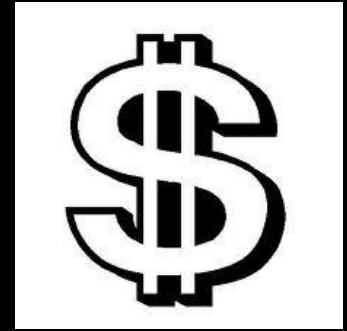# Does a Wine's Name Influence Consumer Taste Perception?

Antonia Mantonakis

Faculty of Business

What Factors Influence Taste Perception?

Music Played and Taste

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

(North, et al., 2008)

- http://drinkify.org/

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- Extrinsic cues = marketing related

- Intrinsic cues = ingredients

(Olson and Jacoby 1972)

Theoretical Framework

Behavioural Choice → Consumption Experience → Memory of the Experience

Price
Music
Order
.
.
Name?

Does the "fluency", or relative ease or difficulty of processing a name, influence perceived taste of the wine?

Marketplace Phenomenon → Basic Psychological Theory → Behavioural Study

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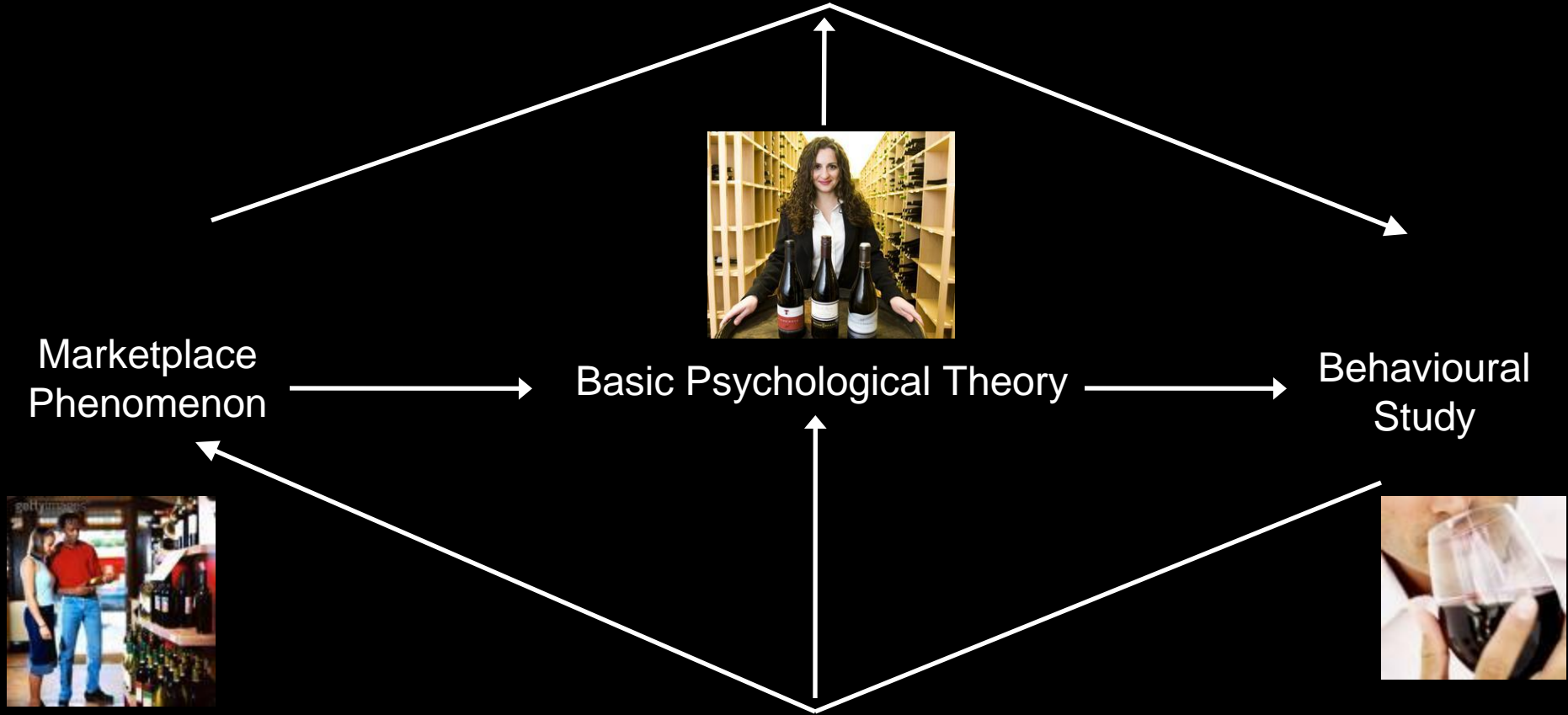
Behavioural Experimentation

Consumer Perception & Cognition Laboratory

facebook.

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

Fluency

- **Linguistic / Phonological**
  - Easy-to-pronounce: Barnings Incorporated vs. difficult-to-pronounce: Aegeadux Incorporated
  - Ticker Symbols in NYSE

    (Alter and Oppenheimer 2009)

    - KAR vs. RDO

      (Alter and Oppenheimer 2006)

- **Physical / Perceptual**
  - Easy-to-read vs. *difficult-to-read* exercise instructions

    (Song and Schwarz, 2008)

  - Easy-to-read vs. *difficult-to-read* orange juice labels

    (Aysan and Mantonakis 2010)

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Linguistic Fluency of Names and Taste Perception?

- ■ Easy vs. difficult winery name?
  - ■ Storybrook vs. Spatzendreck
  - ■ Ambrook vs. Ahnfeldt
- ■ Easy vs. difficult grape varietals?
  - ■ Riesling vs. Gewürztraminer
  - ■ Grenache vs. Garnatxa
  - ■ Merlot vs. Mtsvane

DIS-Fluency?

■ Disfluent = Unfamiliar

■ Unfamiliar = Usually Rare

 ■ Cheeses with disfluent *font labels* perceived to be more special   (Pocheptsova et al, 2010)

■ Rare = Higher Value

Disfluent   ⟶   Better Tasting

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Hypothesis

Wines associated with difficult-to-pronounce names would be associated with higher ratings of taste perception than wines associated with easy-to-pronounce names

(Mantonakis and Galiffi)

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Pre-test of Winery Names

■ 4 winery name pairs – matched # syllables

   ■ E.g., Cotar vs. Cvetko

■ Names rated on a 1 to 7 scale

   ■ Ease of pronunciation

   ■ Perceived similarity to English

   ■ Perceived prototypicality of the name

   ■ Perceived value ($)

   ■ Familiarity

(Mantonakis and Galiffi)

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Pre-Test Results

- **Titakis Winery (easy-to-pronounce)**

- **Tselepou Winery (difficult-to-pronounce)**

(Mantonakis and Galiffi)

Behavioural Experiment

- **Consumer Perception and Cognition Laboratory**
- **Between subjects design:**
  - "Easy-to-pronounce" group (n = 48)
  - "Difficult-to-pronounce" group (n = 45)
  - Control group (n = 41)
- **Members of the Niagara community**

(Mantonakis and Galiffi)

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Behavioural Experiment

- n = 144 (81 men, 63 women)
- 19 – 62 years old (mean age = 24)

