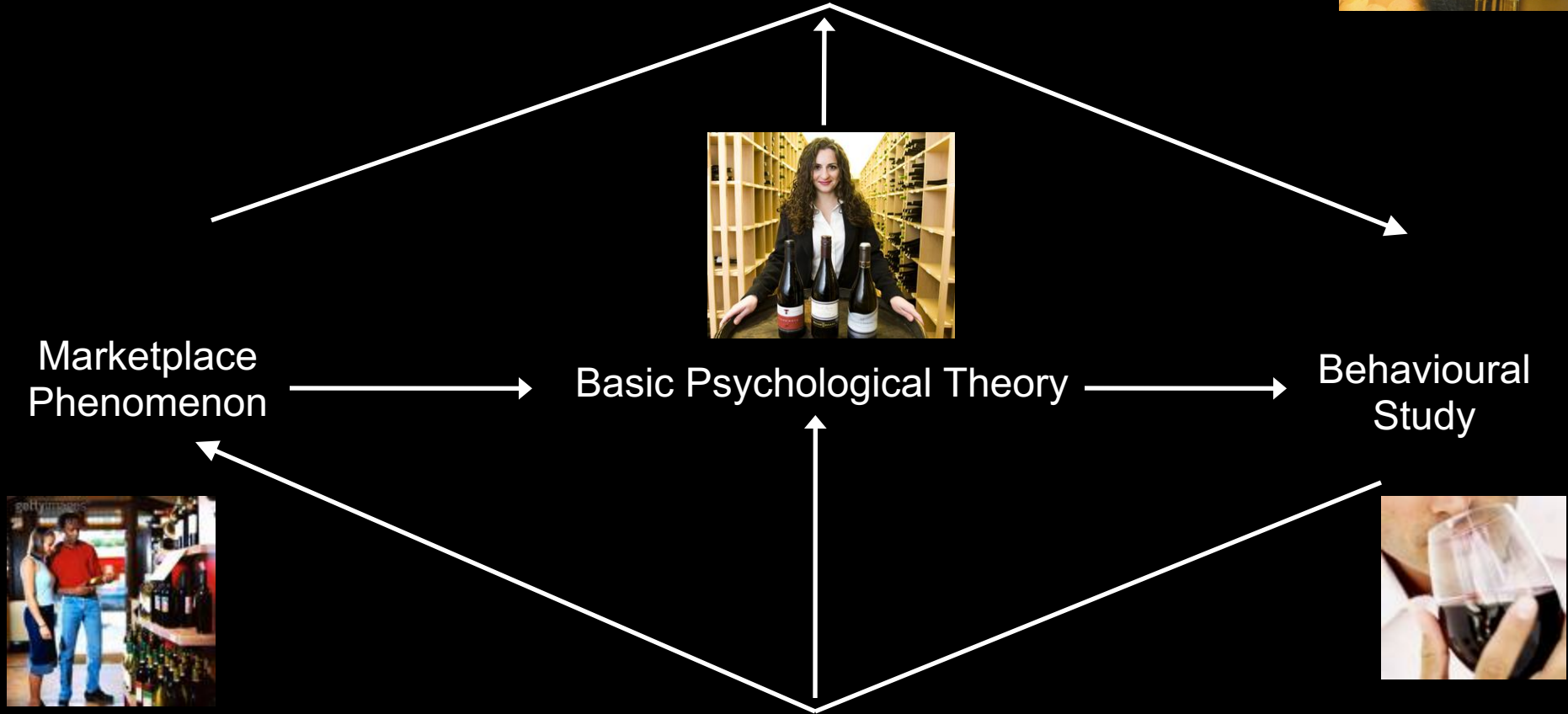


# The Consumer Psychology behind Wine Choices

Dr. Antonia Mantonakis  
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# 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. Tselepour
- 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

Had picture related  
to (uncommon) noun  
in name

Group 1: Wine 1 or Wine 2?  
Group 2: Wine A or Wine B?

