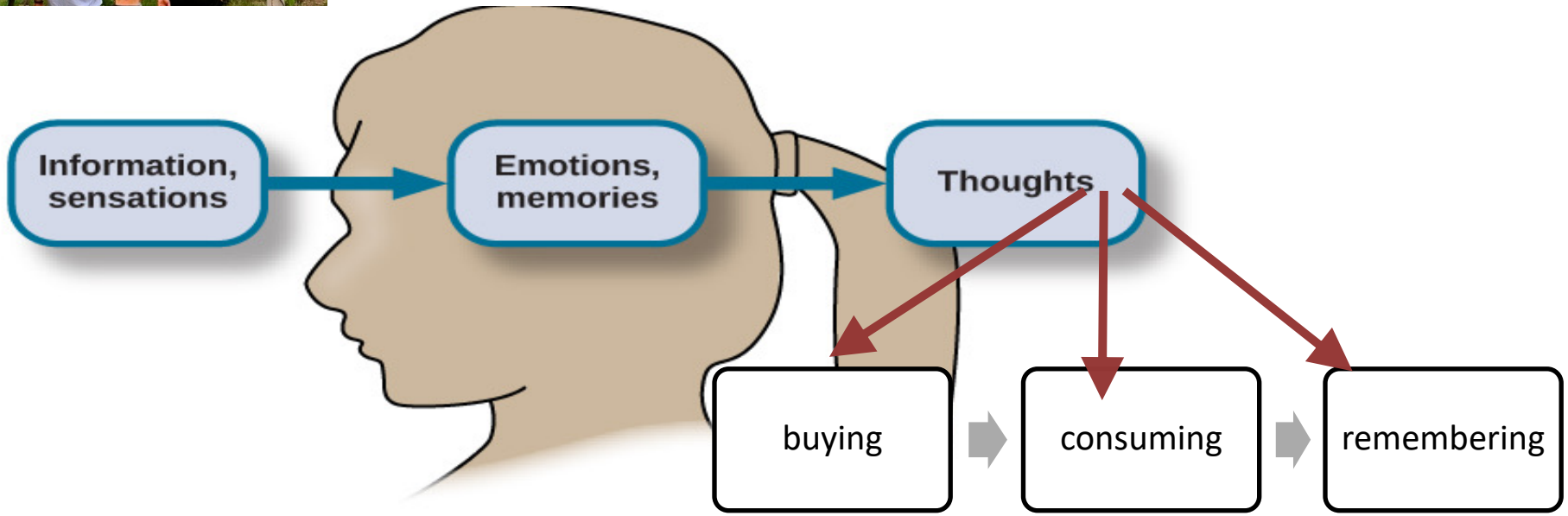


WHY and HOW do these cues and signals make people buy, consume & remember?

This is Consumer Psychology: Consumers perceive, pay attention to & identify with various extrinsic cues, which influences their behaviour



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Secrets to Consumer Psychology at all 3 Stages of Consumption

buying → consuming → remembering

Psychological factors:
Choice strategy
Attention/persistence
Knowledge
Identity
“Cue of the cloud”
Confidence

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Secrets to Consumer Psychology at all 3 Stages of Consumption

buying → consuming → remembering

Psychological factors:	Psychological factors:	Psychological factors:
Choice strategy	Fluency of processing	Fluency of processing
Attention/persistence	Deservingness	Autobiographical memory
Knowledge	Knowledge	False memories
Identity Identity	Discrete emotions (guilt)	False beliefs
"Cue of the cloud"	Momentum	Expectations/uncertainty
Confidence	Incongruity perceptions	

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What is consumer identity?

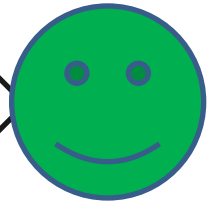
Imagine Claudia whose self-concept includes:

- Competitive cyclist
- Physician
- Mother
- American

Does one's identity influence their behaviour?

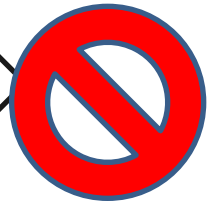
American Products

- Levis Jeans
- Budweiser



Canadian Products

- Air Canada
- Molson Canadian



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Today's Research Question on Signatures
- with Dr. Keri Kettle

What's a signature?