- Participants tasted a chardonnay, rated
  - Liking, on a 7-point scale
  - Willingness to buy, on a 7-point scale
  - Willingness to pay, in CAD$

(Mantonakis and Galiffi)

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Expertise Moderator

- **Moderator: Wine knowledge questionnaire**
  - e.g., "What is the traditional colour of Semillon?" (Hughson and Boakes 2001)

- **High Knowledge Group (n = 89)**

- **Low Knowledge Group (n = 45)**

(Mantonakis and Galiffi)

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MEANS FOR "OVERALL, HOW MUCH DO YOU LIKE THIS WINE?" FOR LOW AND HIGH KNOWLEDGE PARTICIPANTS

Legend:
- Overall liking (LK)
- Overall liking (HK)

Categories: Control, Easy-to-Pronounce, Difficult-to-Pronounce

Y-axis: 0 to 6

MEANS FOR "OVERALL, HOW MUCH DO YOU LIKE THIS WINE?" FOR LOW AND HIGH KNOWLEDGE PARTICIPANTS

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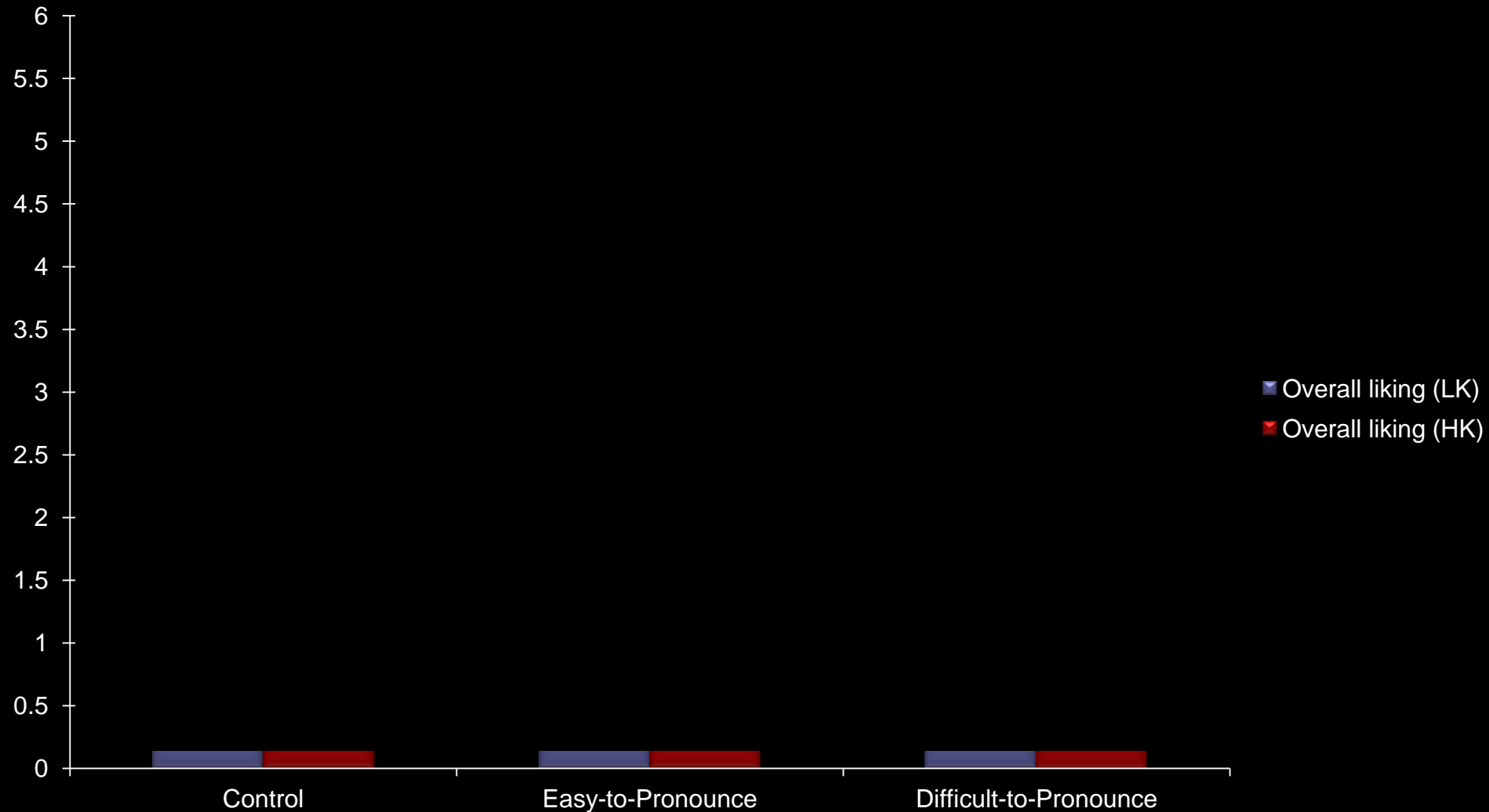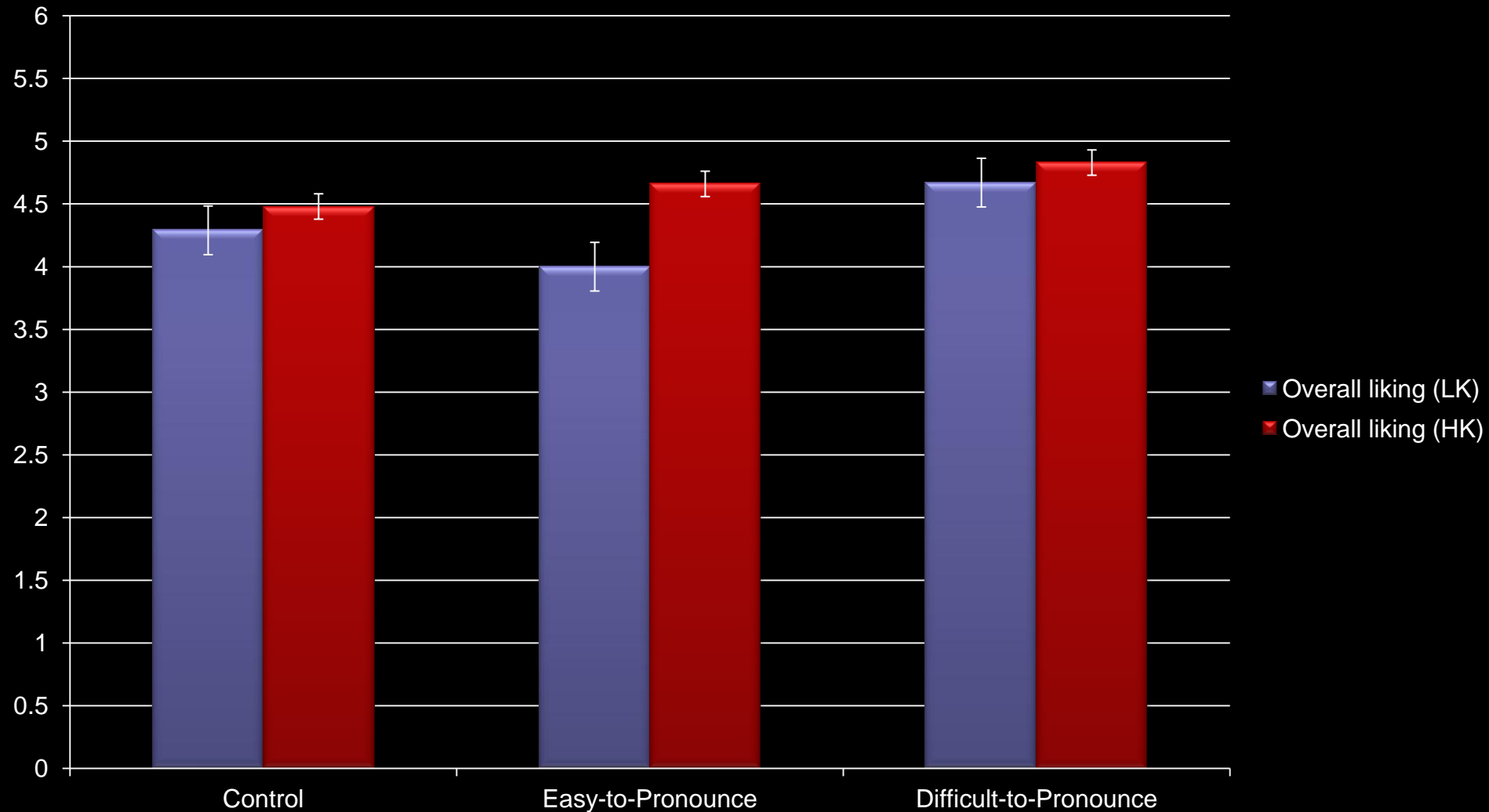
MEANS FOR "OVERALL, HOW LIKELY IS IT THAT YOU WOULD BUY THIS WINE?" FOR LOW AND HIGH KNOWLEDGE PARTICIPANTS

