

**FACTORS THAT INFLUENCE BUYING BEHAVIOR
OF DOG TREAT IN BANGKOK**



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**FACTORS THAT INFLUENCE BUYING BEHAVIOR
OF DOG TREAT IN BANGKOK**

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FACTORS THAT INFLUENCE BUYING BEHAVIOR OF DOG TREAT IN BANGKOK

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ABSTRACT

The purpose of this paper is to conceive the factors that influence dog owners in making decision to buy dog treat for their dogs. Secondly, to found out the gender difference in buying behavior of dog treat in Bangkok. Hypotheses were tested by questionnaire and collect data from 207 respondents who has at least one dog and currently live in Bangkok.

The finding of this research showed that certified, suitability, benefit, brand, ingredient and nutrition are the important factors that mainly impact on the dog owners to purchase dog treat. In addition, male dog owners are more concern on price, dog's shape and store's staff recommendation than female dog owners.

KEY WORDS: Dog Treat / Buying Behavior/ AIDA Model/ TPB

38 pages

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CHAPTER I

INTRODUCTION

Nowadays, pet owners take better care of their pets and feed them with the better foods, buy them the higher quality of products and services. They favor their pets as an important part of the family and of course, their pet health and happiness are on top priority concerns list. The owners are not only ‘pet lover’ but also called themselves as ‘pet parent’. The phenomenon of pet parent is becoming increasingly with a growing in the number of pet owners who consider their pets as part of the family moreover they treat their pet like their own child and even call their pet as a kid or children.

Besides, Thai people seems to be putting off marriage and starting families later in life affected the average size of households in Thailand that has been decreasing gradually, coming down to 2.7 person per family in 2014 from 5 person in 1980 and families with no kid rise to 16.2% from 5.6%. (Thairath, 2017) As the result, pet such as dog, the all-time human best friend, takes big role as human best friend and human starter children.

Despite the economic recession in Thailand, pet owners are still willing to spend more on their pets and including them in their long-term financial plan. In Bangkok, the variety of products and services for dog have increased continuously (Kasikornresearch, 2008) and marketed in place of super-premium for example organic food and snack, pet bakery, high innovation of medicine, high fashion clothing, real jewel accessories, dog café, swimming pool for dog, funeral and etc. Referred to Mr. Kriengsak Athikomvittaya, General Manager at Happy Pet Thailand Co. producer and distributor dog food from Germany under the brand of Happy Dog “Thai’s pet market is high potential and growing in every year” In 2017, pet industry values 22,000 million baht with 5-10% growth from last year include pet food and snack 10,000 million baht, medicine 7,000 million baht and other services 5,000 million baht and the number is expected to increase steadily each year. (Thansettakij, 2017)

Pet owners prefer more and more to offer their pets such as a wide variety of treats in various flavors, ingredients, shapes, colors, suitability for dog's breed, age, and size. So, this research want to understand more on the issue of the pet owner by examining differences in decision making that could help marketers to find better ways of communicating with customers and to guide marketing in product development.

1.1 Research Question

This study investigated on 1. What are the factors that motivate customer to buy treat for their dog? 2. How gender differences can be effected on making decision to purchase dog treat in Bangkok area?

1.2 Research Objective

Firstly, the purpose of this paper was to conceive the factors that influence dog owners in making decision to buy dog treat for their dogs. Secondly, to found out the gender differences in buying behavior of dog treat in Bangkok.

1.3 Research Scope

The research scope concentrated on 1. The factors that encouraged the dog owners to making decision to purchase dog treat 2. Analyze the key differences between male and female dog owners in buying behavior

This paper conducted by using the quantitative research. The data was collected from questionnaire. The respondents were Bangkok-based.

1.4 Expected Benefit

The final report covered recommendations for marketing strategy and product development that can be practical and advantageous for both the existing pet company or the company that interested in invest in dog treat market. It was not only can be the guideline for the company to deep understand customer behavior in purchasing dog treat but also provided the factors that motivate male and female dog owners to purchase the dog treat.



CHAPTER II

LITERATURE REVIEW

Dogs are the most generally owned pets in Thailand (Truststoreonline, 2017) as they are known to reduce stress, ease loneliness, depression, and fretfulness. Dog treats are the most common reward to give while training, encouraging to do some exercise, rewarding good behavior and also expressing the love for dogs. Dog treats are not the regular meal (Sriket, 2015 and Millan, 2016). They claim to be more nutritious and to solve other conditions such as dental health, weight loss, allergies and immune health and joint function. In addition, they are offered in numerous quality, flavors, ingredients, colors, and specific sizes for different breeds and age. There are many kinds of dog treats for example (Stregowski, 2017),

- crunchy treat, which is hard and crunchy snack just like a biscuit
- soft treat, which is soft, chewy and appropriate smell
- freeze dried and jerky treat, which is similar to soft treat in texture but it is offered more tasty a bit similar to human food
- dental chew, which promotes dental health and fresh breath
- special diet treat, which made from special diet and permissible ingredient

Consumer buying behavior

Consumer buying behavior is the study that will help to understand more on how people plan to buy, what they intend to buy, when they buy and why they buy the product or service (Kotler, 1994) and it also identifies steps of how people will be searching for, purchasing, using, evaluating, and disposing of products and services that they expected it will satisfy their needs and wants (Schiffman, 2007).

