

German Wine Consumers and New Grape Varieties

– A Choice-based Conjoint Analysis –

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New (Fungus Resistant) Grape Varieties



+ Fewer fungicides



+ Fewer carbon emissions

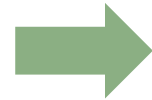


- Consumers are not aware of these varieties.

Do consumers care?



Group discussion



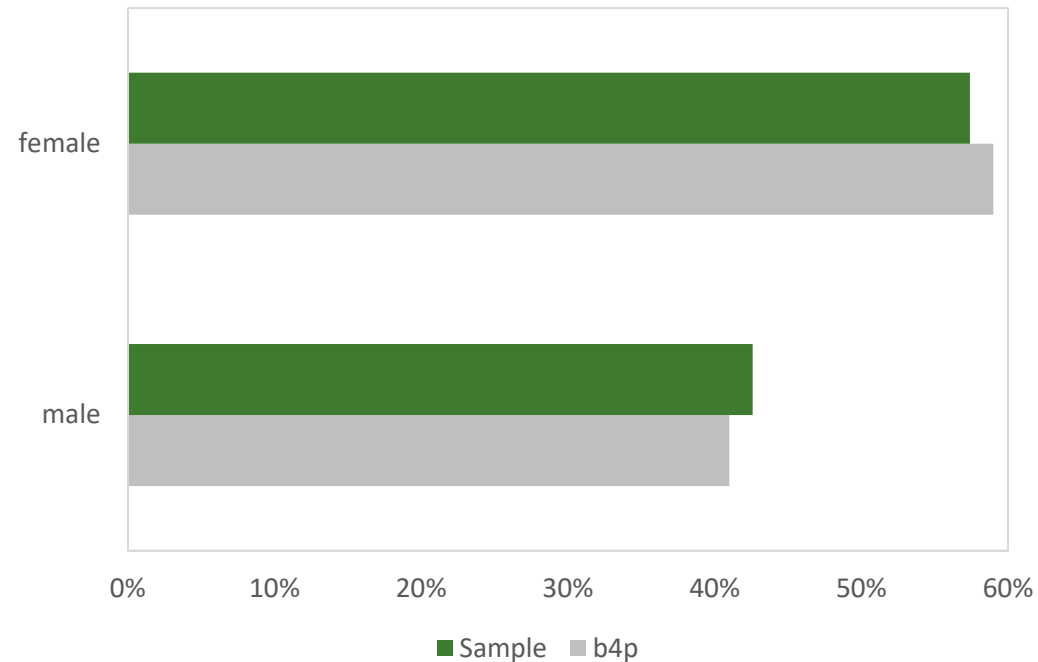
Relevance of
environmental effects



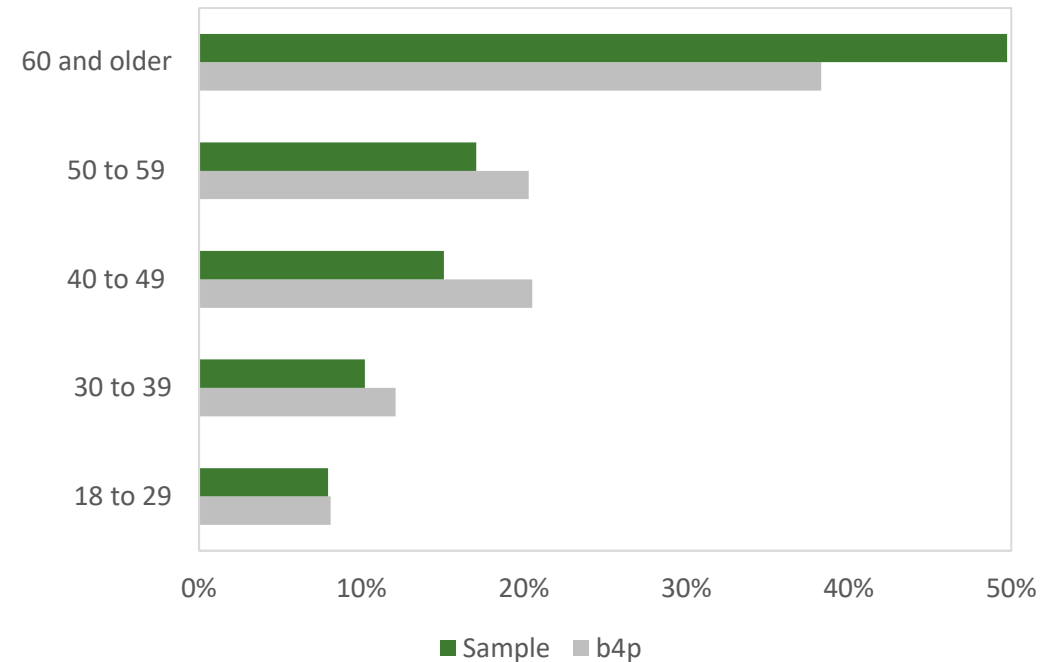
Choice-based conjoint
analysis with a
representative sample

