

**AN ANALYSIS OF POSITIVE FACTORS MOTIVATING THAI
CONSUMERS' PURCHASE INTENTIONS FOR
MADE-IN-JAPAN PET SUPPLEMENTS WITH
PROBIOTICS IN BANGKOK, THAILAND**



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FULFILLMENT OF THE REQUIREMENTS FOR
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**AN ANALYSIS OF POSITIVE FACTORS MOTIVATING THAI
CONSUMERS' PURCHASE INTENTIONS FOR MADE-IN-JAPAN
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ABSTRACT

The probiotics market in Thailand, particularly for pet supplements, exhibits substantial growth potential, influenced by increasing consumer awareness and evolving health preferences. This study explores the motivating factors driving Thai consumers to purchase Japanese probiotic pet supplements and identifies effective marketing strategies to enhance market penetration. Through a quantitative approach utilizing online questionnaires, the research analyzes consumer behavior in Bangkok, focusing on preferences for probiotic attributes and the influence of social media, expert endorsements, and product quality. The findings reveal that social media influence, health benefits perception, quality assurance, and active engagement in pet-related activities significantly impact purchase decisions. These insights are crucial for developing targeted marketing strategies that cater to the specific needs and preferences of Thai consumers, emphasizing the health benefits and quality of Japanese probiotic supplements.

KEY WORDS: PROBIOTICS MARKET/ PET SUPPLEMENTS/ HEALTH BENEFITS/ SOCIAL MEDIA INFLUENCE/ PRODUCT QUALITY

75 pages

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CHAPTER I

INTRODUCTION

1.1 Background

Probiotics, referring to the Office of Dietary Supplements - Probiotics, are regarded as live microorganisms which are mainly in the forms of bacteria and some yeasts. Probiotics, particularly often found in products like yogurt or fermented milk, are particularly used in the human health industry. As beneficial bacteria, there are several health benefits, mainly promoting human digestive health, boosting the immune system, and improving nutrient absorption (Research, 2023). Nowadays, many groups of people consume probiotic products more than in the past. Surprisingly, one factor contributing to the increasing demand comes from the rising number of elderly people. The aging people with more purchasing power, tend to require more comprehensive and specific dietary products and supplements like probiotic products than the younger generation. Additionally, in the future, it is also forecasted that the use of probiotics for treatment in rural areas will be further increased. That is because the consumption of a diet with probiotics is the other easy way of boosting the immune system for people living in rural areas, particularly those with limited finances. Furthermore, more cases of traveler's diarrhea caused by the expanding tourism industry have also positively affected the demand growth for probiotics. Due to its natural treatment, consuming probiotics can easily help balance traveler's gut bacteria to be able to reduce the risk or symptoms of diarrhea during travel. (Thailand Probiotics Market Size, Share & Trends: Report, 2023-2028, n.d.)

However, the awareness of these benefits has led consumers to purchase probiotics not only for themselves but also for their pets. Probiotics have now expanded into the pet market in various forms, including powders, capsules, tablets, and chews (Research, 2023). Furthermore, the global pet probiotics market was valued at approximately US\$ 4,301 million in 2022 and it has been expanding at 7% yearly. (MarketResearch.com, n.d.) Moreover, according to MarketResearch.com, this market is projected to continue

its profitable growth, potentially reaching up to US\$ 6,925.8 million by 2030. Accordingly, it can be illustrated how the trend of the pet probiotics market has been growing steadily since it has been used as dietary supplements in animal production worldwide.

In Thailand, the pet probiotics market has also expanded driven by the increasing pet population and increased product launches. In June 2021, a notable example is, CPF, a major player in terms of food products in Thailand, which introduced innovative animal probiotics, aimed at improving animal health and driving the market growth as the biggest market share. By 2028, probiotics in the Thai market are significantly anticipated to grow at 11.18% and the growth of the market is likely to drive from US\$147.183 million in 2021 to US\$308.973 million. Moreover, when it comes to "probiotics", we, as Thai people, have long been originally familiar with the benefits of probiotics for humans through popular fermented milk and yogurt products from well-known companies such as Yakult, followed by CP-Meiji, including Foremost Group. (Thailand Probiotics Market Size, Share & Trends: Report, 2023-2028, n.d.) According to the trend of the pet probiotics market and consumer behavior in Thailand, it seems possible to do a business related to pet probiotics supplementary.