Some researches explored the impact of gender on buying behavior which has found that differences occurred (Pahl, 1990 and Wood, 1998). Some might say “Men are from Mars, Women from Venus” (Gray, 1992) because males and females are interested in different products. For example, men are less appearance and clothing conscious (Solomon and Schopler, 1982). It might be because it is more important to women to be attractive to males or because men reveal a weaker sensitivity to the opinions of their friends (Shoaf et al., 1995), which makes them less concerned with their appearance. Additionally, they are likely to have different ways of making decision before purchase the products as well. According to the research, males are less likely to lower rating brand criteria for instance durability, warranty, familiarity and brand prestige than women (Williams and Slama, 1995).

Most marketing studies continue to focus on female consumers, because women buy so many products. But in present men become increasingly involved in shopping (Engel et al., 1995). So, it might be great opportunity for marketers to learn more of these diverse buying behavior.

Theory of planned behavior (TPB)

The theory of planned behavior (TPB) has developed from the theory of reasoned action and is widely applied expectancy-value model of association between attitude and behavior which has met with some degree of success in predicting a variety of behaviors (Ajzen and Fishbein, 1980). The TPB states that behavioral accomplishment depends on both motivation or intention and ability or behavioral control.

- Attitude is the degree of which a person has a favorable evaluation of the interested behavior. It requires a consideration of the outcomes of performing the behavior.
- Subjective norms is the belief about most people approve of the behavior. It relates to personal beliefs about others think one should act.

- Perceived behavioral control is the perception of the simplicity of performing the interested behavior which varies across situations and actions.
- Intention is the motivational factors that impact a particular behavior where the stronger the intention to complete the behavior, the more possible the behavior will be performed.

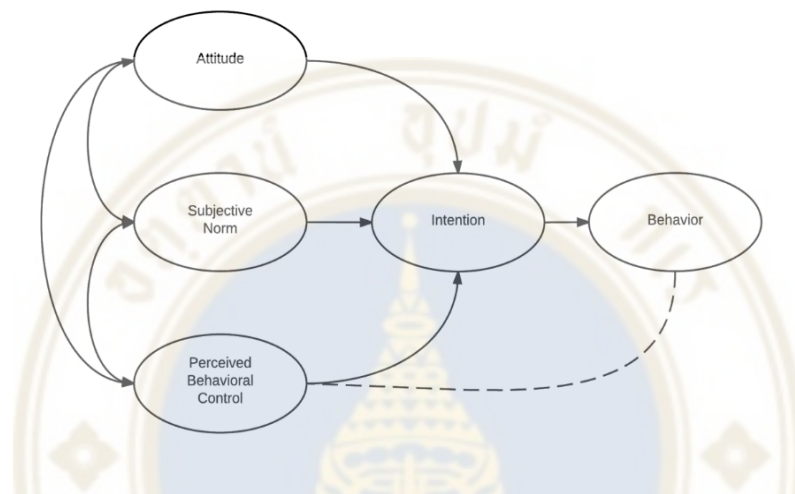


Figure 2.1 Theory of Planned Behavior

One's behavior and attitude in buying process can be motivated from media and other sources of information included an influencer or an expert which attract one's attention and create interest in one's mind. Once one has good attitude toward the product and a plus of marketing promotion will motivate one to decide to purchase for example; some discount or free gift will persuade one to buy the product (Jongjareonsuk, 2017).

AIDA Model

AIDA model, American advertising and sales pioneer (Lewis, 1985), is one of the founding principles of most modern-day marketing and advertising. It describes the steps of the customer's journey (Jamwal, 2017). The acronym AIDA stands for Attention, Interest, Desire and Action.