1,500 German Wine Consumers – the Sample

Gender



Age



Source: b4p best for planning 2016 III

Choice-based Conjoint Analysis – Attributes and Levels

Attributes	Levels
Reduction of pesticides	80% fewer 50% fewer no reduction
Reduction of carbon emissions	50% fewer 30% fewer no reduction
Familiar grape variety	individually familiar grape variety individually un familiar grape variety
Certified organic production	yes no
Claim „better for the environment“	yes no
Price	3,99 € 5,99 € 7,99 € 9,99 €

Familiar grape variety

Which grape varieties do you know?

- Riesling
- Grauburgunder
- Weißburgunder
- Chardonnay
- Sauvignon Blanc
- Müller-Thurgau
- Silvaner
- Cabernet Blanc
- Calardis Blanc
- Helios
- Hibernat
- Johanniter
- Phoenix
- Saphira
- ...

Which grape varieties would you buy?

- Riesling
- Grauburgunder
- Müller-Thurgau
- Silvaner
- Cabernet Blanc

Familiar grape variety






- Müller-Thurgau
- Silvaner

Random selection of one

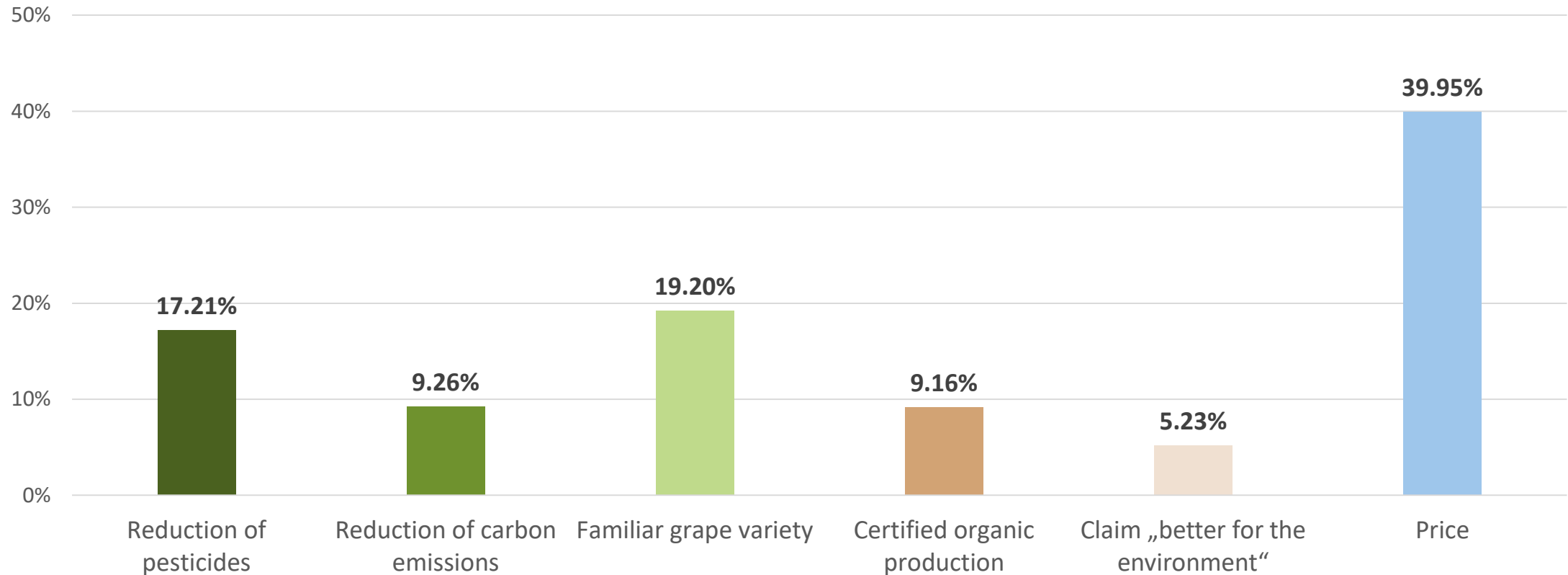
Unfamiliar grape variety

- Weißburgunder
- Chardonnay
- Sauvignon Blanc
- Calardis Blanc
- ...