Nonetheless, there are still many concerns about probiotics for pets or animals in Thailand, (Wresearch, n.d.) especially when compared to Japan. In Japan, the use of pet supplements is widespread, primarily due to their advanced and high-quality production. Normally, the standards and quality controls of these pet supplements can ensure they are safe and effective for even animal consumption. Consequently, it is not uncommon for humans to consume these pet supplements as well. Besides, the high awareness of healthiness in Japan further supports this circumstance. Pet owners in Japan are keen to provide their animals with the best possible care, which includes high-quality supplements. Unfortunately, in Thailand, despite the clear benefits of probiotics for pet health, the consumption of pet supplements is not as widespread as much as Japan.

Therefore, this research aims to mainly focus on three key areas. Firstly, it is to explore ways to identify the positive motivating factors influencing Thai consumers' purchase intentions while analyzing the demographic information of consumer behavior to grasp more consumer preferences. Moreover, the study also seeks to enhance the most effective marketing strategies contributing to companies in Thailand, particularly in the industry of pet supplements. Understanding these three key areas would be a good

opportunity for the pet industry in Thailand to further develop the best marketing strategies for pet supplements including probiotics to enhance high competitiveness at the global business level in the future.

1.2 Research Objective

This research aims to analyze the positive motivations and demographic attributes of consumers living in the Bangkok area, Thailand, to purchase made-in-Japan pet supplementary products with probiotics to further develop the most effective and appropriate marketing strategies for pet supplementary companies from Japan desiring to expand the new market in Thailand. Furthermore, this study also contributes to Thailand's pet supplementary company that seeks to open a new market in Thailand through using Japanese-styled product in the future.

1.3 Research Question

1. What are the beneficial factors that influence Thai consumers to purchase probiotic pet supplements made in Japan?
2. What are the characteristics of the potential Thai consumers to purchase probiotics pet supplements from Japan?
3. What are the top-3 most important marketing strategies for a pet supplementary company from Japan to expand the market in Thailand?

CHAPTER II

LITERATURE REVIEW

2.1 Microbiome

Originally, "microbiome" referred to the genetic material of microorganisms in a specific environment. However, its definition has expanded to include both the microorganisms themselves and their genetic content. Among the various microbiomes, the gastrointestinal (GI) microbiome is a crucial organ due to its significant metabolic functions. Since it consists of many cells, which are bacteria, fungi, archaea, viruses, and protozoa, extending from the mouth to the anus, which are essential in human and animals' health. (Bhagavathi Sundaram Sivamaruthi, & Periyannaina Kesika, 2021)

2.2 Probiotics for pet

The word "Pro" of "Probiotic" originally means "before" or "in front of" in the Latin preposition. (Acuff & Aldrich, 2023) Moreover, "probiotic" also means "of life", which is from "biōtikós in the Greek language. (Acuff & Aldrich, 2023) Over recent decades, the meaning of probiotics has developed in several dimensions in terms of use and benefits. According to the data from an FAO's expert committee under the WHO in 2001, it is clearly defined the definition of probiotic, particularly in terms of pet food, that it is "live microorganisms when administered in adequate amounts, confer a health benefit on the host." From the study by Salminen, Ouwehand, Benno, and Lee in 1999, it was emphasized the role of probiotics in recovering a healthy gut, positively leading to proper digestion and nutrient absorption. Recently, except the use for humans and livestock, probiotics have also been used in the animal industry, especially dogs and cats. (Gut Probiotics and Health of Dogs and Cats: Benefits, Applications, and Underlying Mechanisms, 2023) There is current evidence showing that probiotics can boost gastrointestinal disorders, enhance immune function, and reduce allergic reactions. Besides, it can also improve the pet's skin and coat health.

