

Consumer acceptance of fungus-resistant grape varieties (FRGV) – a qualitative analysis among consumers in Germany

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Purpose – The purpose of this study is to investigate strategies that influence the acceptance of fungus-resistant grape varieties among consumers in Germany.

Design/methodology/approach – The survey is supported by data from semi-structured interviews. The interviews were conducted with focus groups of 48 consumers and were evaluated through content analysis.

Findings – The attractiveness of a grape variety is defined by four attributes. FRGVs can reduce the awareness gap to traditional grape varieties by using hybrid terms or by associating them with aromas or existing grape varieties. Sensory acceptance varies greatly depending on the target group and the method of vinification. In general, a fruity acid-sweet balanced style is preferred. The provision of information has a positive influence on acceptance and varies by target group in relevance and interest.

Practical implications – Consumer acceptance is possible by offering attractive grape varieties, target group-specific sensory profiles, and the provision of information about the advantages of resistant grape varieties within a storytelling campaign.

Keywords: fungus-resistant grape varieties, FRGV, Germany, Consumers, Sustainability
