

Horse purchases, horse husbandry and riding schools: key quality demands of “tomorrow’s customers”

Katharina Wiegand,
Christina Iking, Prof. Dr. Achim Spiller
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Agenda

- **Equestrian sports in Germany – research motivation**
 - ✓ quality uncertainty reported from riders
- Quality demands towards
 - ✓ horse purchase
 - ✓ horse husbandry
 - ✓ riding schools



Equestrian sport in germany – research motivation

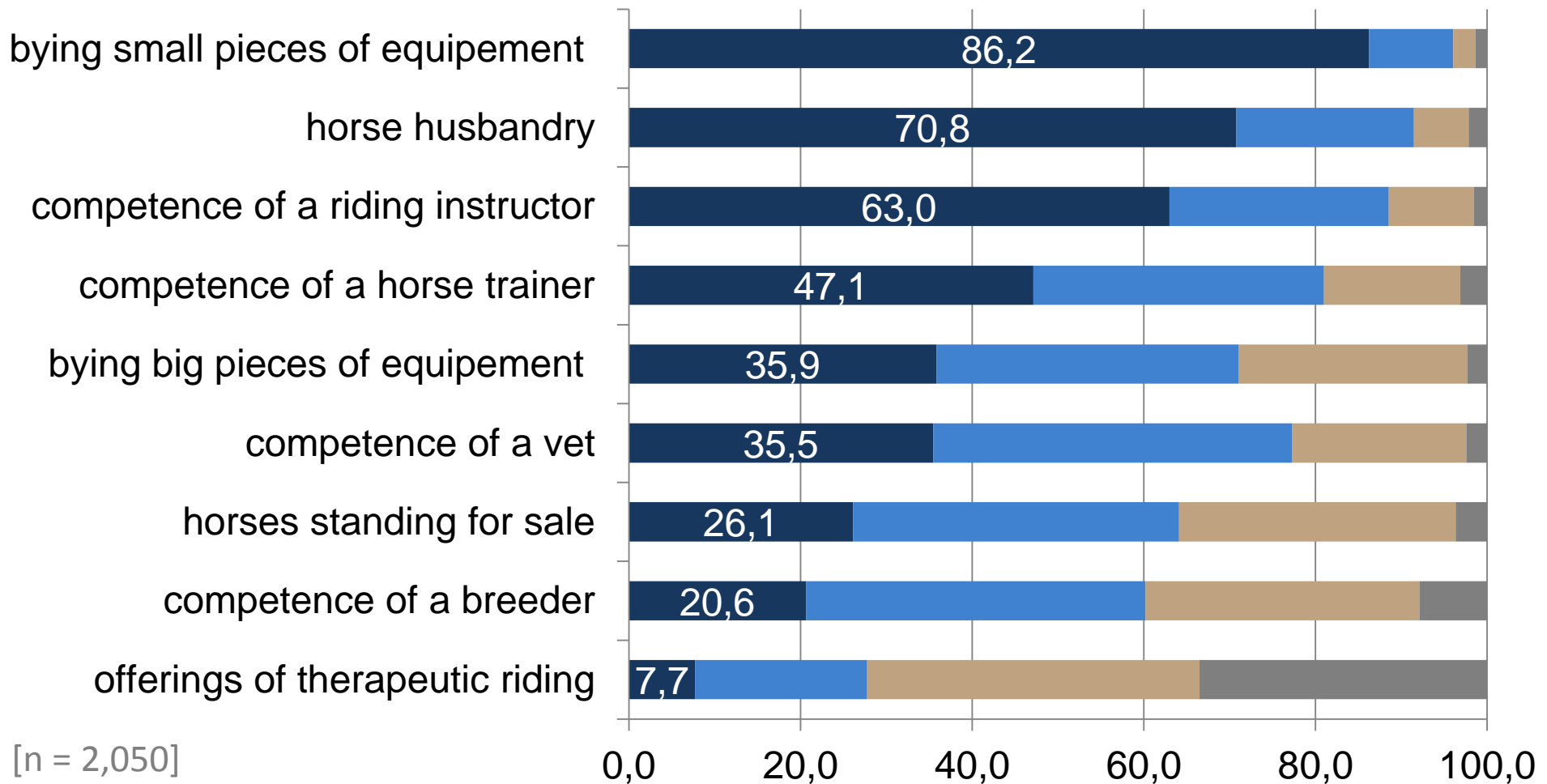
- since the 1960s,
 - ✓ the German horse sector has become more and more heterogeneous
 - ✓ the percentage of riders preferring nature- and leisure-time experiences in stead of tournaments has increased (and still does)
 - ✓ more people without horse-experiences or an agriculture background wish to learn how to ride and become horse owners
- for unexperienced people it is hard to estimate the quality of a horse, a housing system or a riding school
- quality uncertainty and dissatisfaction are emerging problems for both customers an suppliers