2.3 Awareness for Pet Health's Problems

2.3.1 Constipation

Constipation is defined by the infrequent or difficult passage of stool and is generally a temporary condition. A significant number of dogs experiencing constipation may feel discomfort while attempting to defecate. In more severe cases, constipation can be linked to serious and permanent health problems. Since the colon's main task is to absorb water, the stool can get hard and dry if it stays there too long, making it even harder to pass. This can sometimes cause dehydration problems. In some cases of constipation, dogs may expel a small amount of liquid feces or blood as a result of excessive straining, which might be confused with diarrhea. (Constipation in Dogs | VCA Animal Hospital | VCA Animal Hospitals, n.d.)

Probiotics can help alleviate constipation in cats and dogs by positively affecting the gastrointestinal (GI) microbiome. The GI microbiome functions as an essential metabolic organ for overall health, particularly for digestive health. Nonetheless, when this microbiome is disrupted, health conditions such as constipation can worsen. So, it is essential to input probiotics which are beneficial microorganisms for enhancing the microbiome in the human body. It can enhance the microbiome's composition and function, eventually leading to effectively healing constipation problems. (Bhagavathi Sundaram Sivamaruthi, & Periyana Kesika, 2021).

2.3.2 Oral Health

The most common health issue in pets is dental disease which is around 76% of dogs and 68% of cats. However, probiotics can significantly enhance oral health in pet by positively influencing the oral microbiome since it is crucial for preventing and managing dental disease. Research shows that a healthy oral microbiome in these animals is comprised of by six bacterial phyla such as Actinobacteria, Bacteroidetes, and Spirochetes. Besides, probiotics can counteract the imbalance by reducing harmful strains and promoting the growth of beneficial bacteria, leading to a healthier oral environment. (Bhagavathi Sundaram Sivamaruthi, & Periyana Kesika, 2021).

2.4 Country of origin

According to the study of Zenan, and Xu (2021), country of origin (COO) indicates the place of manufacture, production, processing, or distribution of a product. (Jiménez & San-Martin, 2016). The deeper meaning of COO is elaborated when Chan et al. (2018) stated that the country of origin is merely "the details about where the merchandises are made. Moreover, COO also referred by Lo, S.C. in 2012 that there is an advantageous correlation between a product's country of origin and its quality which contributes to different outcomes depending on various countries' production capabilities for specific types of products. The study's findings suggest that some countries can specifically produce more powerful products than other countries. In contrast, some countries can produce less competitive goods than other countries due to lower consumer perceptions towards those products. From the consumer's perspective, the country of origin can help them easier decision-making about purchasing goods because it can reduce the perceived risk in their mind. Additionally, it aids both organizations and individuals in positioning products in the global market. (Huang, Lo, Tung, & Wang, 2017).

One notable example of the impact of COO on consumer perceptions can be seen in Japanese brands. One is about how to display Japanese products. For example, the font design on Japanese products can express a variety of emotional tones and affect the perception of the product towards the customer (Aisyah, Abdullah, & Nezu, 2015). Moreover, it is also similarly referred by Mukai in 2014 that the typeface design on Japanese products can affect purchase intention towards customers. In terms of advertising, Koga and Pearson (1992) studied the techniques used in women's magazines in Japan and the U.S. that Japanese advertising often uses a soft-sell approach, which is less direct and personal compared to the United States advertising style. Besides, the analysis of Japanese advertising strategies displays how an advertising attitude and style, such as pleasurable, entertaining, modern, and unique, can positively affect the perception of consumers, contributing to purchase intention. Furthermore, Most Japanese brands use Japanese-style advertising to more appeal to Japanese products than Thai products to potentially further enhance the effectiveness of selling product (Mahujchariyawong & Nuangjamnong, 2021). Thai consumers' perception of Japanese brands is mostly positive, and viewed Japanese brands as reliable and honest. In addition, Japanese brands are largely seen as trustworthy because of product quality, unbiased information,