- Signatures represent who we are
- Signatures show approval, endorsement, or authenticity

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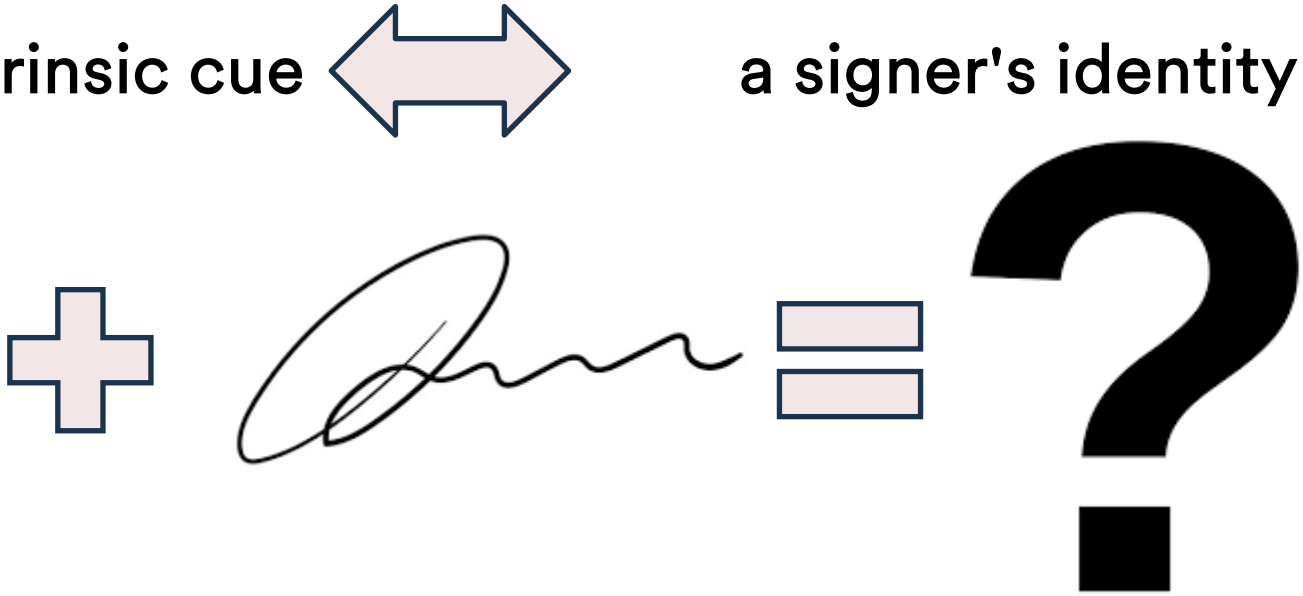
Today's Research Question on Signatures
- with Dr. Keri Kettle

Signature ⟷ a consumer's identity

Signature/ extrinsic cue ⟷ a signer's identity



Initial Evidence

- Riverview Cellars Estate Winery

"It's not what you think" ...

- 10+ years ago
  - Ran various experiments online
  - Presented at various Wine Business conferences
- Signatures everywhere!

- On the flipside.. Signatures in LCBO?
- Sometimes a signature will help, sometimes it might hurt...

Experiment 1: Adding a Personal Signature to a Sign Increased Product Sales

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Experiment 2: How Adding a Personal Signature to a Product Label Affects Product Evaluations and Retail Sales

HOW and WHY is this happening?