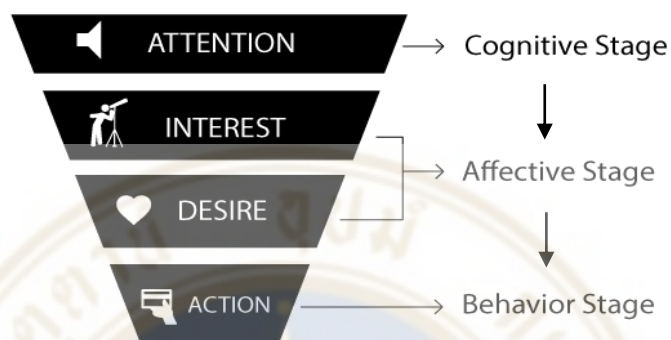


Figure 2.2 AIDA Model

Attention – Something that attracted one's attention through five senses. In a print advertisement, it could be illustration, bold type or the advertisement's size. In a commercial, it could be images, sound and voices in the advertisement.

Interest – Some information like details, price, advantage or availability that provided to raise interest in the product being advertised. In a research of the study of Information seeking in online advertising for make purchasing decision shows most respondents emphasized on the advertising that provides detail clearly and inclusively and it could be beneficial in making decision process (Siluang, 2008 and Pimpitak, 2014).

Desire – Something or someone that leads or creates normative belief which one desire to purchase the product. One might relies on emotional rather than rational to create a positive emotional association with a product. Furthermore, some advertisement use different communication techniques for example, turning wants into needs and building trust (Poolsawad, 2017) or using some influencer and the expert such as veterinarian whose can be the impact factor on buying behavior (Chuenboon, 2007).

Action – Attitude has been shown in many studies which impact on behavioral intentions (Ajzen and Fishbein, 1980). This stage will happen after one has good attitude toward getting information and decide to purchase the product. There might be a time limitation on sale promotion or a limitation in supply of the product to hasten one's decision.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study used a quantitative research approach by distribute online questionnaires. According to Google Forms, the online survey can provide more accuracy since the respondents enter their answers directly to the system. Besides, its service helped to save time as the researcher can analyze the result from online survey directly by using the online survey tools which enable to show the information in graphs, tables and simply export the result to Microsoft Excel. The last advantage was the convenience for the respondents as most of the people have Internet connected through their mobile phone, they can pick any time to complete the questionnaire. Hence, the quantitative research method was implemented because it allows for studying a larger sample than the interview approach, in a limited timeframe.

3.2 Sample and Data Collection

The online questionnaires were randomly distributed with intended sample size of 207 respondents. The target population for the questionnaire was a people who has at least one dog in order to find out which factors drive them to purchase a dog treat and the key differences in gender. The questions were asked concerning the buying behavior. After done collecting the survey data, the researcher used SPSS to analyze the basic descriptive statistics, independent samples t-test and one-way ANOVA.

3.3 Research Instrument

As mentioned above, this research used questionnaires to collect the data.

The questionnaire comprised the following four parts:

- Part 1 Screening questions

Example questions;

1. Do you have a dog?*
2. Do you currently live in Bangkok?*

If the respondent answered no dog and not live in Bangkok, ended of the questionnaire.

- Part 2 Information about buying behavior (multiple choice)

Example questions;

3. Where do you usually buy snack for your dog?
4. How often do you usually buy snack for your dog?
5. How much do you usually buy snack for your dog?
6. What kind of dog snack do you usually buy?

- Part 3 Information about the factors that influenced purchase on dog treat (rating scale) range from strongly disagree (1) to strongly agree (5)

Example statements;

The factors that affect Attention of the dog owners.

7. I am always buy new bag of dog snack when the old bag is empty.
8. I am always search for product details/ information before purchase dog snack.
9. It is important to me to buy dog snack with certificated.
10. It is important to me to buy dog snack that can help promote dental health.
11. It is important to me to buy dog snack that can help weight loss.
12. It is important to me to buy dog snack that can help promote skin and hairs.

The factors that affect Interest of the dog owners.

13. It is important to me to buy dog snack that contains healthy ingredients.
14. It is important to me to buy dog snack that contains organic ingredient, no gluten, grain-free, etc.
15. It is important to me to buy dog snack that contains real meat ingredients such chicken, fish, bacon, etc.
16. It is important to me to buy dog snack that contains some vegetables and fruits.

The factors that affect Desire of the dog owners.

17. When I purchase dog snack, I select the most familiar brand.
18. When I purchase dog snack, I select from packaging.
19. When I purchase dog snack, I select the cheapest one.
20. When I purchase dog snack, I select the one that suit for my dog breed.
21. When I purchase dog snack, I select the one that suit for my dog age.
22. When I purchase dog snack, I select the one that suit for my dog size.
23. When I purchase dog snack, I select the one that a veterinarian or an expert suggested
24. When I purchase dog snack, I select the one that staff at pet shop suggested

The factors that affect Action of the dog owners.

25. After I got information from all sources, I intend to buy a bag of some treat for my dog.
26. In the future, I intend to continue buy some treat for my dog.