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„How easy / difficult do you find it to assess the quality in the following areas?“



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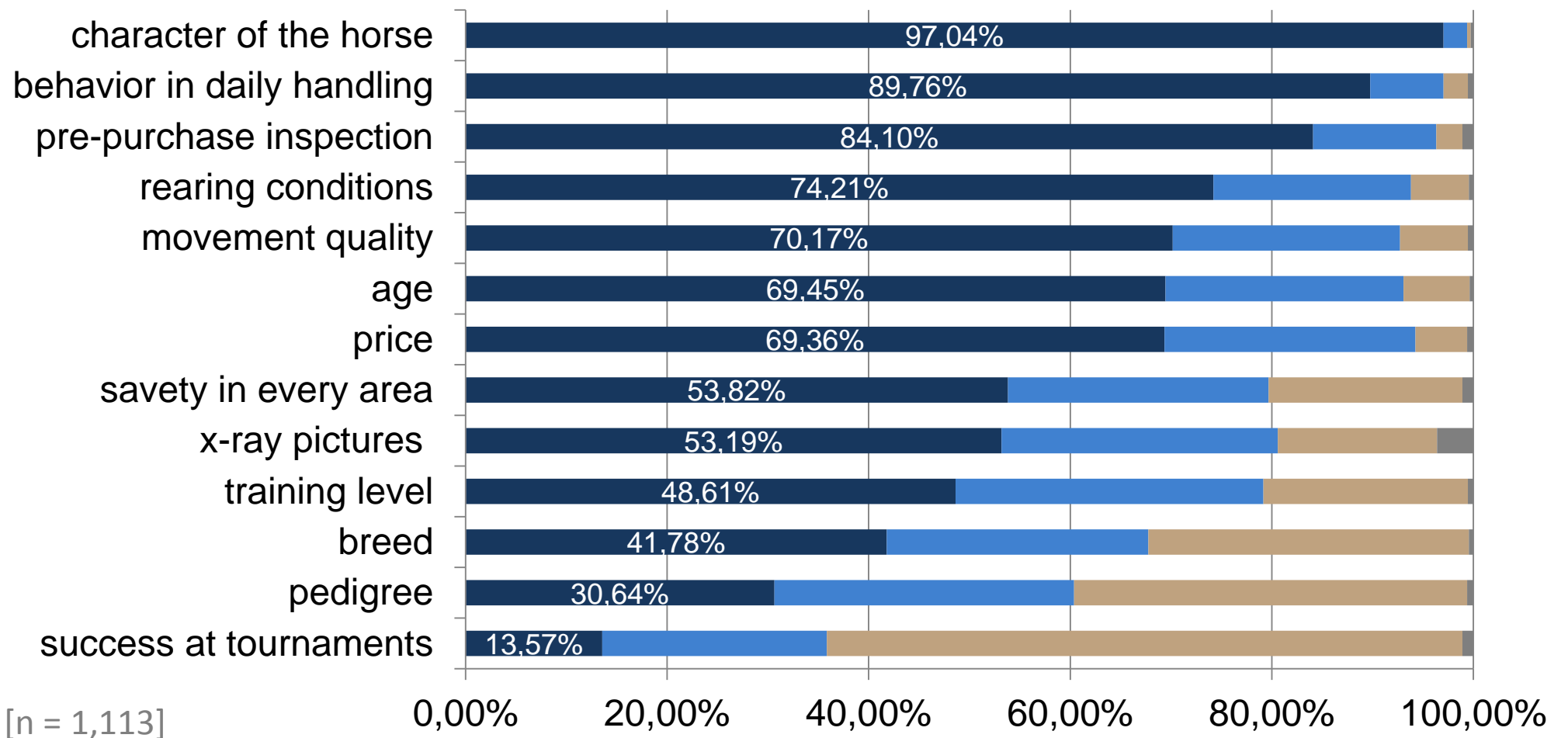


