

# Little Things that Make a Difference, but Shouldn't.. Insights into Consumer Behavior

Antonia Mantonakis

What are some

**CHOICES**

your consumers are faced with?

What are some  
decisions  
your consumers must make?

# What consumers are faced with..

- Red or white?
- Which one on the list?
- What price point?
- Which one out of those sampled was the favorite?



# Theoretical Framework

Behavioural  
Choice

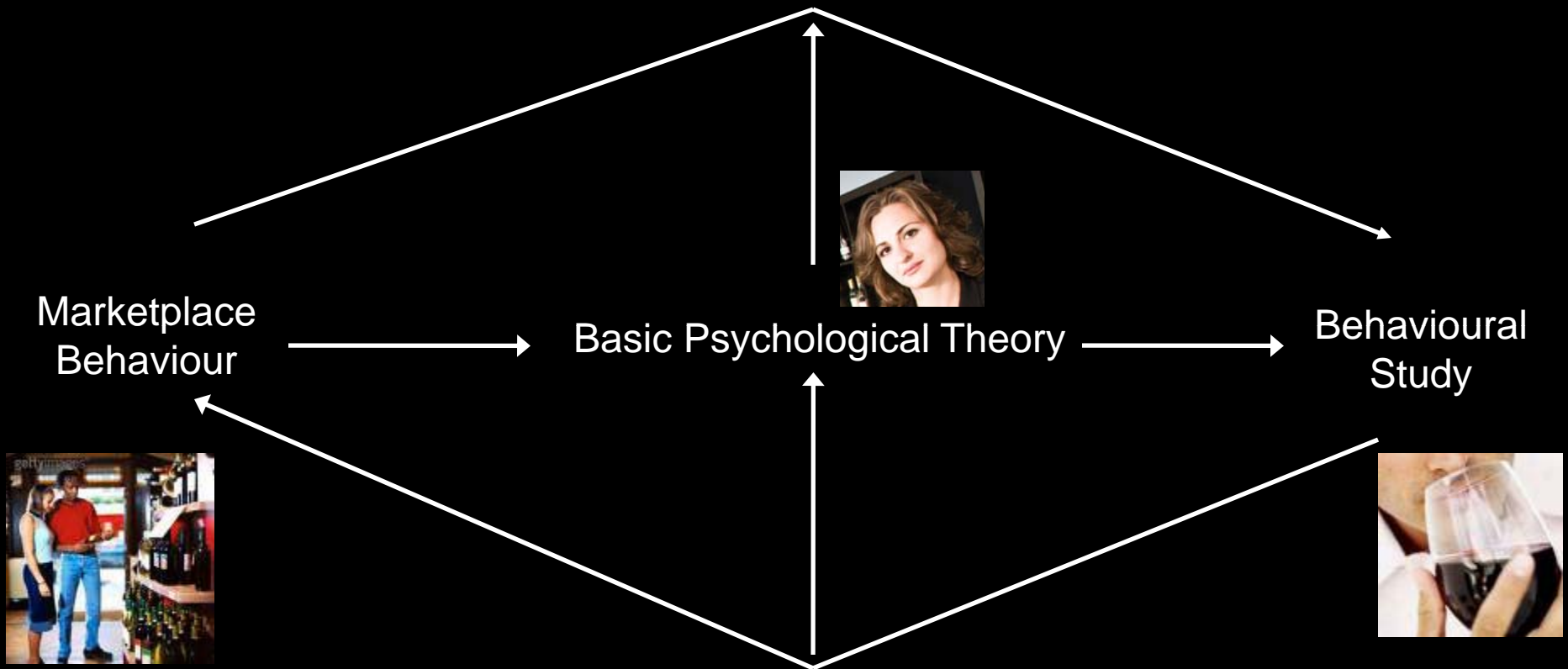


Consumption  
Experience



Memory of  
the  
Experience





# Behavioural Studies

Consumer Perception  
& Cognition Laboratory

facebook.

- Controlled experiments (counterbalancing, etc.)
- Members of the Niagara community (ages 19 to 75)



# Theoretical Framework





What are the incidental things that affect choice?