•Part 4 General Information about the respondents

Example statements;

27. How many dog do you have?
28. What is the size of your dog?
29. What is your gender?
30. What is your marital status?
31. What is your age?
32. What is your occupation?
33. What is your average income per month?

CHAPTER IV

RESEARCH FINDINGS

4.1 Demographic Results

The demographics of the 207 respondents were as follows.

Table 4.1 Gender

		Frequency	Percent
Valid	Female	107	51.70
	Male	100	48.30
	Total	207	100.00

The researcher collected the data through online survey which targeted both Thai male and female. The respondents are 51.7% female and 48.3% male.

Table 4.2 Status

		Frequency	Percent
Valid	Single	160	77.30
	Married	47	22.70
	Total	207	100.00

Most of the respondents were single 77.30%.

Table 4.3 Age

		Frequency	Percent
Valid	20-29	125	60.40
	30-39	25	12.10
	40-49	28	13.50
	More than 50	29	14.00
	Total	207	100.00

The respondents were mainly young people 60.40%, aged between 20-29 years old.

Table 4.4 Occupation

		Frequency	Percent
Valid	Private company employee	123	59.40
	Business owner	42	20.30
	Student	17	8.20
	Government employee	15	7.20
	Other	10	4.80
	Total	207	100.00

Most of the respondents were working as a private company employee 59.40% followed by a business owner 20.30%

Table 4.5 Average income per month (THB)

		Frequency	Percent
Valid	Lower than 15,000	14	6.80
	15,001-30,000	66	31.90
	30,001-50,000	61	29.50
	50,000 and more	66	31.90
	Total	207	100.00

Most of the respondents have the average income more than 15,000 THB per month 93.20%.

4.2 General information about their dog and buying behavior

Table 4.6 Number of dog

		Frequency	Percent	Valid Percent
Valid	1	118	57.0	57.00
	2	42	20.3	20.30
	3	14	6.8	6.80
	4 and more	33	15.9	15.90
	Total	207	100.0	100.00

Most of the respondents have only one dog 57% followed by two dog 20.30%.

Table 4.7 Size of dog

		Frequency	Percent
Valid	Small (5-10kg.)	90	37.00
	X-Small (less than 5kg.)	57	24.00
	Medium (10-15kg.)	49	20.00
	Large (15-20 kg.)	25	10.00
	X-Large (more than 20 kg.)	20	8.00
	Total	241	100.00

For this question the respondents can choose more than one answer, small size of dog that weight from 5-10 kilograms was most repeatedly chosen 37.00% followed by x-small size of dog that weight less than 5 kilogram 24.00%.

Table 4.8 Place to buy dog treat

		Frequency	Percent
Valid	Pet shop	145	41.00
	Supermarket	107	30.00
	Hospital/Clinic	52	15.00
	Convenience store	39	11.00
	Online	14	4.00
	Total	357	100.00

For this question the respondents can choose more than one answer, pet shop was repeatedly chosen 41.00% followed by supermarket 30.00% as the place they buy dog treat.

Table 4.9 Kind of dog treat

		Frequency	Percent
Valid	Soft stick	137	36.20
	Dental chewy	118	31.20
	Crunchy	58	15.30
	Freeze dried	45	11.90
	Loss weight	11	2.90
	Other	5	1.30
	Fresh bakery	4	1.10
	Total	378	100.00

For this question the respondents can choose more than one answer, soft stick was repeatedly chosen 36.20% followed by dental chewy 31.20% as the kind of dog treat they buy.

Table 4.10 Frequency on buying dog treat

		Frequency	Percent
Valid	Once a month	82	39.60
	Twice a month	50	24.20
	Less than once a month	50	24.20
	Every week	25	12.10
	Total	207	100.00

Most of the respondents buy dog treat once a month 39.60% followed by twice a month 24.20% and less than once a month 24.20%.

Table 4.11 Quantity of dog treat

	Frequency	Percent
Valid 2-5 serves or medium pack / time	95	45.90
More than 5 serves or large pack / time	63	30.40
1 serve or small pack / time	49	23.70
Total	207	100.00

Most of the respondents buy dog treat for 2-5 serves or medium pack per time 45.90% followed by more than 5 serves or large pack per time 30.40%.

