

## German Wine Consumers and New Grape Varieties – A Choice-based Conjoint Analysis

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### Abstract

◦*Purpose: Fungus resistant grape varieties are the key to environmentally friendly wine growing. This study examines whether German consumers are willing to buy environmentally friendly produced wines. The study's focus is on the reduction of fungicides and the improvement of the carbon footprint which are both related to the fungus resistant grape varieties.*

◦*Design/methodology/approach: A choice-based conjoint analysis with the attributes 'reduction of pesticides', 'organic certification', 'familiarity with the grape variety', the 'slogan "better for the environment"', 'reduction of CO<sub>2</sub> emissions', and 'price'. The sample of 1500 Germans is representative for the German wine drinking population. The conjoint analysis was calculated with the Hierarchical Bayes method to estimate individual-level part-worth utilities.*

◦*Findings: The most important attribute is 'price', followed by the 'familiarity with the grape variety', the 'reduction of pesticides' and of 'CO<sub>2</sub> emissions'. The calculated marginal willingness to pay reflects these results. The marginal willingness to pay for a familiar grape variety is 2.91 euros. The value for the 80% reduction of pesticides is 2.71 euros and for the 50% reduction of CO<sub>2</sub> emissions, it is 1.44 euros. Participants would pay 1 euro more for a wine with organic certification; and only 0.82 euros for the slogan 'better for the environment'.*

◦*Practical implications: To successfully market wines made of fungus resistant grape varieties, producers have to find a way to convey the eco-friendliness of these grape varieties.*

Key words: wine marketing, consumer behaviour, Germany, fungus resistant grape varieties, pesticides, CO<sub>2</sub> emissions, choice-based conjoint analysis