# Which Bottle of Wine Would You Buy?



# Which bottle of wine: German or French?

# In-store Music and Choice

	French Music	German Music
<p><b>Bottles of French Wine Sold</b></p> 	40	12
<p><b>Bottles of German Wine Sold</b></p> 	8	22

(North, Hargreaves, & McKendrick, 1997)

# One day at a wine shop...

# Does the Order in which Options are Evaluated have an Effect on Choice?



# Recency Effects

- **Skating competitions** (de Bruine, 2005)
- **Stockings** (Wilson & Nisbett, 1978)



# Primacy Effects (For Wines)



- Observed in small panel and mass panel wine-preference data (Fillipello, 1955; 1956)
  - The first is the strongest, perceptually in hedonic assessment (MacFie et al., 1989)
  - Boredom effects for the items sampled later in the sequence (Sulmont-Rosse & Chabanet, 2008)



# Research Question

Are there biases in the final choice simply as a function of the position of each option in the temporal sequence?



(Mantonakis, Rodero, Lesschaeve, & Hastie, 2009)

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# Between Group Experiment

- 32 participants sampled 2
- 33 participants sampled 3
- 33 participants sampled 4
- 44 participants sampled 5





Each participant was given identical  
20mL samples of the **SAME WINE**

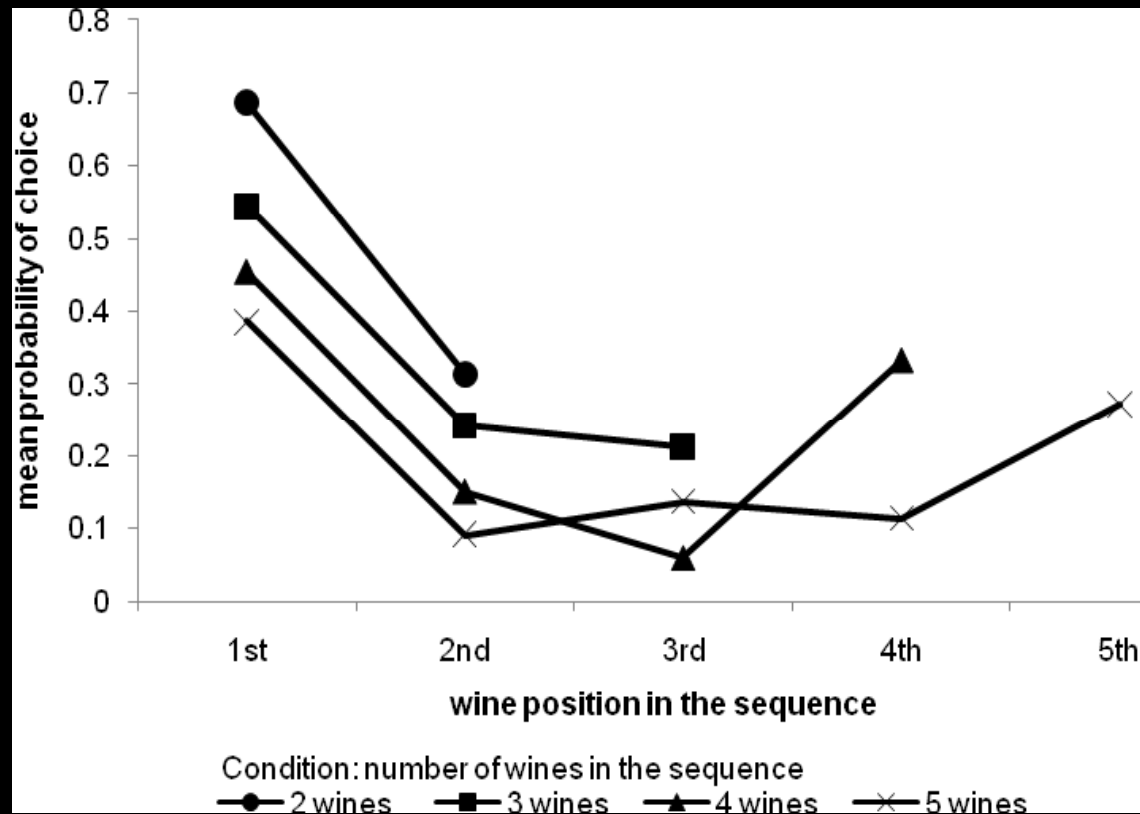
- Riesling
- Chardonnay
- Cabernet Franc
- Pinot Noir



(Mantonakis, Rodero, Lesschaeve, & Hastie, 2009)

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# Results



(Mantonakis, Rodero, Lesschaeve, & Hastie, 2009)

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# Expertise Moderator



“What is the traditional colour of Semillon?”