4.3 Factors that encourage the dog owner's decision making to purchase dog treat

Table 4.12 Mean range

Mean range	
1.00 – 1.80	Strongly Disagree
1.81 – 2.60	Somewhat Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Somewhat Agree
4.21 – 5.00	Strongly Agree

Table 4.13 Mean of each factors

Question	Mean
I always buy new bag of dog snack when the old bag is empty.	3.59
I always search for product details/ information before purchase dog snack.	3.37
It is important to me to buy dog snack that contains healthy ingredients.	3.97
When I purchase dog snack, I select the most familiar brand.	4.01
When I purchase dog snack, I select from packaging.	3.12
When I purchase dog snack, I select the cheapest one.	2.55
It is important to me to buy dog snack that contains organic ingredient , no gluten, grain-free, etc.	3.30
It is important to me to buy dog snack that contains real meat ingredients such chicken, fish, bacon, etc.	3.99
It is important to me to buy dog snack that contains some vegetables and fruits.	3.78
It is important to me to buy dog snack that can help promote dental health.	4.19
It is important to me to buy dog snack that can help weight loss.	2.96
It is important to me to buy dog snack that can help promote skin and hairs.	4.00
It is important to me to buy dog snack with certificated.	4.42
When I purchase dog snack, I select the one that suit for my dog breed.	4.06
When I purchase dog snack, I select the one that suit for my dog age.	4.17
When I purchase dog snack, I select the one that suit for my dog size.	4.22
When I purchase dog snack, I select the one that a veterinarian or an expert suggested	3.60
When I purchase dog snack, I select the one that staff at pet shop suggested.	2.99
After I got information from all sources, I intend to buy a bag of snack for my dog.	3.11
In the future, I intend to continue buy snack for my dog.	4.07

Most of the respondents both male and female are not likely to search for information before they purchase dog treat with the neutral agreement mean of 3.37. Their behavior come from many factors for example; certified, suitability, benefit, brand, ingredient and nutrition.

The respondents tend to choose dog treat from the one that has certify which will ensure the quality of the product with the mean of 4.42. Then they will choose from suitability, the owners powerfully believe in the treat that especially create for specific breeds, age and size with the mean of 4.05, 4.16 and 4.21. Moreover, the dog owners will somewhat agree to select the treat that helps promote dental health with the mean of 4.19 and nourishes skin and hair with the mean of 4.00. In addition, the owners will select dog treat from the well-known brand with the mean of 4.00. The last factor is ingredient and nutrition such as treat that contains real meat for 3.99 and real fruit and vegetable for 3.78. The respondents are willing to continue purchase dog treat with the mean of 4.07.

Furthermore, they like to buy dog treat in the old traditional ways which are going to shop at the pet shop and the supermarket. Lastly, they will buy new bag of snack when the old one is empty with the mean of 3.59.

4.4 Key differences between male and female dog owner buying behavior

Table 4.14 Gender differences factors

	Gender	Mean	t-value	Sig. (2-tailed)
When purchasing dog snack, I select the cheapest one.	male	2.83	3.458	0.001
	female	2.28		
It is important to me to buy dog snack that can help weight loss.	male	3.21	3.340	0.001
	female	2.73		
When purchasing dog snack, I select the one that staff at pet shop suggested.	male	3.20	2.885	0.004
	female	2.79		

The researcher found that male and female have difference behavior in making decision to buy dog treat. The factors are mainly from the price, the store's staff recommendation and the benefit of weight loss treat. Males incline to be more price conscious with 0.55 different in mean, males have the mean of 2.83 while females have only 2.28. (t-value = 3.458; p= 0.001)

Besides, males are more concern on dog's shape they see treat with weight loss benefit as an important as 3.21 in mean whereas females are less concerned about weight loss benefit at the mean of 2.73 or 0.48 different in mean. (t-value = 3.340; p= 0.001)

And males tend to rely on the store's staff recommendation more than females with 0.41 different in mean. Males dog owner are going to buy dog treat that the store's staff suggest with the mean of 3.20 conversely with females whose have only 2.79 in mean. (t-value = 2.885; p= 0.004)

The researcher also tested ONE WAY ANOVA between more than two groups. There are no differences in other dimensions.

4.5 Discussion

The finding observed in this research reflect those of the previous studies which have examined the factors that influence on consumer purchasing dog food and dog snack. These are many important factors that mainly impact on the dog owners to purchasing dog treat including certified, suitability, benefit, brand, ingredient and nutrition.

As mentioned in the literature review, dog treat is used to reward and show love from the owners to their beloved dog. The past study of buying decision process of dog treats showed most of the interviewees give some treats to their dog in order to rewarding good behavior and expressing the love for dogs and also want the dog to love them back as well. Likewise, each interviewee confidences that the dog treats have their own benefits which are safety and suitable for specific dog's conditions. (Sriket, 2015)

According to the AIDA model, the model that guide the customers along the experience funnel. First, grab the dog owners' attention by providing deeply relevant issue or offering some solution with their dog condition. From the findings, the respondents give the first priority on trusted certification with 4.42 in mean such as 'HACCP' or Hazard analysis and critical control points which is a regulatory requirement for pet food industries and is the basis for managing food safety and followed by treat that help promote dental health with 4.19 in mean. The big word saying "FRESH BREATH" on the dog treat packaging will catch the dog owners' attention who want their dog to have a fresh breath.