Legend:
- Willingness to buy (LK)
- Willingness to buy (HK)

X-axis categories: Control, Easy-to-Pronounce, Difficult-to-Pronounce

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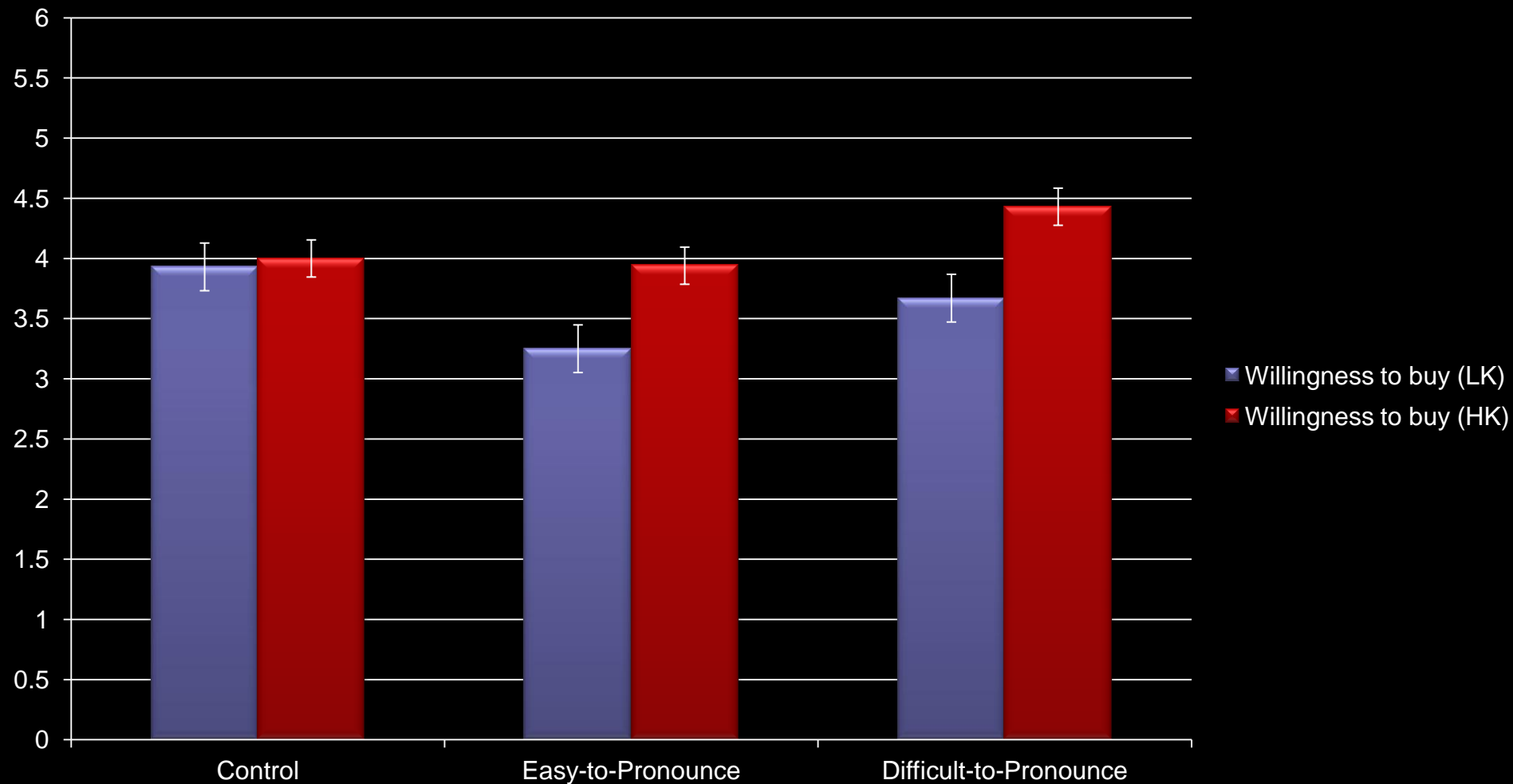
MEANS FOR "OVERALL, HOW MUCH WOULD YOU BE WILLING TO PAY FOR THIS WINE?" FOR LOW AND HIGH KNOWLEDGE PARTICIPANTS

Legend:
- Willingness to pay (LK)
- Willingness to pay (HK)