(Hughson & Boakes, 2001)

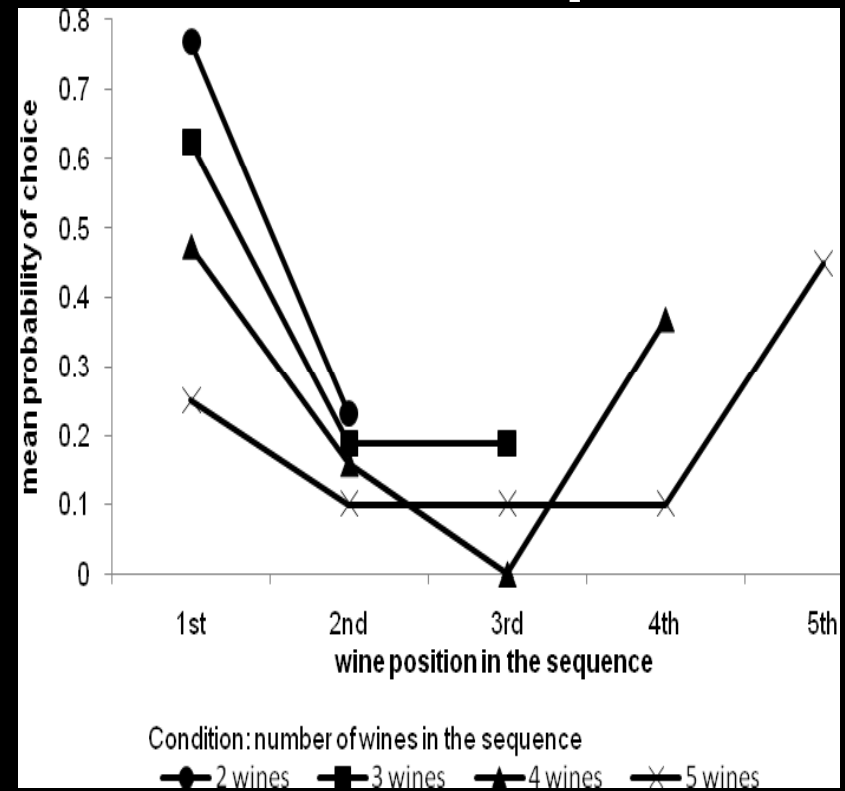
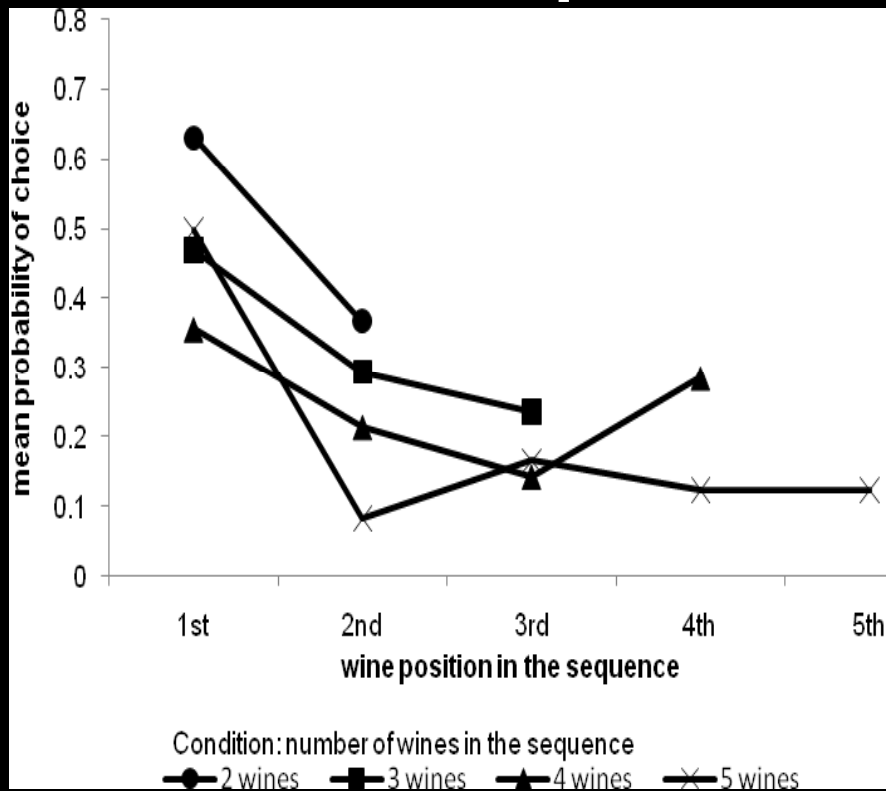
- High Knowledge Group (n = 69)
- Low Knowledge Group (n = 73)