Quality demands of riders: horse purchase



„Which aspects are important for you when bying a horse?“

■ very important / important ■ undecided ■ not important / not at all important ■ don't know

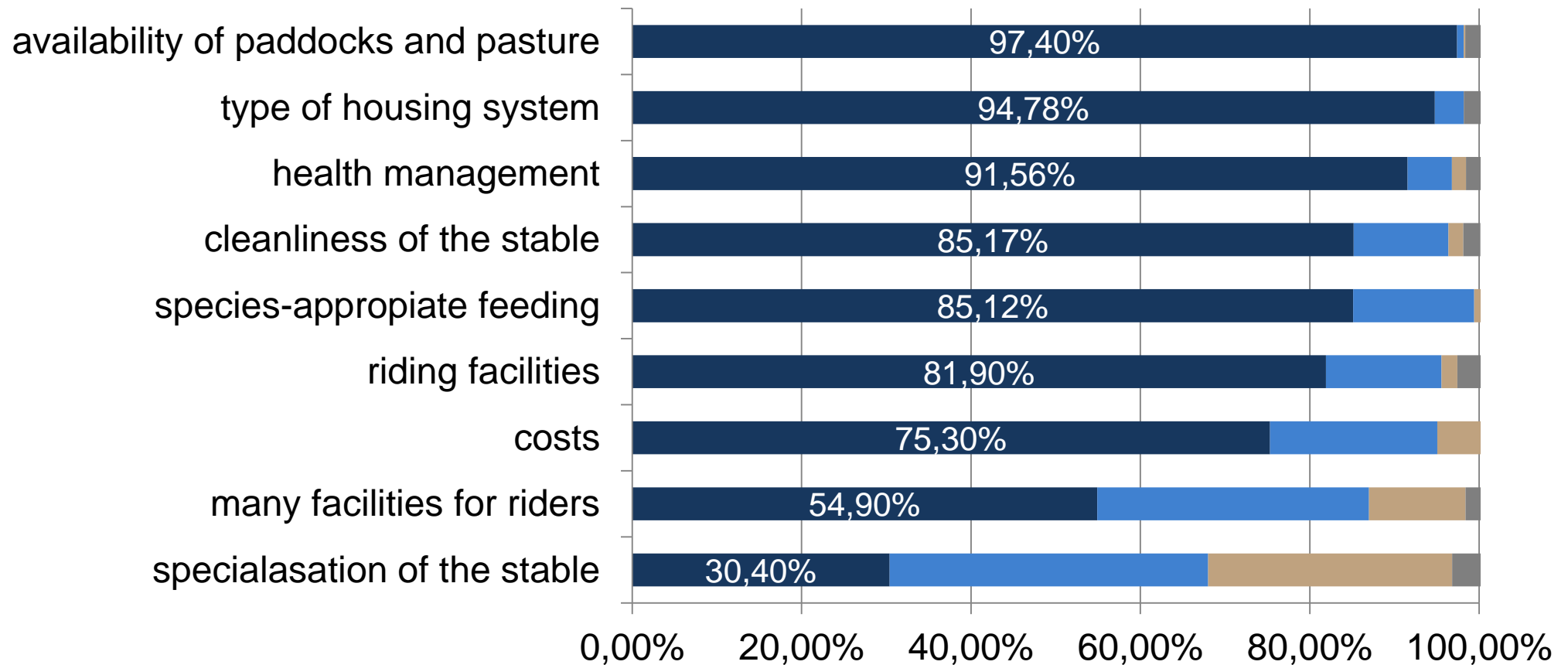


Quality demands of riders: horse husbandry



„Which aspects are important for you when choosing a stable?“

■ very important / important ■ undecided ■ not important / not at all important ■ don't know