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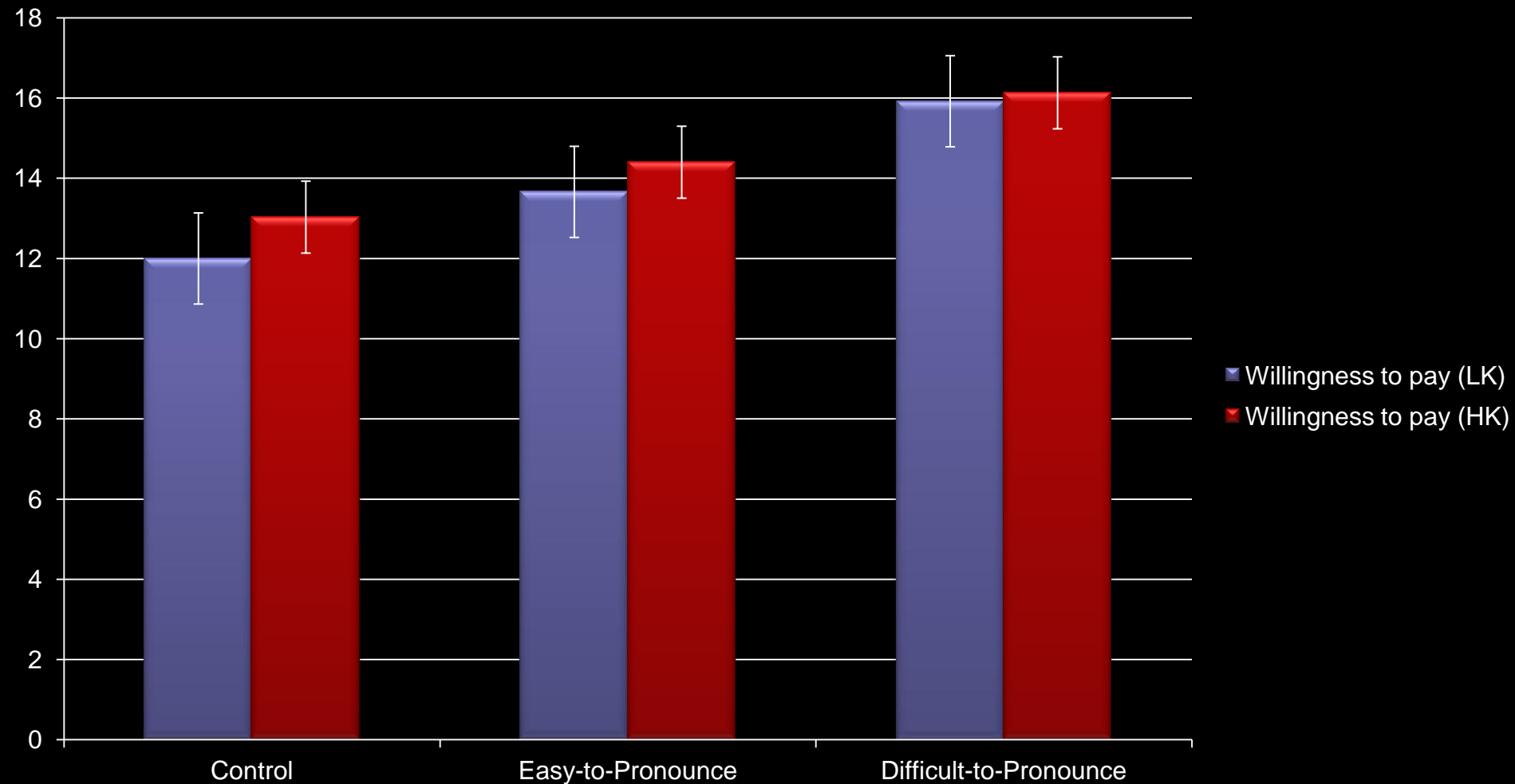
Summary

- Advantage for the disfluent winery name

- Advantage especially for High Knowledge participants
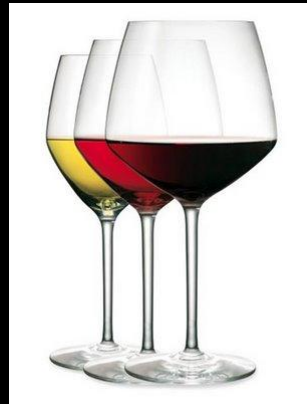
(Mantonakis and Galiffi)

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Managerial Implications

Behavioural Choice → Consumption Experience → Memory of the Experience

Price
Music
Order
Linguistic Fluency of Name

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Limitations and Considerations

- Only linguistic fluency examined
- Canadian sample
- Laboratory context
- Only winery names examined

(Mantonakis and Galiffi)

Current Research on Linguistic Fluency

- ■ Grape varietals?
    - ■ Semillon vs. Scheurebe
    - ■ Alexandrouli vs. Alvarelhao

(Mantonakis and Beckett)

- ■ Study examining Winery vs. Grape Varietal vs. Brand vs. Price $

(VanBlyderveen, Chen, Beckett and Mantonakis)

Linguistic Fluency of a
Name matters!

What about other types
of names associated
with the wine?

Other Types of Names

How good of a "fit"?

(Clemente, Dolansky, Mantonakis and White)

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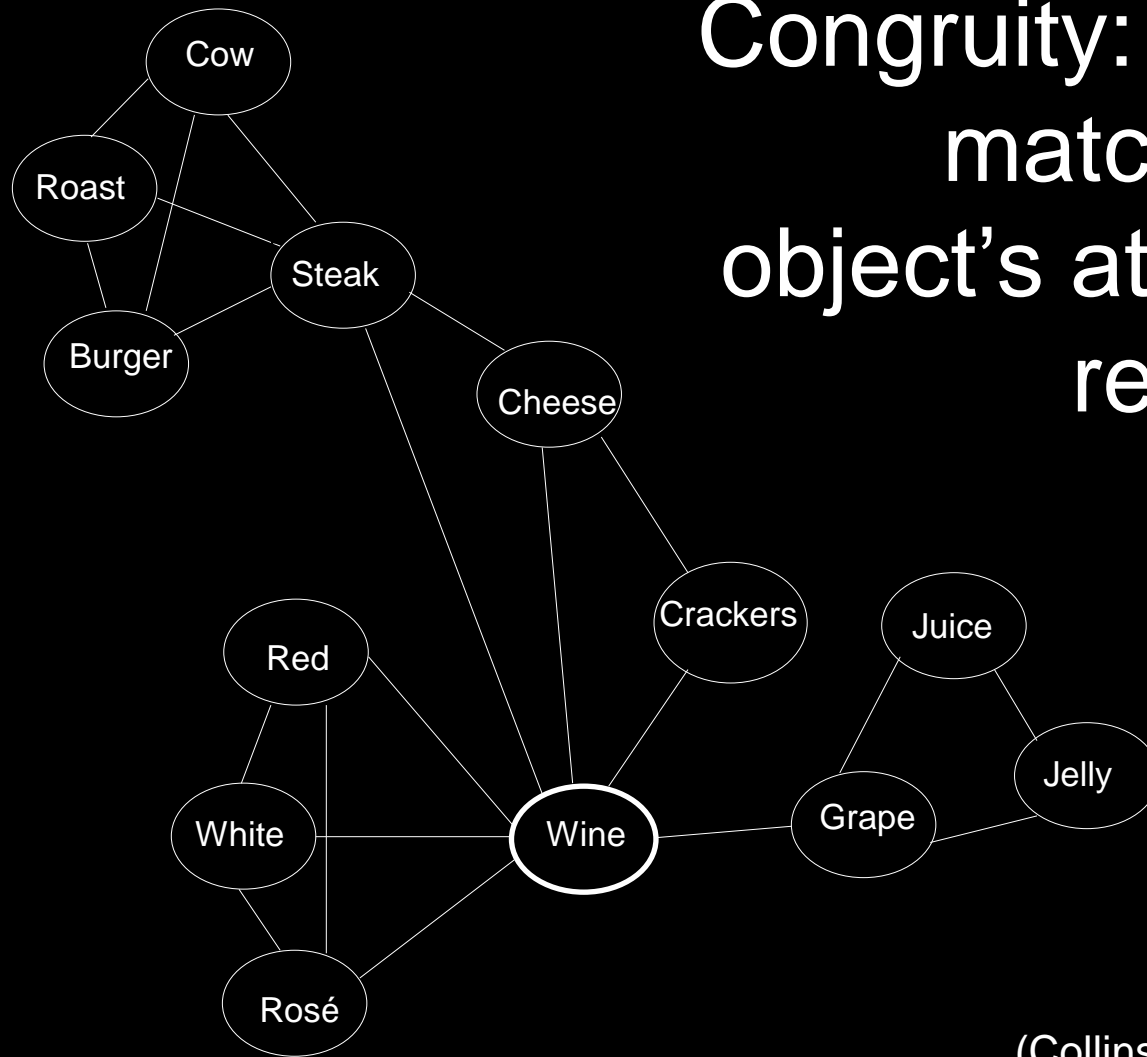
Conceptual Fluency