(Mantonakis, Rodero, Lesschaeve, & Hastie, 2009)

# Low Knowledge Group

# High Knowledge Group



(Mantonakis, Rodero, Lesschaeve, & Hastie, 2009)

# Summary

- Advantage for the first sampled
- Advantage for the last sampled, only for longer sequences, especially for High Knowledge participants

(Mantonakis, Rodero, Lesschaeve, & Hastie, 2009)

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# Theoretical Framework





# Music Played and Taste

- White wine rated as more “subtle” and “refined” when Tchaikovsky was played



(North, et al., 2008)

# Region

## “California”



- Rated food higher
- Ate more food
- Stayed in restaurant longer
- Made return reservation

## “North Dakota”



(Wansink, Payne, & North, 2007)

# Price

- Neuroeconomics

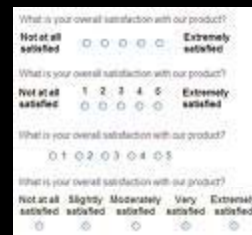


(Plassman, O'Doherty, Shiv, & Rangel, 2008)

# During the wine festival...

# Question

Are there biases in the preferences simply as a function of the way in which options are initially evaluated?



(Mantonakis, Schwarz, Yoon & Wudarzewski, 2010)

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# Numeric Values on Rating Scales

“How intelligent is Tony Blair?” (Haddock and Carrick 1999)

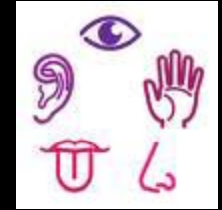
Not at all 0 1 2 3 4 5 6 7 8 9 10 Very  
much

**Unipolar:** 0 indicates the absence of the single trait being measured (i.e., absence of intelligence)

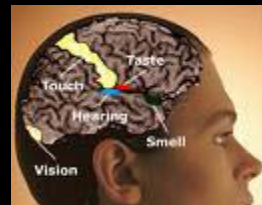
Not at all -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 Very  
much

**Bipolar:** -5 and +5 indicate opposite traits (i.e., intelligence vs. stupid) and 0 a neutral (neither/nor) value.

# Sensory Science



- assumes consumers are rational decision makers (Köster 2003)
- assumes that sensory evaluation is not as susceptible to bias as higher level evaluations



(Mantonakis, Schwarz, Yoon & Wudarzewski, 2010)

# Sensory Science



- Sensory systems have been optimized by evolution (Abdi 2002)
- Sensory inputs are “inherently evaluable” (Hsee et al., 2009a)
- “Sensory utilities” (vs. prediction or memory utility) should not be biased by contextual factors (Hsee et al., 2009b)

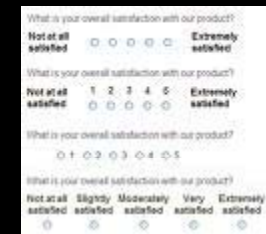


(Mantonakis, Schwarz, Yoon & Wudarczywski, 2010)



.. BUT how are those “inherently evaluable” senses measured?

- The number of scale points
- The extremity of the scale labels
- But, the numeric values are often overlooked



(Mantonakis, Schwarz, Yoon & Wudarzewski, 2010)

# Research Question

Can rating scales influence retrospective sensory evaluations?



(Mantonakis, Schwarz, Yoon & Wudarzewski, 2010)

# Procedure

- 90mL of white wine
- Participant rated wine on 4 attributes
  - Freshness
  - Complexity
  - Fruitiness
  - Crispness



- Either Unipolar scale (n=38)

Not at all 0 1 2 3 4 5 6 7 8 9 10 Very much

- OR Bipolar scale (n=42)

Not at all -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 Very much

(Mantonakis, Schwarz, Yoon & Wudarczewski, 2010)



After a few minutes, participants were asked:

“Overall how much do you like this wine?”

(Not at all) \_ \_ \_ \_ \_ (Very Much)

and

“How much are you willing to pay for a  
bottle of wine you just tasted?”

