

# The analysis of consumer awareness and willingness to pay for animal welfare-friendly pork products <sup>(1)</sup>

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## Abstract

Animal welfare is an issue that drawing more and more attention all over the world. To encourage more production of animal welfare-friendly products, the support from consumers is quiet necessary. This survey was conducted to investigate the consumer awareness and willingness to pay for animal welfare-friendly pork products. A questionnaire was designed to collect meaningful data. The questionnaire comprises 6 major dimensions, including consumer background, awareness of animal welfare, expectations of animal welfare policies, effects of forcing animal welfare, willingness to pay, and the determinants of purchase. Among the 270 valid questionnaires conducted in 2019, 64.6% of consumers were willing to pay additional 5 – 10% in price on animal-welfare pork products, and 17% of consumers were willing to pay for more than 15%. There were positive correlations between expectations of animal welfare policies, effects of forcing animal welfare, the determinants of purchase and willingness to pay. Consumers in the survey were divided into three categories: contradictory, conservative and active. Active consumers showed highest willingness to pay for animal-friendly pork products. People in this group were mostly 51 to 60 years old, who paid attention to animal welfare, food safety and certification label. They tended to have a certain level of awareness of animal welfare and expected the government to do something for animal welfare. Consumers with these characteristics can be selected as targets for the marketing of animal welfare-friendly products.

Key words: Clustering analysis, Questionnaire survey, Animal-friendly raising, Swine.

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