The Consumer Psychology behind Wine Choices

Dr. Antonia Mantonakis
Goodman School of Business
Benefits of Behavioural Experiments

- Random assignment of people into experimental conditions
- There is always a comparison to a control group
- People don’t know what condition they are in, or what psychological variable is being studied
- Replication (e.g., with different product categories other than wine)
Psychological Stages

Behavioural Choice

Consumption Experience

Memory of the Experience
What are some Psychological Influences?

- The sound of the name (Mantonakis, Galiffi, Aysan and Beckett 2013) e.g., Titakis vs. Tselepou

- The moderate “fit” with the celebrity (Clemente, Dolansky, Mantonakis and White 2013)

- The presence of a wine maker’s signature (Kettle and Mantonakis 2014)
Mini Experiment
Group 1
Wine # 1

Two Quills

Wine of California
2007
Wine # 2

White Mast

Wine of California
2007
Mini Experiment
Group 2
Wine A

Two Quills

Wine of California

2007
Wine B

White Mast

Wine of California

2007
Group 1: Wine 1 or Wine 2?

Group 2: Wine A or Wine B?

Had picture related to (uncommon) noun in name
What are some Psychological Influences?

- Whether there is a photo on a label or not (Cardwell, Newman, Garry, Mantonakis and Beckett 2017)

- Taglines e.g., utilitarian, hedonic or deservingness-based (Hafer, Mantonakis, Fitzgerald and Bogeart 2018)  
  e.g., “You deserve the best wine and we’ve made it for you”
What do all these factors have in common in terms of the wine in the bottle?
• Extrinsic cues = marketing communication

• Intrinsic cues = varietal, wine making process, region

(Olson and Jacoby 1972)
Toro Bravo, the new Spanish red under $8, is sold out — for now

By CAROLYN EVANS HAMMOND  SPECIAL TO THE STAR
Mon., Jan. 28, 2019
Today’s Marketplace

What are some influences that are present today, that didn’t exist 20 years ago?

- Apps
- Websites
- Google
- Our phones!
The Psychology of Online Access

- The Internet is
  - Ubiquitous, convenient, non-intrusive
  - Abundant supply of information

- Google is now the “third half of your brain”
  - Information is in “the cloud”
When is the Internet is “cued”?

Consumers encounter reminders of online access:

- URLs on product packages
- Salespeople
- Kiosks
- In-store mobile apps
Research Question

How does the increasingly pervasive presence of the Internet interplay with consumer spending that occurs in physical retail contexts?

Study 1: Wine festival (n = 438)
3-Group Experiment

1. **No-cue**: no mention of information source
2. **Cue-of-sheet**: display containing printed brochures
3. **Cue-of-the-cloud**: in-store kiosk with tablet pointing to winery’s website

Bhargave, Mantonakis and White (2016)
Information about featured wine

- This 2013 Sauvignon Blanc is a light, fresh, aromatic wine with flavors of pineapple, guava, and lemon zest.
- It’s a nice light pairing.
- It pairs well with grilled tilapia and asparagus.
- We might also suggest a pairing it with golden beets on a bed of arugula, dressed in a yogurt dill sauce, with hazelnut crust.
- The price of this wine is $16.95 a bottle.
Measures and Results

- **Dependent Measures:**
  - Wine knowledge (10-point scale)
  - Purchase intentions (7-point scale)

- **Results:**
  - Greater purchase intentions under cue-of-cloud vs. no-cue
  - Same pattern of data with wine knowledge factored in
  - Cue-of-sheet not significantly different from no-cue

Bhargave, Mantonakis and White (2016)
Study 2: Winery Customers (n = 133)

- Predict an effect of how much information is provided during the sales encounter itself
- Manipulated information about wine provided:
  - Low-detail—simply taste the wine
  - High-detail—taste the wine, and also told information about the wine

Bhargave, Mantonakis and White (2016)
4-Group Experiment

1. No-cue, low-detail script
2. No-cue, high-detail script
3. Cue-of-the-cloud, low-detail script
4. Cue-of-the-cloud, high-detail script

Bhargave, Mantonakis and White (2016)
This is our signature blend of 52% Cabernet Sauvignon, 32% Merlot, and 16% Cabernet Franc.

You’ll get hints of sweet plum, black cherry, and blackberry.

You might also be able to pick up the tannic cedar.

“Rosso” means simply red in Italian, and so this is a great smooth everyday red.

Think of pasta with red sauce, or barbequed sausages.

This is an easy pairing and easy drinking wine, because it’s a medium bodied red with smooth tannins.

Bhargave, Mantonakis and White (2016)
Transactions at the winery

Transaction amount

<table>
<thead>
<tr>
<th>Amount purchased</th>
<th>No-Cue</th>
<th>Cue-of-the-Cloud</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.00</td>
<td></td>
<td></td>
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<td>$10.00</td>
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<td>$60.00</td>
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</tbody>
</table>

High-detail script

$48.18

$27.31
Transactions at the winery

Transaction amount

<table>
<thead>
<tr>
<th>Amount purchased</th>
<th>No-Cue</th>
<th>Cue-of-the-Cloud</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-detail script</td>
<td>$31.87</td>
<td>$17.92</td>
</tr>
<tr>
<td>High-detail script</td>
<td>$27.31</td>
<td>$48.18</td>
</tr>
</tbody>
</table>
Conclusion about Cue-of-Cloud Experiments

- Effect of a cue-of-cloud on purchases depends on amount of product information encountered in-store.
  - Much in-store information $\rightarrow$ cue has a positive effect
    - Cue makes consumers feel at ease
    - They can better process the information at hand
  - Little in-store information $\rightarrow$ cue has negative effect
    - Cue increases thirst for more product information

Bhargave, Mantonakis and White (2016)
Practical implications

- How does your organization reference the Internet in off-line sales situations?

- The Internet is a very rich *cue* to consumers
  - Triggers thoughts about information access

- How much info have you given to consumers?
  - A little: no need to cue the cloud!
  - A lot: good idea to cue the cloud!

- Which reaction is likely to become activated?
  - “I should learn *more* information online.” –
  - “I can always access *this* information online.” +

Bhargave, Mantonakis and White (2016)
Managerial Implications

- Signature on label
- Award or rating
- Tagline
- Cue-of-the-cloud

- Disfluent name
- Moderate fit to celebrity
- Photo on label

Behavioural Choice
Consumption Experience
Memory of the Experience
Today’s Take Aways

- Consumer research (using experiments) can help determine what consumers think and feel.
- Subtle changes in marketing communications can influence consumer decision making.
  - Signatures
  - Pictures on labels
  - The “Cue-of-the-cloud”
- There are important boundary conditions.
  - E.g., for cue-of-cloud: low vs. high info environments.
Thank you

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