- Ketchup after burger vs. Corn Flakes
  (Lee and Labroo 2004)

Congruity: the degree of match between an object's attribute and its related schema

Cow

Roast

Steak

Burger

Cheese

Crackers

Juice

Red

Jelly

White

Wine

Grape

Rosé

(Collins and Loftus 1975; Mandler 1982)

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Congruent
Moderately incongruent
Highly incongruent

Complete match　　　　　　Partial match　　　　　Complete mismatch

Carbonated

Sweet

Cola

Preservatives

Preservatives　　Carbonated

Soft Drink

Sweet　　Fruit juice

Healthy

All natural

No preservatives

Carbonated
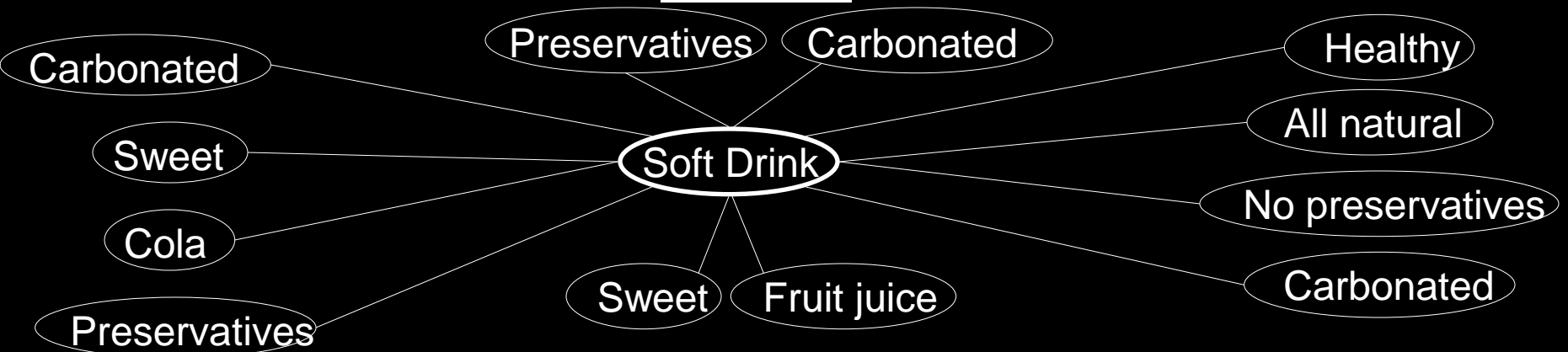
(Mandler 1982; Meyers-Levy and Tybout 1989)

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Hypothesis

Consumers will give the highest evaluations to the moderately incongruent product pairing

(Clemente, Dolansky, Mantonakis and White)

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Pre-test of Athletes

- Participants rated athletes (e.g., Derek Jeter, Kobe Bryant, Brett Farve, etc.)
  - "Fit" with wine
  - Liking
  - Familiarity

(Clemente, Dolansky, Mantonakis and White)

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Congruent

Moderately incongruent

Highly incongruent

Vijay Singh

Jeremy Wotherspoon

Dwayne "The Rock" Johnson

(Clemente, Dolansky, Mantonakis and White)

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Behavioural Experiment

- n = 115 (52 men, 63 women)
- 19 – 64 years old (mean age = 23)
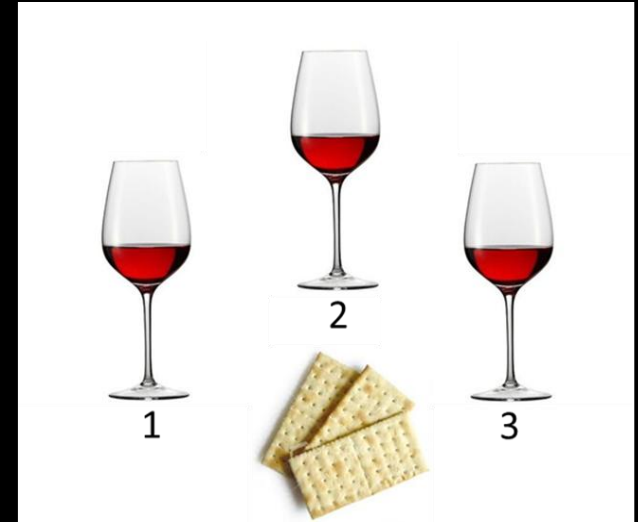
- Participants tasted a pinot noir

(Clemente, Dolansky, Mantonakis and White)

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Behavioural Experiment

- Independent variable
  - 3 levels of congruity

- Dependent variables
  - Liking, on a 7-point scale
  - Willingness to buy, on a 7-point scale
  - Willingness to pay, in CAD$

(Clemente, Dolansky, Mantonakis and White)

Expertise Moderator

- **Moderator: Wine knowledge questionnaire**
  - e.g., "What is the traditional colour of Semillon?" (Hughson and Boakes 2001)

- **High Knowledge Group (n = 37)**

- **Low Knowledge Group (n = 64)**

(Clemente, Dolansky, Mantonakis and White)

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Overall Liking, by Knowledge Level

| 4.3 |
| 4.1 |
| 3.9 |
| 3.7 |
| 3.5 |
| 3.3 |
| 3.1 |
| 2.9 |
| 2.7 |
| 2.5 |
| 2.3 |
| 2.1 |

Low Knowledge   High Knowledge

Congruent   Moderately Incongruent   Highly Incongruent

(Clemente, Dolansky, Mantonakis and White)

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Overall Liking, by Knowledge Level

Low Knowledge
- Congruent: 3.70
- Moderately Incongruent: 3.55
- Highly Incongruent: 3.59

High Knowledge
- Congruent: 3.46
- Moderately Incongruent: 4.05
- Highly Incongruent: 3.41

Legend:
- Congruent
- Moderately Incongruent
- Highly Incongruent

(Clemente, Dolansky, Mantonakis and White)

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Willingness to Buy, by Knowledge Level

Low Knowledge — Congruent: 3.28, Moderately Incongruent: 3.02, Highly Incongruent: 3.08

High Knowledge — Congruent: 2.86, Moderately Incongruent: 3.51, Highly Incongruent: 2.84

■ Congruent   ■ Moderately Incongruent   ■ Highly Incongruent

(Clemente, Dolansky, Mantonakis and White)