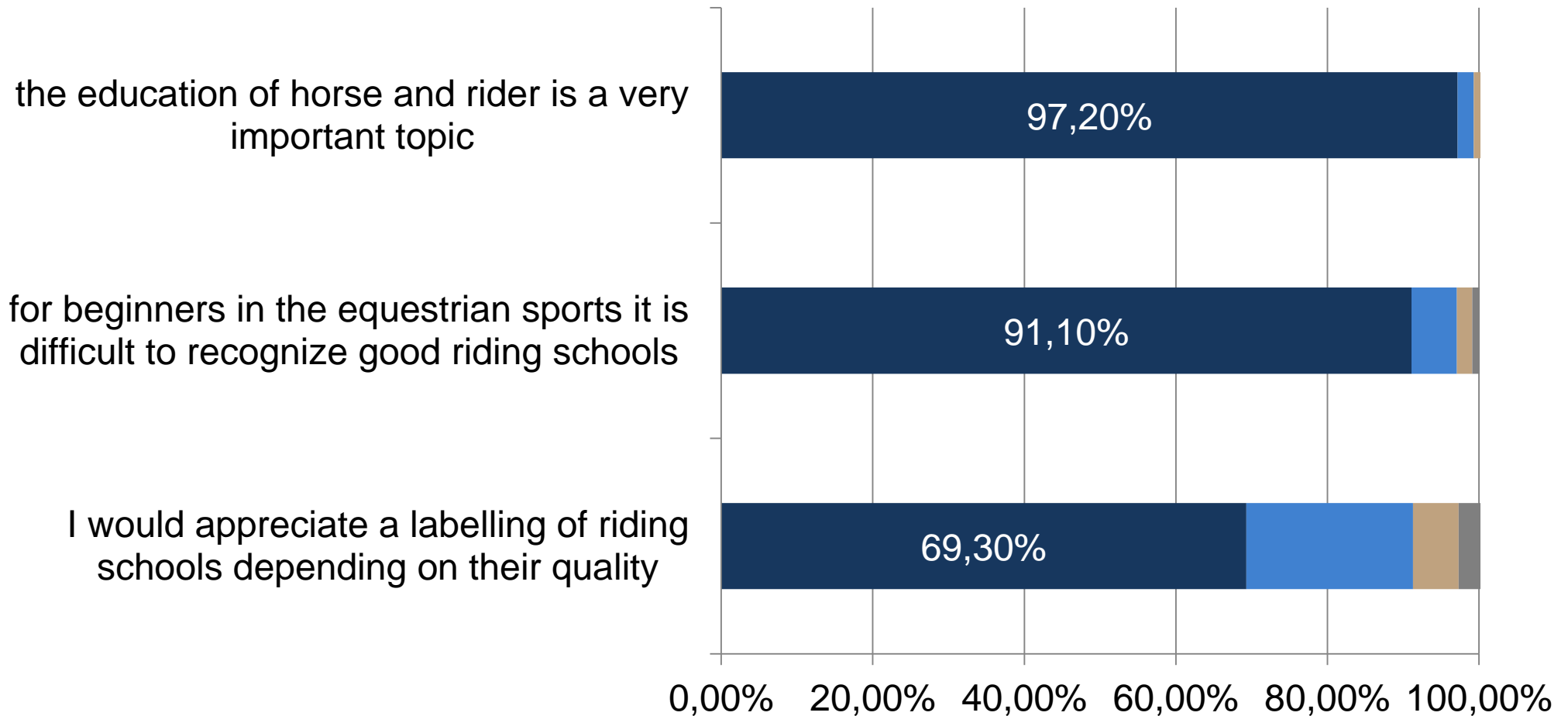
[n = 2,050]