Once the dog owners are hooked, ensuring them that this treat is made from the best nutrient-rich ingredient to increase their interest. The findings show the respondents are placed importance on quality of ingredient with the mean of 3.97 especially the treat that made from real meat with 3.99 in mean and real vegetable and fruit with 3.78 in mean.

Then, after the dog owners gather more information they will be more desired in a kind of treat that proper with their dog condition. According to the findings, the respondents emphasize on treat that match with their dog size, age and breed with the mean of 4.21, 4.16 and 4.05. Additionally, they seem to select the treat that are well known brand with the mean of 4.00 which align with the study of premium cat food buying decision behavior of consumer showed that cat owners choose to buy the Royal Canin, the famous pet food, and pick the food that match with their cat breed and age. (Onamornart, 2016)

On the other hand, both male and female dog owners are not really agree on price with the mean of 2.83 and 2.28 respectively. The results are contrasted with the past studies, a study of marketing mix that impact buying behavior of dog instant food in Chaing Mai and a study of the factor of decisions to buy the instant pet food, which showed that the owners take high level of agreement on price. (Thaveekul, 2006 and Jongjaroensuk, 2017)

Even though the dog owners are not really decide to purchase dog treat right away after they have seen the commercial with the mean of 3.11. However, they still believe in benefits of dog treat and most of them are willing to continue buying the snack for their dog with the mean of 4.07.

CHAPTER V

RECOMMENDATIONS

This study examined what are the factors that influence dog owners in making decision to buy dog treat for their dogs. All respondents live in Bangkok, Thailand and raise at least one dog at home. The goal of this study is firstly to describe and analyze what factors that drive Bangkok dog owners to purchase dog treat. Secondly, to study how differences in behavior between male and female dog owners that can be effected on making decision to buy dog treat.

The study achieved its goals. There are important factors including certified, suitability, benefit, brand, ingredient and nutrition that drive dog owners decide to purchase dog treat. Moreover, the differences behavior between male and female dog owners are price conscious, dog's shape and the store's staff recommendation which male dog owners are more concerned in those factors than females.

5.2 Recommendation

5.2.1 For Marketer to do marketing strategy

Base on the findings, the existing company or the new entry should focus on branding and do some marketing activities that gain brand awareness and enhance better brand image for example; join the dog expo hold some small fun activity and give free product sample. Furthermore, the marketer should be aware that dog owners in Bangkok are not price sensitive so the activity such as discount might be not effective.

Lastly, the Bangkok dog owners are more concern on trusted certified, benefit and suitability the marketer should create key message that link with those three things for example; put big word "Standard laboratory tested", "Fresh Breath" and "For Puppies age 0-2 years" on the packaging to attract them.

5.2.2 For Marketer to do product development

Another recommendation is for launching new product, the marketer should not only be concerned in ingredient and nutrition of the treat but also concerned in the benefit that will nourish specific condition or solve specific issue for example; a puppy needs treat that has more calorie-dense and higher in protein and fats than treat for adult or senior dogs. Besides, the marketer should develop dog treat that suit for small size dog. Lastly, the company should launch two or three favors at a time so the customers will have an option and be more interesting.

5.3 Limitations and Further Research

This study focused only on the dog owners who live in Bangkok area which might bias the result and number of respondents are not strong enough to represent the population of all Bangkok's dog owners.

For further research, the researcher should conduct both qualitative and quantitative research to be more deeply understand the factors that influence the dog owners' behavior and really understand their pain points. Also, the data should be collected more in number of respondents and more in variety of location such as from other big cities like Chiang Mai, Pattaya, Nakhon Ratchasima and Khon Khen in order to compare the dog owners' behavior from different point of views.

As a final point, there is one interesting point which is the channel or place to sell dog treat. In the findings showed that most of dog owners buy dog treat more often from offline channels like supermarket and pet shop while internet or e-commerce in Thailand is growing. The researcher should question and conduct the research to understand why dog owners do not choose to buy dog treat via online channel.

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Appendix A: Questionnaire Eng

This survey aims to study the factors drive consumers to purchase dog treats or dog snack for their dogs in Bangkok area. The questionnaire will take 10-15 minutes to complete.

This survey is a part of the Master degree thematic paper at College of Management, Mahidol University. Your answers will be kept confidential and used for research purpose only.

Scanning Question

1. Do you currently live in Bangkok?

Yes

No

2. Do you have dog?

Yes

No

Part 1: General question of your dog

3. How many dog do you have?

1

2

2

4 or more than 4

4. What is the size of your dog? (Can choose more than one)

X- Small (less than 5 kg.)