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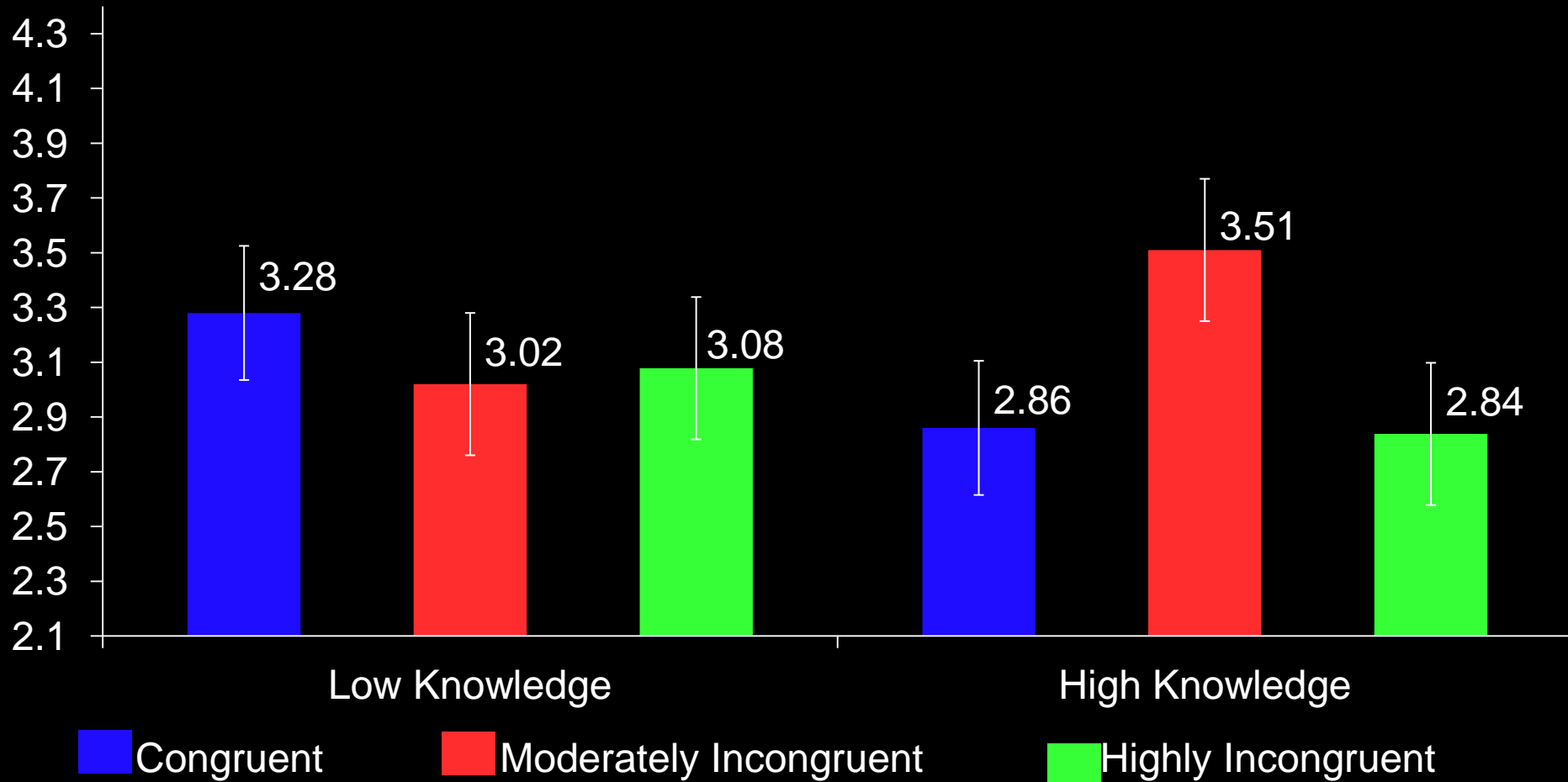
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Willingness to Pay, by Knowledge Level
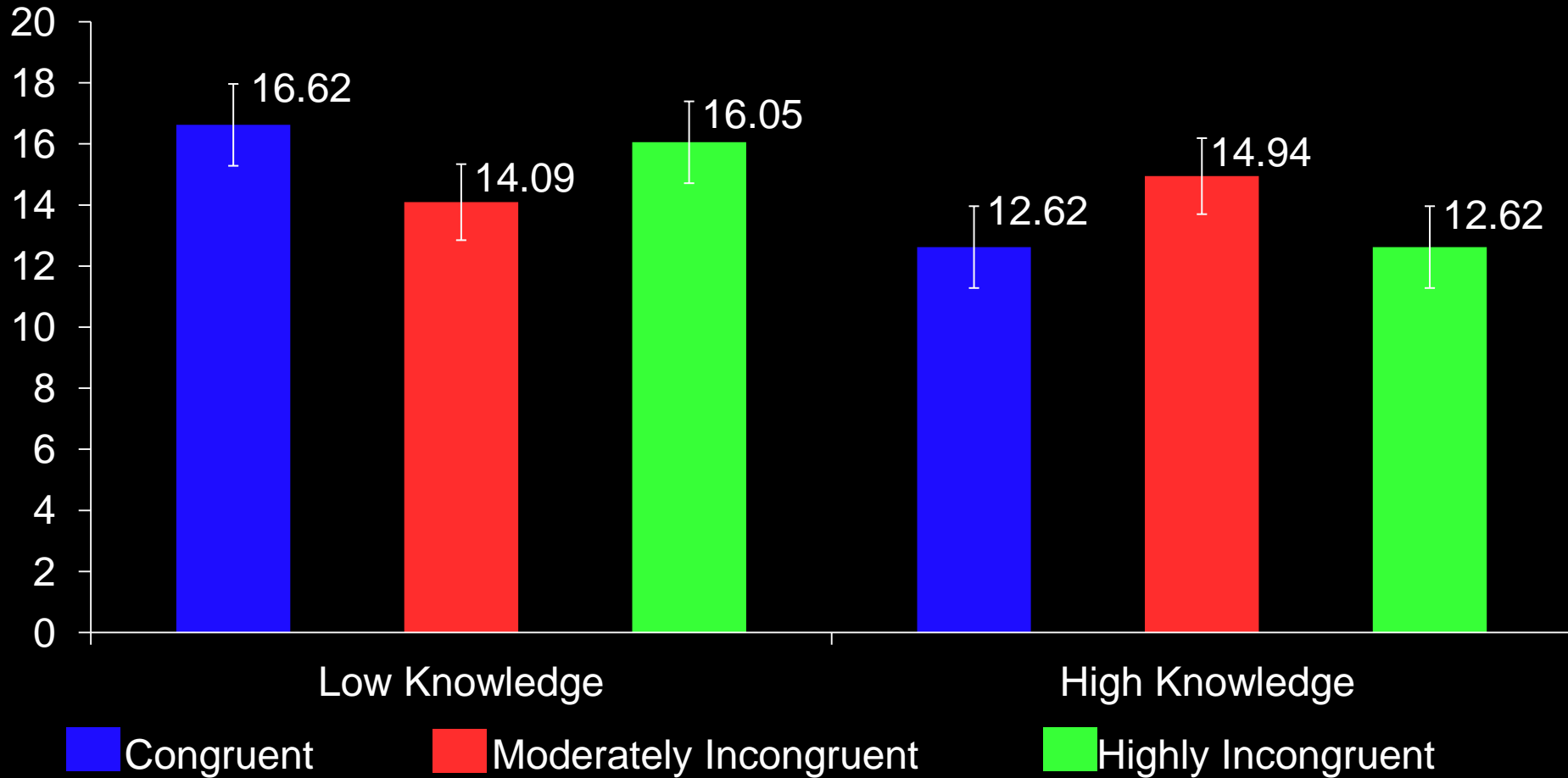
$CAD

Chart values:

Low Knowledge
- Congruent: 16.62
- Moderately Incongruent: 14.09
- Highly Incongruent: 16.05

High Knowledge
- Congruent: 12.62
- Moderately Incongruent: 14.94
- Highly Incongruent: 12.62

Legend:
- Congruent (blue)
- Moderately Incongruent (red)
- Highly Incongruent (green)

(Clemente, Dolansky, Mantonakis and White)

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Take Away

MIKE WEIR WINE

vs.