# 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 Bogeat 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?

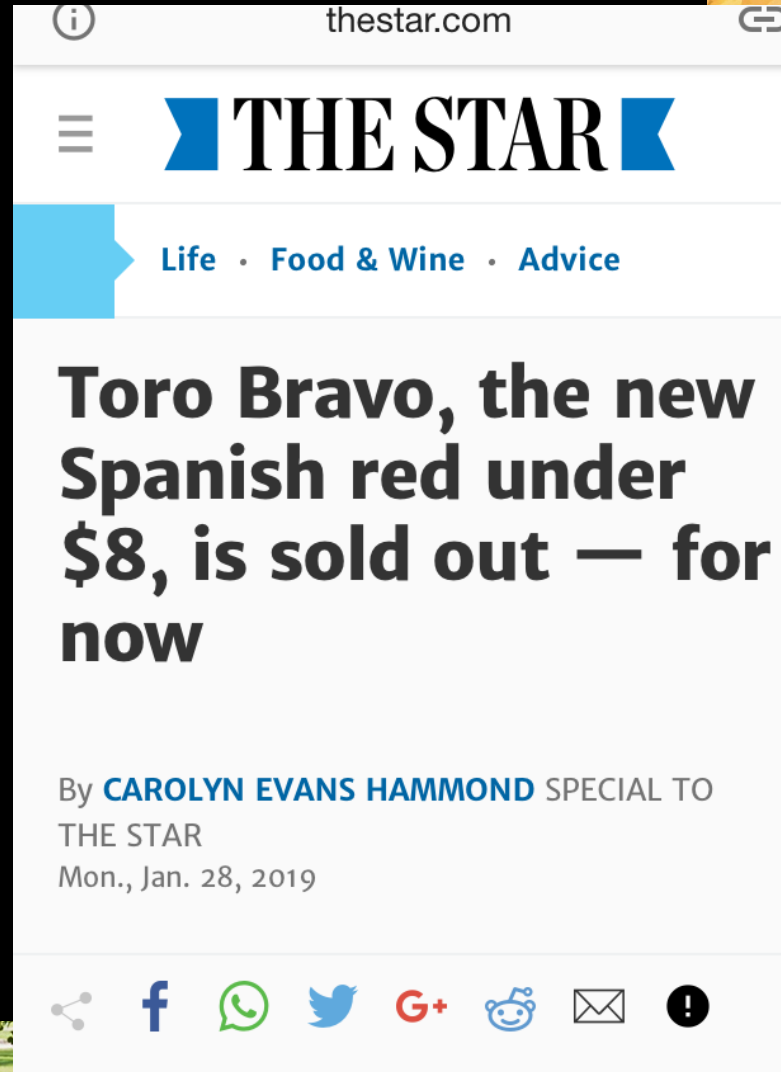
- Extrinsic cues = marketing communication



- Intrinsic cues = varietal, wine making process, region



(Olson and Jacoby 1972)





# 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

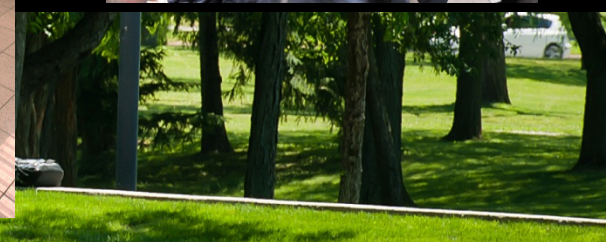
- The Internet is
  - Ubiquitous, convenient, non-intrusive
  - Abundant supply of information
- Google is now the “third half of your brain”
  - Information is in “the cloud”



# When is the Internet is “cued”?

Consumers encounter reminders of online access:

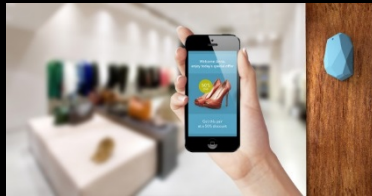
- URLs on product packages
- Salespeople
- Kiosks
- In-store mobile apps





# Research Question

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



Bhargave, Mantonakis and White (2016), “The Cue-of-the Cloud Effect: When Reminders of Online Information Availability Increase Purchase Intentions and Choice,” *Journal of Marketing Research*.