Small (5 - 10 kg.)

Medium (10 – 15 kg.)

Large (15 – 20 kg.)

X-Large (more than 20 kg.)

Part 2: Factors influencing purchase of dog snack

5. Where do you usually buy dog snack? (Can choose more than one)

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Supermarket | <input type="checkbox"/> Convenience Store (such as 7-11) |
| <input type="checkbox"/> Pet shop | <input type="checkbox"/> Pet Hospital/ Pet Clinic |
| <input type="checkbox"/> Buy online | <input type="checkbox"/> Other: _____ |

6. How often do you usually buy snack for your dog?

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Every week | <input type="checkbox"/> Twice a month |
| <input type="checkbox"/> Once a month | <input type="checkbox"/> Longer than once a month |

7. How much do you usually buy snack for you dog?

- | | |
|--|---|
| <input type="checkbox"/> 1 serve or small pack / time | <input type="checkbox"/> 2-5 serves or medium pack / time |
| <input type="checkbox"/> More than 5 serves or large pack / time | |

8. What kind of dog snack do you usually buy? (Can choose more than one)

- | | |
|---|---|
| <input type="checkbox"/> Crunchy Snack | <input type="checkbox"/> Freeze-dried snack |
| <input type="checkbox"/> Soft stick | <input type="checkbox"/> Dental chew and bone |
| <input type="checkbox"/> Special diet snack | <input type="checkbox"/> Fresh bake snack |
| <input type="checkbox"/> Other _____ | |

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
9.I always buy new bag of dog snack when the old bag is empty.					
10.I always search for product details/ information before purchase dog snack.					
11.It is important to me to buy dog snack that contains healthy ingredients.					
12.When I purchase dog snack, I select the most familiar brand.					
13.When I purchase dog snack, I select from packaging.					
14. When I purchase dog snack, I select the cheapest one.					
15.It is important to me to buy dog snack that contains organic ingredient , no gluten, grain-free, etc.					
16.It is important to me to buy dog snack that contains real meat ingredients such chicken, fish, bacon, etc.					

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
17.It is important to me to buy dog snack that contains some vegetables and fruits.					
18. It is important to me to buy dog snack that can help promote dental health.					
19. It is important to me to buy dog snack that can help weight loss.					
20. It is important to me to buy dog snack that can help promote skin and hairs.					
21. It is important to me to buy dog snack with certificated.					
22.When I purchase dog snack, I select the one that suit for my dog breed.					
23.When I purchase dog snack, I select the one that suit for my dog age.					
24.When I purchase dog snack, I select the one that suit for my dog size.					

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
25. When I purchase dog snack, I select the one that a veterinarian or an expert suggested					
26. When I purchase dog snack, I select the one that staff at pet shop suggested.					
27. After I got information from all sources, I intend to buy a bag of snack for my dog.					
28. In the future, I intend to continue buy snack for my dog.					

Part 3: Personal Information

29. What is your gender?

Male

Female

30. What is your marital status?

Single

Married

31. What is your age?

- 20-29 years old
- 30-39 years old
- 40-49 years old
- 50 years old and above

32. What is your occupation?

- Business owner
- Private company employee
- Government employee
- Housewife
- Unemployed
- Other _____

33. What is your average income per month?

- Lower than THB 15,000
- THB15,001 – THB 30,000
- THB 30,001 – THB 50,000
- More than 50,001

Appendix B: Questionnaire TH

คัดกรองผู้ตอบแบบสอบถาม

1. คุณอาศัยอยู่ในกรุงเทพฯ ใช่หรือไม่

ใช่ ไม่ใช่

2. คุณเลี้ยงสุนัข ใช่หรือไม่

ใช่ ไม่ใช่

ส่วนที่ 1 : ข้อมูลทั่วไปเกี่ยวกับสุนัขที่เลี้ยง

3. คุณเลี้ยง สุนัขทั้งหมดกี่ตัว

1 2
 3 มากกว่า 4

4. ขนาดของสุนัขที่เลี้ยง

X- Small (น้ำหนักน้อยกว่า 5 kg.) Small (5-10kg.)
 Medium (10-15 kg.) Large (15-20 kg.)
 X-Large (น้ำหนักมากกว่า 20 kg.)