WAYNE GRETZKY ESTATES No 99

Golfer & Wine

Hockey Player & Wine

Consumers will prefer the athlete-wine pairing that is perceived as being only a partial match

(Clemente, Dolansky, Mantonakis and White)

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Managerial Implications

| Behavioural Choice | Consumption Experience | Memory of the Experience |

Price
Music
Order
Linguistic Fluency of Name
Partial Match of Name to wine

Limitations of the Athlete Experiment

- All male athletes
- Only 1 grape varietal examined

(Clemente, Dolansky, Mantonakis and White)

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Linguistic Fluency of a
Name matters

Degree of "fit" matters

What about other types
of cues?

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Current Research on Conceptual Fluency

The Barringer Crater is on the Northern Hemisphere of the moon

The Barringer Crater is on the Northern Hemisphere of the moon
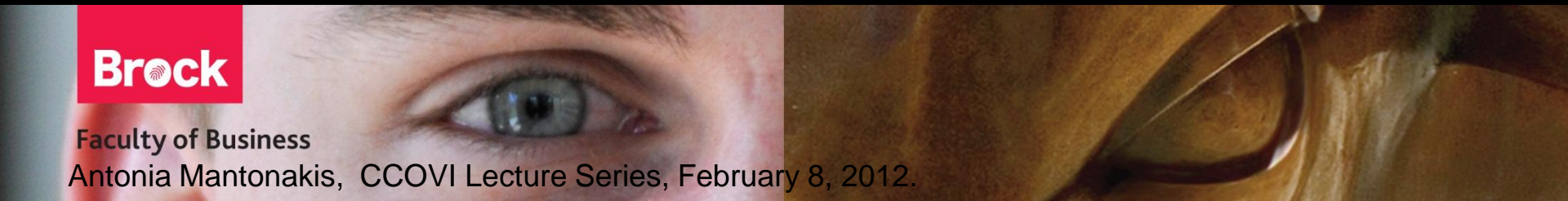
(Newman, Garry, Bernstein and Lindsay 2010)

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Photo

- Disfluent = Unfamiliar

- Unfamiliar = Usually untrue

- Photo = Adds familiarity…

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Do photos on labels influence judgments about the quality of wine?

Cardwell, Newman and Garry

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Hypothesis

Consumers will give the highest evaluations to the wines associated with a photo in the label (vs. no photo)

Cardwell, Newman and Garry

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Behavioural Experiment

- **Garry Cognition & Memory Lab, Wellington, NZ**
    - Participants were members of the Victoria University of Wellington student community
- **Participants saw wine labels**
    - With photo
    - Without photo
- **Participants assigned to groups:**
    - Rated whether wines were High quality
    - Rated whether wines were Low quality

Cardwell, Newman and Garry

Adjective   Noun

Two Quills

Wine of California
2007

Two Quills

Wine of California

2007

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White Mast

Wine of California
2007

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White Mast

Wine of California
2007

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Proportion True

0.75

0.50

0.25

0

Photo   No Photo

"This wine was rated as **high** quality"

Cardwell, Newman and Garry

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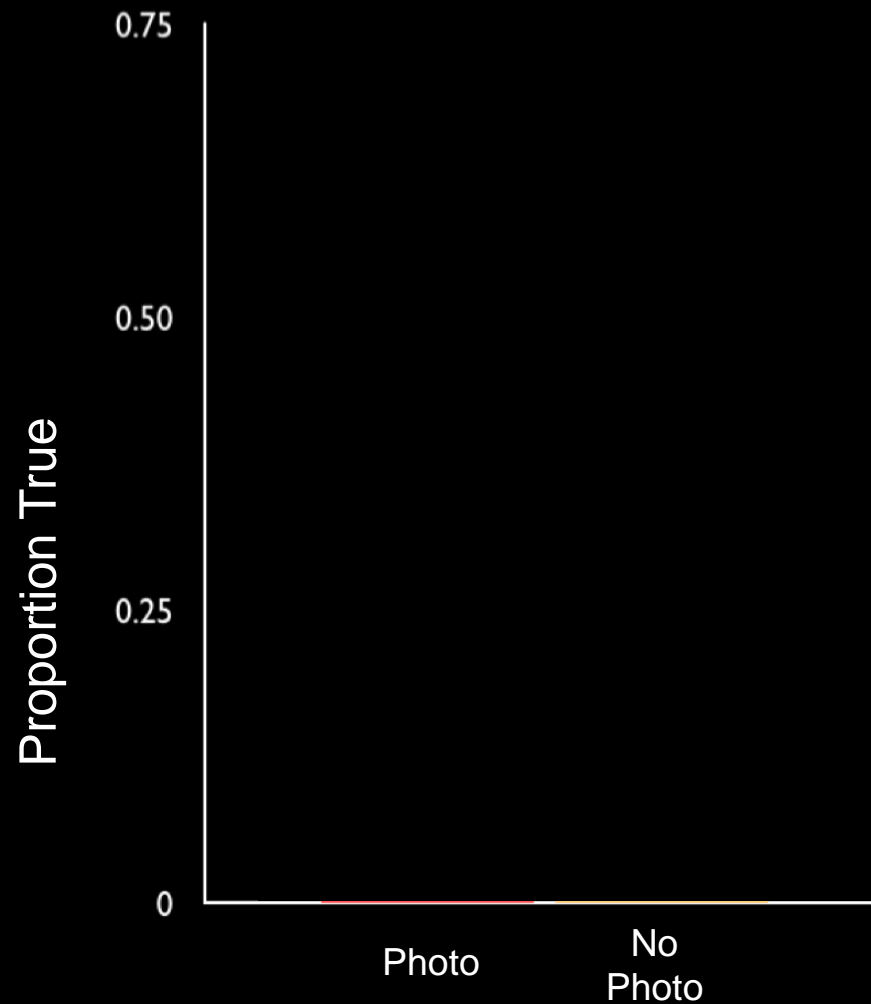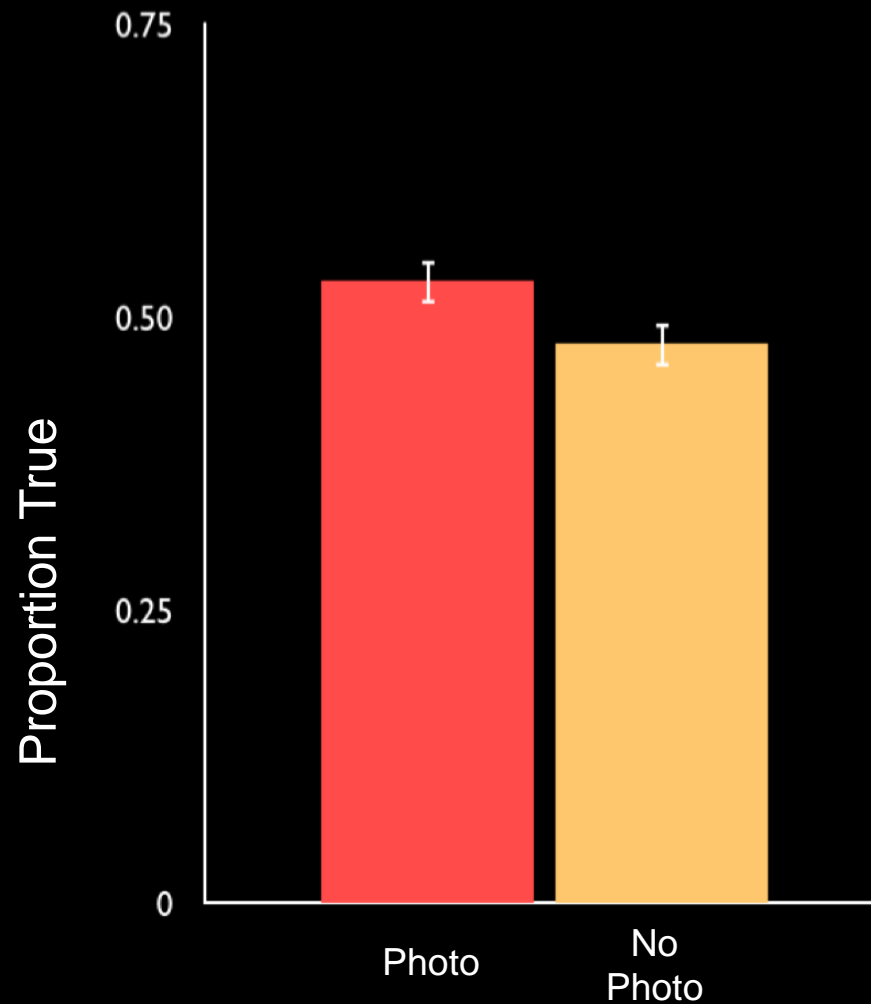
"This wine was rated as **high** quality"

