Chenin blanc in the limelight: addressing South African consumers’ uncertainties

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Introduction

• Wine purchases make consumers feel uncertain as a result of information overload, too many alternative options and no chance to taste wine prior to purchase; wine is also purchased for different consumption occasions, often accompany food and is shared socially.
• The higher the uncertainty (perceived risk), the lower the chance that the wine will be purchased.
• Consumers might attach “brand value” to specific varietals, implying that one varietal might be “riskier” than others.
• There are different types of perceived risks (financial, functional, social, psychological, physical and time) which might also differ from wine to wine.
• Higher levels of uncertainty are evident when: consumers are inexperienced, there are variations in product quality and information about the product is lacking.

Could this be due to high levels of uncertainty about how Chenin will “perform” upon consumption?

Sales comparison of the three main single white varietals per 750ml bottle (SAWIS, 2016).

Aim and contribution

• Using “perceived risk”, this study will aim to identify uncertainties specifically about Chenin blanc (e.g. taste, low quality perception) from the SA consumers’ perspective, which is unknown to date.
• This study will also recommend marketing strategies to reduce various consumer groups’ Chenin blanc-specific uncertainties based on the responses of approximately 800 consumers.
• When uncertainties can be reduced, sales are likely to increase.
• Results will be made available to the CBA and hold promise to deliver practical insights for strategic decision-making.