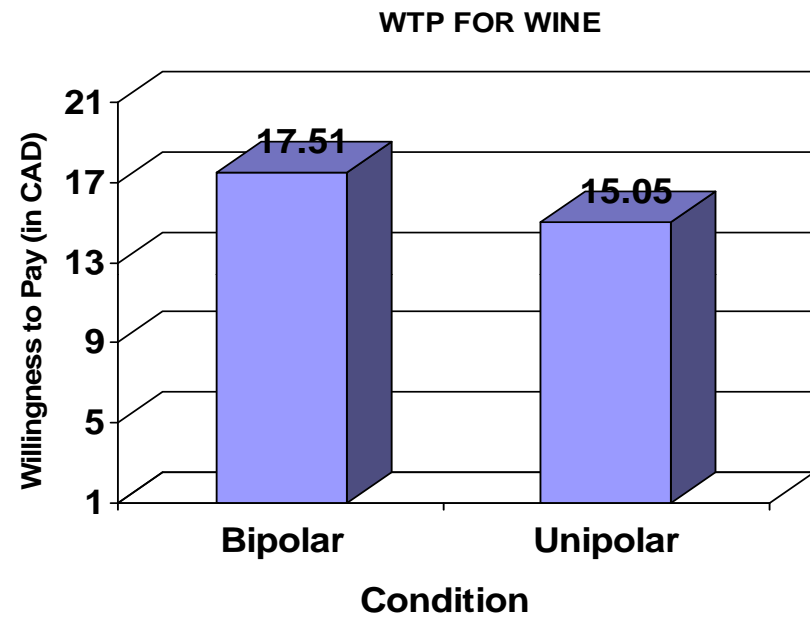
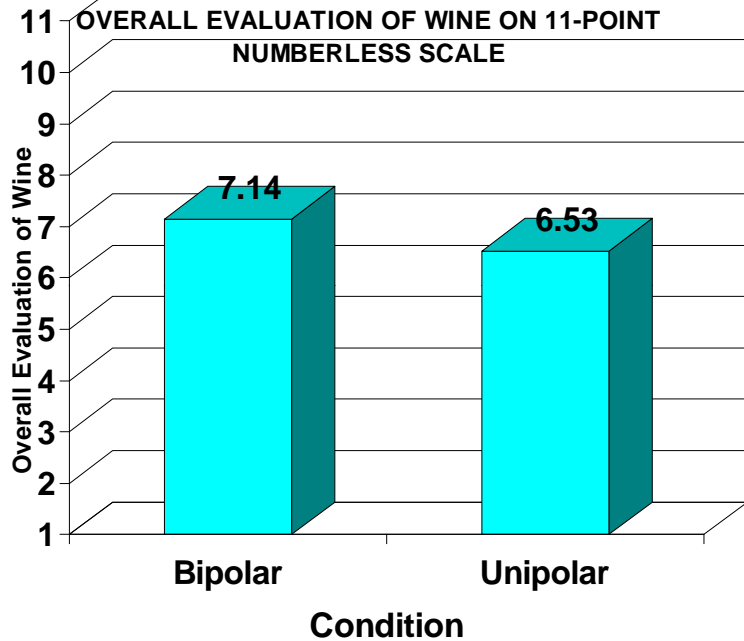
(Mantonakis, Schwarz, Yoon & Wudarczewski, 2010)

# Hypothesis

More positive evaluations and higher WTP after ratings on bipolar (-5 to +5) than on unipolar (0 to 10) scale



(Mantonakis, Schwarz, Yoon & Wudarzewski, 2010)



Overall evaluation higher for Bipolar group  
 $F(1,77) = 5.51, p < .03$

WTP higher for Bipolar group  
 $F(1,77) = 4.07, p < .05$

(Mantonakis, Schwarz, Yoon & Wudarzewski, 2010)

# Summary

- After the sensory experience dissipates, the memory (that one rated the experience as on the scale) is an accessible input informing reconstruction
- This changes decisions for which these things are inputs (e.g., WTP)

(Mantonakis, Schwarz, Yoon & Wudarczywski, 2010)

# Theoretical Framework





# Autobiographical Memory, Identity, Nostalgia

- Can (false) autobiographical beliefs shape current consumption patterns? (Mantonakis, Wudarczywski, Bernstein, Clifasefi, & Loftus)
- Are “deservingness” appeals more effective than hedonic appeals? (Vrieswyk, Hafer, & Mantonakis)

# Little things that make a difference, but shouldn't

Behavioural  
Choice

- Music
- Sequences



Consumption  
Experience

- Music
- Region
- Price
- Rating scales



Memory of  
the  
Experience

- Autobiographical memory
- Deservingness appeals



# Thank you

Research Assistants, and others who've helped out  
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