Cardwell, Newman and Garry

Cardwell, Newman and Garry

Antonia Mantonakis, CCOVI Lecture Series, February 8, 2012.
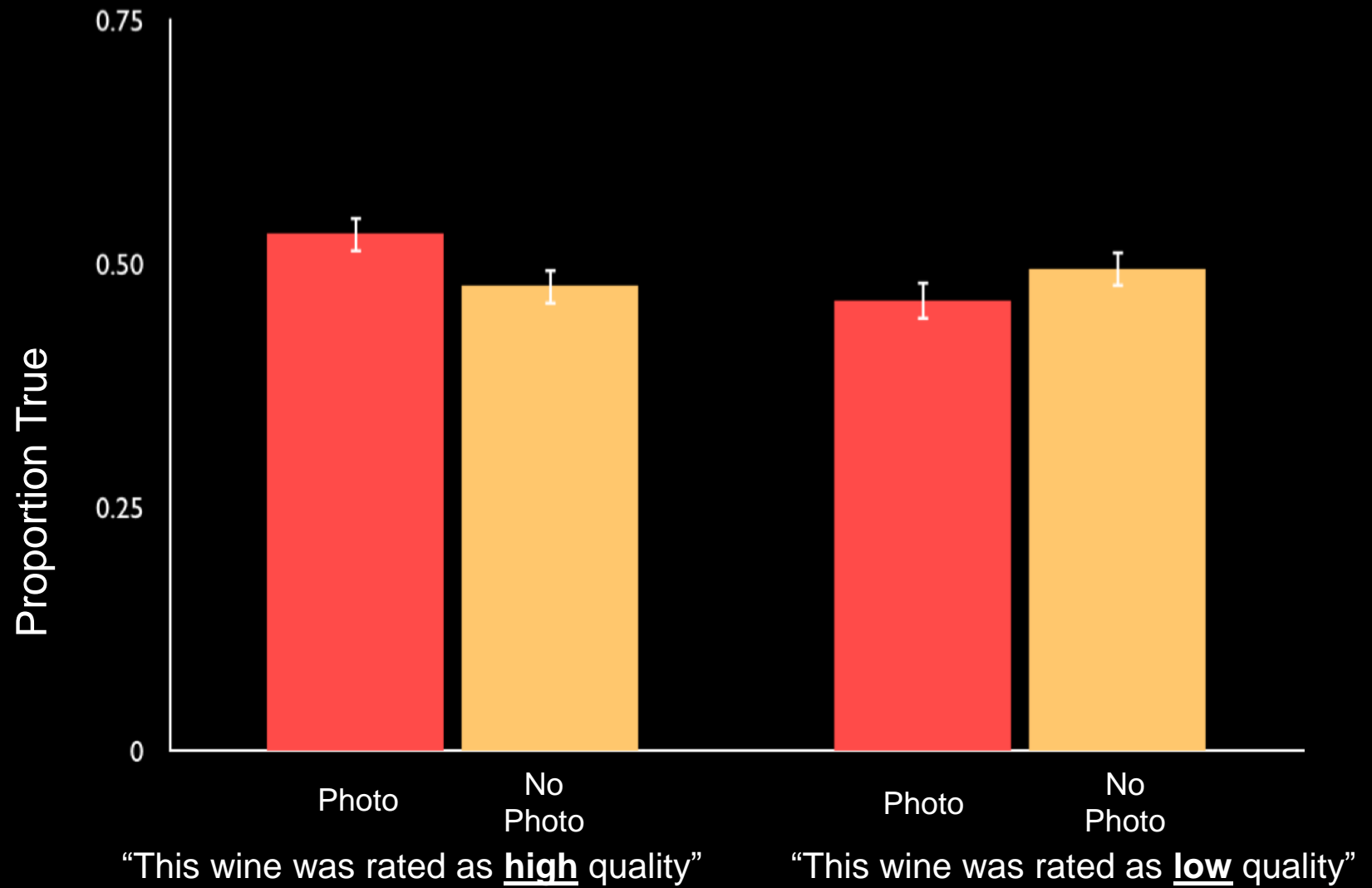
Tasting Experiment

- Consumer Perception and Cognition Lab
- Participants will view wine labels
  - With photo
  - Without photo
- Participants will be assigned to:
  - Rate whether wines are High quality
  - Rate whether wines are Low quality

Cardwell, Beckett, Newman, Mantonakis, and Garry

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Managerial Implications

| Behavioural Choice | Consumption Experience | Memory of the Experience |

Price
Music
Order
Linguistic Fluency of Name
Partial Match of Name to wine
Photo?

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Take Aways of Today's Lecture

- **Linguistic Fluency**
  - Wines with difficult-to-pronounce names preferred

- **Conceptual Fluency**
  - Wines with partial match of athletes preferred
  - Adding a photo to wine labels increases perceived quality of the wine

Thank you

Consumer Perception and Cognition Lab:

Randi Beckett

Lindsey Cary

Sarah Clemente

Bryan Galiffi

Matthew Philp

Kirk Stokes

Karolina Walczyk

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Brittany Cardwell

Jenna Clarke

Debbie Inglis

Isabelle Lesschaeve

Andy Reynolds

Sherry Van Blyderveen

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