# Riverview Cellars Estate Winery



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# Study 1: Wine festival (n = 438)



Bhargave, Mantonakis and White (2016)

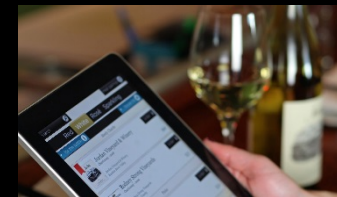
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# 3-Group Experiment

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.*

Bhargave, Mantonakis and White (2016)





# 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)

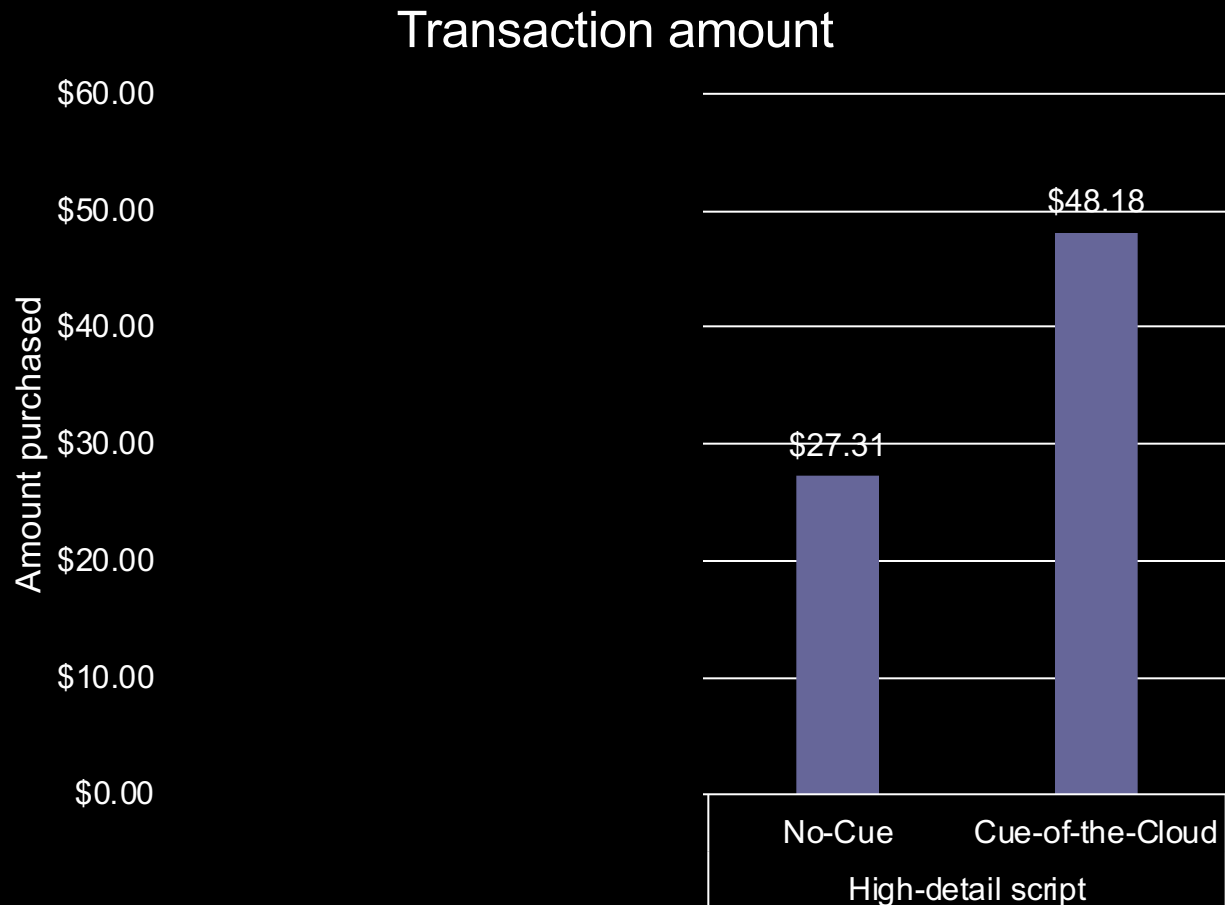
# Information about featured wine

- *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.*

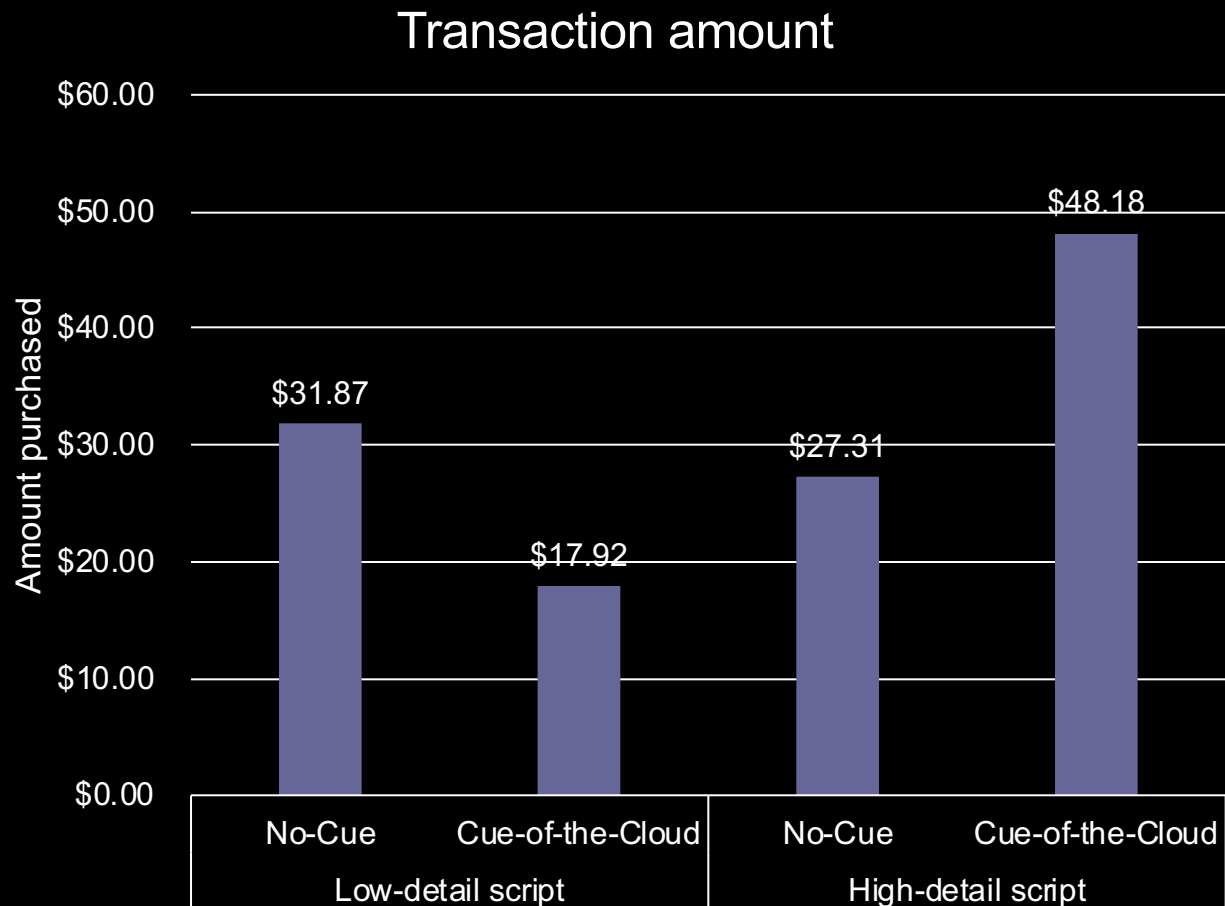
Bhargave, Mantonakis and White (2016)



# Transactions at the winery



# Transactions at the winery





# 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 → cue has a positive effect
  - Cue makes consumers feel at ease
  - They can better process the information at hand
- Little in-store information → 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



Behavioural  
Choice

Consumption  
Experience

Memory of  
the  
Experience

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

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



# 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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