

## Factors Affecting Consumers' Willingness to Pay for Chicken Meat from Biosecure Farms

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**Abstract :** The research aimed at investigating the factors affecting consumers' willingness to pay for chicken meat from biosecure farms. The research was conducted in Makassar City, South Sulawesi Province, Indonesia. Samples were taken using random sampling technique in two supermarkets namely Lotte Mart and Gelael. Total samples were 50 respondents which comprised the chicken meat consumers. To find out the consumers' willingness to pay for chicken meat from the biosecure farms, the contingent valuation method was utilized. Data were collected through interviews and questionnaires. Probit Logistic was estimated to examine the factors affecting the consumers' willingness to pay for at the premium price for chicken meat from the biosecure farms. The research indicates that the education and income affect significantly the consumers' willingness to pay for chicken meat from the biosecure farms ( $P < 0.05$ ). The results of the study will be beneficial for the policy makers, producers, consumers and those conducting research.

**Keywords :** biosecure, chicken, farms, consumer, willingness-to-pay

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