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## Farm Animal Welfare in Europe

By Giuseppe Nocella

VDM Verlag. Paperback. Book Condition: New. Paperback. 256 pages. Dimensions: 8.5in. x 5.9in. x 0.9in. Despite the existence of far-reaching literature on the problem of measuring farm animal welfare (FAW) from both a scientific and a philosophical perspective, there are still few studies tackling its economic aspects. In this book, consumers willingness to pay (WTP) and heterogeneity of preferences for certified animal-friendly products (CAFPs) were estimated by employing stated preference methods. However, since FAW is an emotional topic which can affect consumers purchasing decisions through aspects involving psychological components, this hypothesis was explored combining the theory of planned behaviour with stated choice methods. To reach this objective a survey was administered in France, Germany, Italy, Spain and UK. Findings show cross-cultural differences in terms of trust toward stakeholders operating along the livestock chain and that the components of planned behaviour play a role both in WTP for CAFPs and in determining heterogeneity of preferences. Thus it appears that the marriage between psychology and economics can open up new avenues of research not only for WTP and preferences for CAFPs but also to other food choice contexts. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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