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The Old School, Brewhouse Hill, Wheathampstead,
Hertfordshire AL4 8AN, UK
www.ufaw.org.uk

Animal Welfare 2013, 22: 255-265
ISSN 0962-7286
doi: 10.7120/09627286.22.2.255

The determinants of the intention to purchase animal welfare-friendly meat products in Spain

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Abstract

The aim of this paper is to analyse the intention to purchase animal welfare-friendly meat products and determine the factors explaining this intention. Additionally, a model of the intention to purchase animal welfare-friendly meat products has been developed based on the Theory of Planned Behaviour (TPB). This model has been specified as a two-equation multivariate ordered probit model and estimated using data from a survey conducted in Spain in 2008. Results indicate that one of the most important factors associated with the intention to purchase animal welfare-friendly meat products was consumer self-identification with ethical issues. Second, findings suggested that, as the Theory of Planned Behaviour states, other factors related to the intention to purchase these products were attitudes, subjective norms and perceived behavioural control.

Keywords: *animal welfare, attitudes, consumer, ordered probit, subjective norms, Theory of Planned Behaviour*