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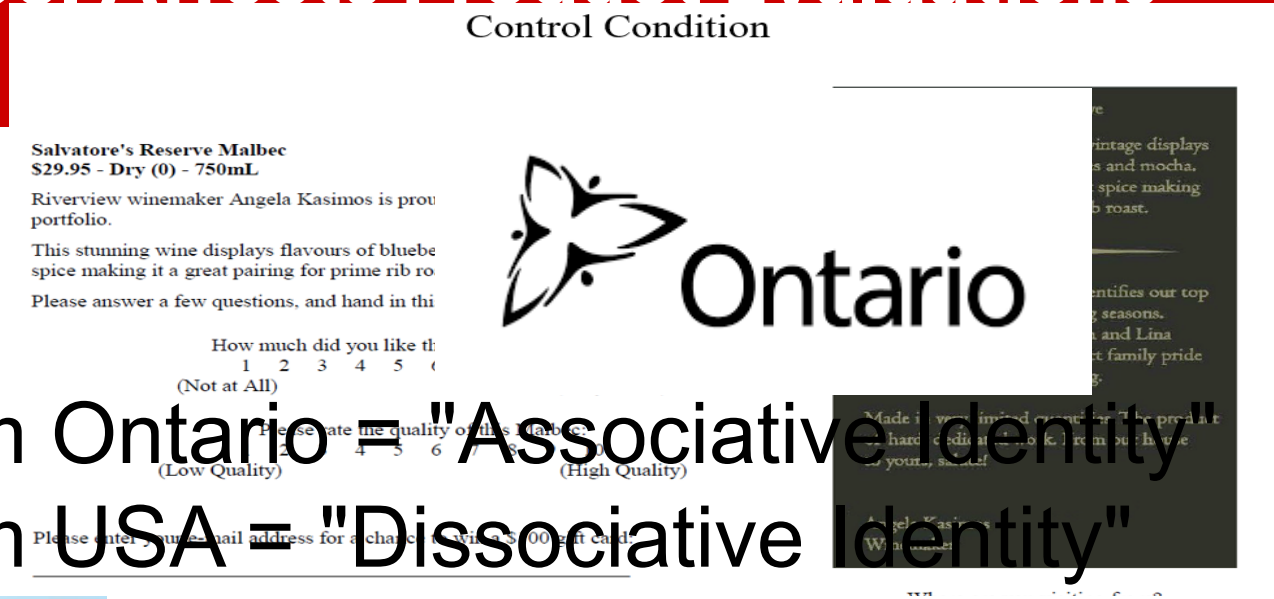
Experiment 2: How Adding a Personal Signature to a Product Label Affects Product Evaluations and Retail Sales

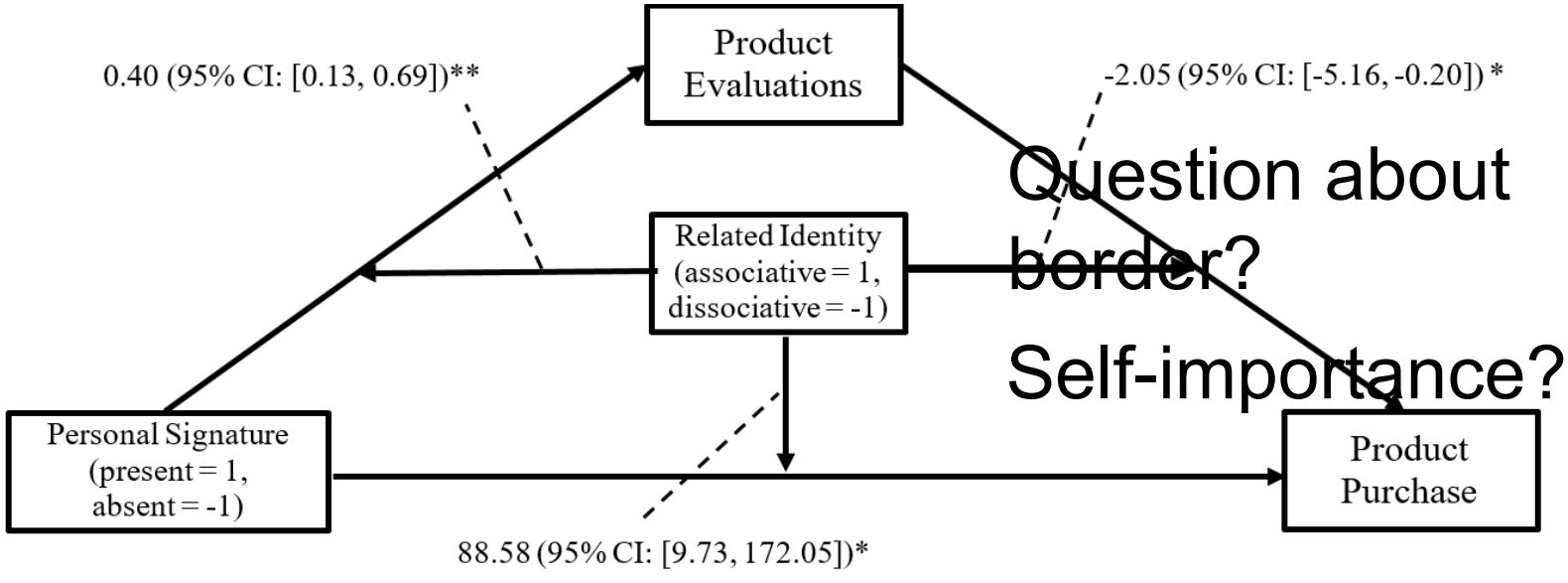
n = 183



Consumers from Ontario = "Associative Identity"

Consumers from USA = "Dissociative Identity"

Experiment 2: How Adding a Personal Signature to a Product Label Affects Product Evaluations and Retail Sales



Question about border?