ส่วนที่ 2 : ปัจจัยที่ส่งผลต่อการตัดสินใจซื้อสินค้า

5. คุณมักจะซื้อขนมสำหรับสุนัขที่ใด (สามารถเลือกได้มากกว่า 1 คำตอบ)

ซูเปอร์มาร์เก็ต ร้านค้าสะดวกซื้อ เช่น 7-11
 เฟ็ด ซ็อบ โรงพยาบาล / คลินิกสัตว์
 ออนไลน์ อื่น ๆ : _____

6. คุณซื้อขนมสำหรับสุนัขบ่อยเพียงใด

ทุกสัปดาห์

เดือนละ 2 ครั้ง

เดือนละ 1 ครั้ง

นานกว่าเดือนละ 1 ครั้ง

7. คุณซื้อขนมสำหรับสุนัขปริมาณเท่าใด

1 มื้อ หรือ ถูกลittle / ครั้ง

2-5 มื้อ หรือ ถูขนาดกลาง / ครั้ง

มากกว่า 5 มื้อ หรือ ถูใหญ่ / ครั้ง

8. คุณมักจะซื้อขนมสุนัขประเภทใด (สามารถเลือกตอบได้มากกว่า 1 คำตอบ)

Crunchy Snack

Freeze-dried snack

Soft stick

Dental chew and bone

Special diet snack

Fresh bake snack

Other _____

	เห็นด้วยอย่าง มาก	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างมาก
9. คุณมักจะซื้อขนมสำหรับสุนัขเมื่อขนมถุงเก่าหมดเสมอ					
10. คุณมักจะหาข้อมูลก่อนการซื้อขนมสำหรับสุนัขเสมอ					
11. คุณมักจะเลือกซื้อขนมสำหรับสุนัขแบรนด์ที่รู้จักอยู่แล้ว					
12. คุณมักจะเลือกซื้อขนมสำหรับสุนัขแบรนด์ใหม่ๆ ที่ยังไม่เป็นที่รู้จัก					

	เห็นด้วยอย่าง มาก	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างมาก
13.คุณมักจะเลือกซื้อขนม สำหรับสุนัขที่มีท่อแพคเกจ ที่สวยงาม					
14.คุณมักจะเลือกซื้อขนม สำหรับสุนัขที่มีราคาถูกที่สุด					
15.คุณมักจะให้ความสำคัญ กับขนมสำหรับสุนัขที่มี ส่วนผสม organic หรือไม่ มีสาร gluten					
16.คุณมักจะให้ความสำคัญ กับขนมสำหรับสุนัขที่มี ส่วนผสมจากเนื้อสัตว์แท้ๆ					
17.คุณมักจะให้ความสำคัญ กับขนมสำหรับสุนัขที่มี ส่วนผสมของผักและผลไม้					
18.คุณมักจะให้ความสำคัญ กับขนมสำหรับสุนัขที่ช่วย บำรุงสุขภาพในช่องปาก สุนัข					
19.คุณมักจะให้ความสำคัญ กับขนมสำหรับสุนัขที่ช่วย ลดน้ำหนัก					
20.คุณมักจะให้ความสำคัญ กับขนมสำหรับสุนัขที่ช่วย บำรุงขนและผิวหนังสุนัข					
21.คุณมักจะให้ความสำคัญ กับขนมสำหรับสุนัขที่มี มาตรฐานรับรอง					
22.คุณมักจะเลือกซื้อขนม สำหรับสุนัขที่เหมาะสมกับ สายพันธุ์					

	เห็นด้วยอย่าง มาก	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างมาก
23. คุณมักจะเลือกชื้อขนม สำหรับสุนัขที่เหมาะสมกับ อายุของสุนัข					
24. คุณมักจะเลือกชื้อขนม สำหรับสุนัขที่เหมาะสมกับ ขนาดของสุนัข					
25. คุณมักจะเลือกชื้อขนม สำหรับสุนัขที่ตัดแพทย์หรือ ผู้เชี่ยวชาญแนะนำ					
26. คุณมักจะเลือกชื้อขนม สำหรับสุนัขที่พนักงานขาย แนะนำ					
27. คุณมักจะเลือกชื้อขนม สำหรับสุนัขหลังจากได้เห็น สื่อประชาสัมพันธ์ผ่าน ช่องทางต่างๆ					
28. ในอนาคตคุณมีความ ตั้งใจที่จะชื้อขนมสำหรับ สุนัขต่อไป					

ส่วนที่ 3: ข้อมูลส่วนตัว

29. เพศ

ชาย

หญิง

30. สถานะ

โสด

แต่งงาน

31. อายุ

- 20-29 ปี
- 30-39 ปี
- 40-49 ปี
- มากกว่า 50 ปี

32. อาชีพ

- เจ้าของธุรกิจ
- พนักงานบริษัทเอกชน
- ข้าราชการ/ รัฐวิสาหกิจ
- แม่บ้าน
- ไม่ได้ทำงาน
- อื่นๆ _____

33. รายได้ต่อเดือน

- ต่ำกว่า 15,000 บาท
- 15,001 –30,000 บาท
- 30,001 –50,000
- มากกว่า 50,001 บาท