Random selection of one

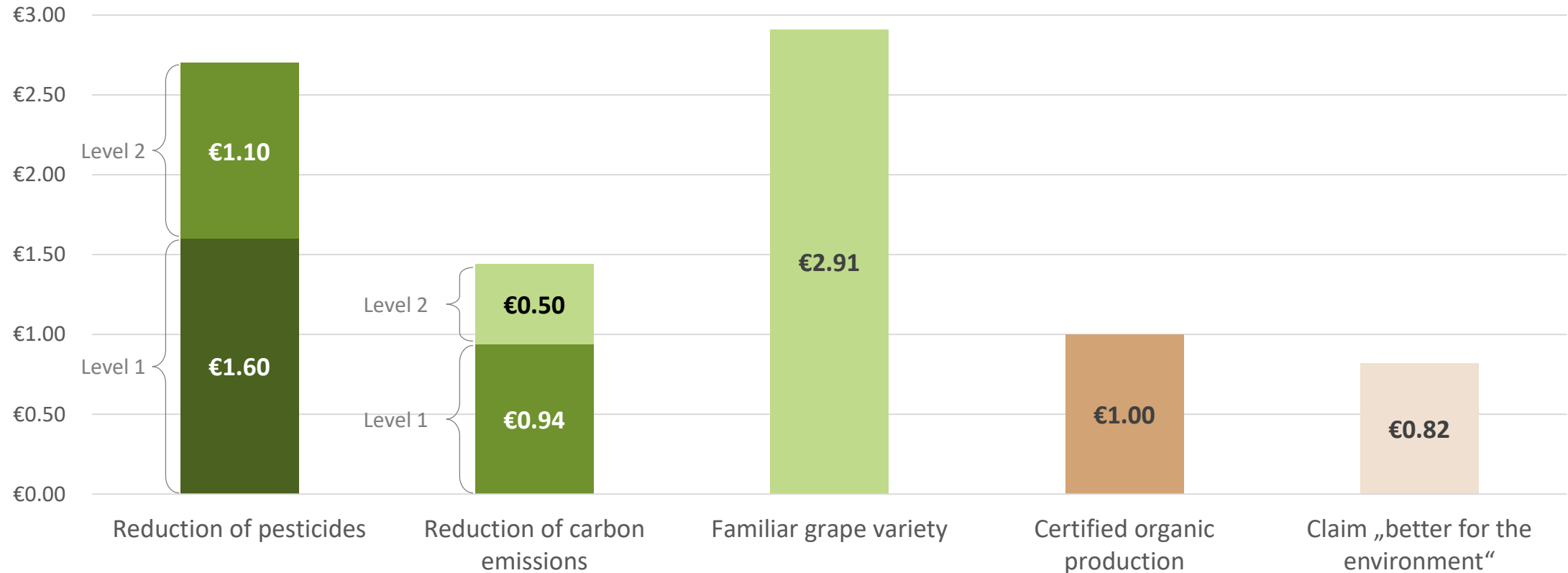
	Wein 1	Wein 2	Wein 3
Reduzierter Spritzmitteleinsatz		80% weniger Pflanzenschutzmittel 	50% weniger Pflanzenschutzmittel 
Zertifizierter Bio-Betrieb			
Rebsorte	[SSi Script]	[SSi Script]	[SSi Script]
"Besser für die Umwelt"			Besser für die Umwelt
CO₂-Einsparung		30% weniger CO ₂ -Emissionen 	50% weniger CO ₂ -Emissionen 
Preis	3,99 €	5,99 €	9,99 €
	cbc_Random1=1	cbc_Random1=2	cbc_Random1=3
Können Sie sich vorstellen, die ausgewählte Option tatsächlich auch zu kaufen?			
	cbc_Random1_none=1	Ja	
	cbc_Random1_none=2	Nein	

Relative Importance – Average Values



Total sample, average values

Marginal Willingness to Pay – Average Values



Sample: n = 1.409 | MWTP: max. 20 € / Level | average values

Next Steps



Individual utilities and
marginal willingness to pay



Cluster analysis



Consumer profiles and
marketing strategies

Take Home Messages



Consumers do care.
Information is necessary.



The price is important.



Environmental benefits can
increase the willingness to pay.

Thank you very much.

Further information about our research project: **www.zukunft-weinbau.de**

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