Self-importance?

Experiments 3 & 4: Identity Self-Importance Moderates the Effect of Adding a Signature

Packages Without a Personal Signature

Packages With a Personal Signature

Labels Without a Personal Signature

Labels With a Personal Signature

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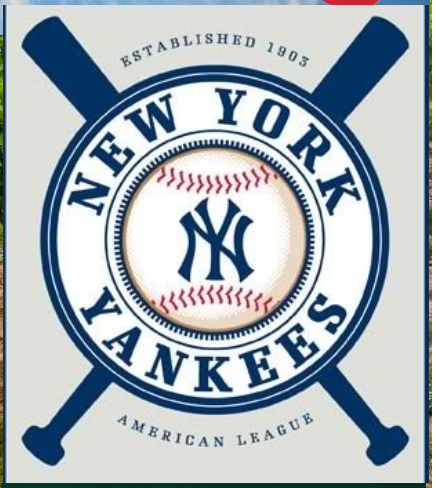


Supplemental Study

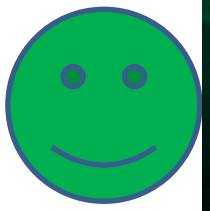
Group 1

ADVERTISEMENT WITHOUT A PERSONAL SIGNATURE

Group 2

ADVERTISEMENT WITH A PERSONAL SIGNATURE

n = 321



Take Aways: It's not so simple

- The effect of a personal signature on product evaluations depends on
  (1) whether the consumer's related identity is associative (versus dissociative), and
  (2) the self-importance of that related identity

- Adding a personal signature as an extrinsic cue enhanced (lowered) product evaluations among consumers with a self-important associative (dissociative) identity

When a Signature Helps vs. Hurts

- When your consumer's related identity is <u>associative</u>, a signature helps
  - In tasting room it's easier to showcase the signature
  - In the LCBO it's not as easy – attention is the key for the 80% rule!
- When your consumer's related identity is <u>dissociative</u>, a signature hurts

Managerial Implications: Dos & Don'ts

- DO consider what your consumers are thinking and feeling: Consumer Psychology
- DO evaluate the buying context, who the target consumer is, and what they'll identify with
- **DON'T just add a signature for aesthetic appeal**
- DON'T just add a signature before considering identities

A simple experiment can help you understand your consumers and how they'll react to a new in-store sign or product label

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Practical Implications

Identity is important – for both hedonic products, and utilitarian products

- Label design (wine and other product packaging)
- In-store signage
- Tasting room staff

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Thank you for listening

Antonia Mantonakis
The Wine Psychologist

ARE WE FRIENDS ON INSTAGRAM?

Follow along to check out more of my work and behind the scenes !

Special thanks to:

Mike Pillitteri at Riverview Cellars

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Thorsten Fischer
Vaibhav Gandhi

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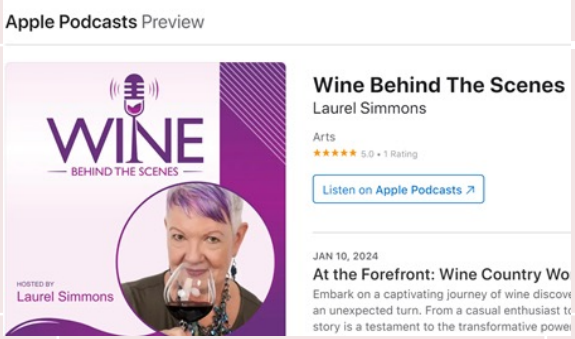
Wine Knowledge vs. Wine Involvement

Knowledge: (Hughson & Boakes, 2002)	High	Low
Involvement: (Berti, 2003; Lockshin, 2001)		
High		
Low	Ex-server	Casual consumer



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