



Do traditional market consumers care about the halal meat label? A case study in Taiwan

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Appendix 1. Willingness-to-pay questions

In order to randomly distribute each respondent to answer any one of three attributes (cleanliness, animal welfare, and religious) in eliciting their WTP for halal certified chicken meat, a guiding question was applied:

Q: In order to randomly provide the next question to you, please choose one of these options based on your birthday in day.

- 1 ~ 10 (Hidden logic set-up: respondents who chose this would go into Scenario A)
- 11 ~ 20 (Hidden logic set-up: respondents who chose this would go into Scenario B)
- 21 ~ 31 (Hidden logic set-up: respondents who chose this would go into Scenario C)

After respondents chose their answer, they were randomly given one of the scenarios (A, B, or C).

Scenario A

The halal certified chicken, duck, goose, beef, lamb, mutton and other meat must satisfy the halal regulations in slaughter, such as: (1) the slaughtered animal must be healthy; (2) equipment used for slaughtering must be sharp enough to cause rapid bleeding and decrease the pain. This would fit in with **animal welfare**.

For comparison purpose, the non-halal certified chicken meat in traditional markets is typically sold for NTD \$50 per 600g. Assuming if you have a chance to buy a halal certified chicken meat in traditional markets, the characteristics of halal certified chicken meat would be similar to the non-halal certified chicken meat, and it is a bit more expensive. Would you like to buy and pay any extra dollar above from the NTD \$50 per 600g for halal certified chicken meat? (Only can choose one).

- I do not want to buy.
- \$0
- \$1~3 \$4~6 \$7~9 \$10~12 \$13~15 Above from \$16

Scenario B

The halal certified meat products must make with careful selection, strict hygiene control, and freshness. The focal point here can meet high standards of **cleanliness**.

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Scenario C

According to **religious norms**, the halal certified meat products are defined as the lawful meat for Muslims. The Koran (Islamic sacred book) also expressly prohibits the consumption of carrion and already dead animals from natural causes as they are harmful to human's body if unintentionally consumed. Therefore, halal certified meat can also contribute to bringing peace of mind to consumers.

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