Quality demands of riders: riding schools



Quality demands of riders: riding schools

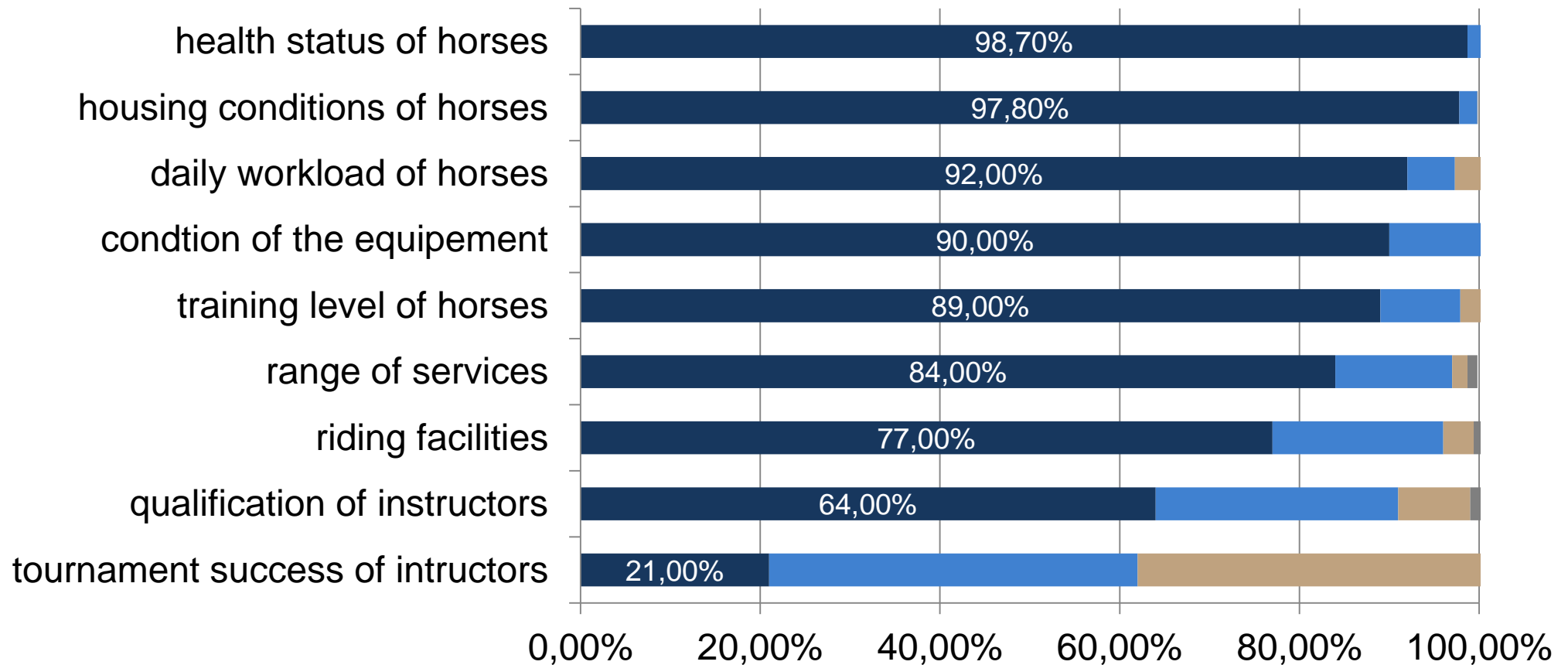
■ totally agree / agree ■ undecided ■ don't agree / don't agree at all ■ don't know



[n = 1,387]

„Which aspects should be considered when labelling riding schools?“

■ very important / important ■ undecided ■ not important / not at all important ■ don't know



[n = 1,387]

Conclusion

- quality uncertainty occurs in different areas of the equestrian industry
- suppliers should be aware of both
 - ✓ information deficits of customers
 - ✓ and their demands regarding quality attributes
- uncertainty varies depending on the type of customer - especially newcomers to the equestrian sport may need understandable explanations, maybe even systematic quality labelling



Contact

Georg-August-Universität Göttingen
Lehrstuhl "Marketing für Lebensmittel und Agrarprodukte"
Department für Agrarökonomie und Rurale Entwicklung
Platz der Göttinger Sieben 5, D-37073 Göttingen

katharina.wiegand@agr.uni-goettingen.de
christina.ikinger@agr.uni-goettingen.de
aspiller@agr.uni-goettingen.de