and delivery ability on schedule. (Nagashima, 1970; Lampert, & Jaffe, 1998) Particularly, this trustworthiness is an essential factor contributing to how Thai consumers perceive Japanese brands. ("The Effect of Japanese-Style Advertising on Purchase Intention Through Advertising Attitude and Consumer Perception," 2021) Additionally, high levels of competence, the technological and innovative qualities are also associated with Japanese products, which are linked to Japan's disciplined, hardworking, and task-oriented culture. Nonetheless, Japanese brands, are not normally viewed as fashionable or trendy brands as much as other country's brands. (Rungtrakulchai & Setthapat, 2016)

2.5 Sales Promotion

In marketing, promotion is a key marketing strategy for companies to present their products or services to the public. It is usually applied as a communication tool between companies and consumers, including used to evoke consumers' purchasing decisions (Rambat Lupiyoadi, 2006). According to the study by Chang, A. Y.-P. in 2017, for the promotion mix, in marketing activities, promotion acts as a company's key marketing strategy so that they can approach the market, influence consumer behavior (Dehkordi et al., 2012), and maintain their customers (Berjani and Strufe, 2011). Except for sales promotions, marketing also relies on communication tools like advertising methods, public communications, direct sales approaches, and direct marketing techniques. These marketing tactics have been utilized to enhance consumer purchase intention and customer behavior (Chang & Tsai, 2011) since they can help customers make easier decisions when purchasing specific products (Neha & Manoj, 2013). Despite many benefits of sales promotion such as increasing sales, the definition of sales promotion by Kotler (2000), is described as only a short-term strategy.

2.6 Word of Mouth

WOM or word-of-mouth communication (Wetzer et al., 2007) originally is represented as a communication tool by in-person interaction between customers (Arndt, 1967) since they often share their consumption experiences with others (Wetzer et al., 2007). Even in the present, WOM marketing is still a powerful marketing tool for consumers since they are still commonly having daily conversations about their interest in one's products or services.

Among many marketing forms, WOM is one of the oldest marketing methods existing before the period of how the brand advertised their products or services through the old-fashioned advertisement such as radio and printing press. Traditionally, the easiest and cheapest way to introduce products or services is using offline WOM. The business usually utilizes the well-documented offline WOM method as free advertising to deliver their brand's marketing message to customers with both strong social connections like family, relatives, and close friends, and weak relationships including associates and unfamiliar people (Duhan, D.F., Johnson, S.D., Wilcox, J.B., & Harrell, G.D., 1997). Thus, it is a very good opportunity for companies to create several kinds of activities on public towards both consumer-to-consumer (C2C) and consumer-to-marketer communications (C2M) via many approaches, encompassing buzz, viral, blog, emotional, and social media marketing (Hayes, 2022).

For some studies, it is analyzed that WOM can be separated into two perspectives between the sender and the receiver. To create the most effective business marketing strategy, the company needs to analyze the characteristics and the motivations of why one side of the consumer delivers the message to the others while understanding why the receiver listens to the message as well. (Moore and Lafreniere, 2020; Shen, Huang, and Li, 2016)

2.7 Social Media

Social media is recognized as a type of new media technology that supporting interaction and the sharing of user-generated content between enterprises and customers (Filo et al., 2015). Moreover, web 2.0-based social media networks can boost the development and sharing of user-generated content, and also help support interaction among users (Kaplan & Haenlein, 2010). Since the increase in internet-based social media has significantly changed consumer behavior, it can lead to the behaviors of deeper purchasing considerations like investigation, evaluation, and decision-making (Albors, Ramos, & Hervás, 2008). Furthermore, social media enables communications between customer-to-customer and business-to-customer, and also helps contribute to brand loyalty compared to traditional marketing way (Mangold & Faulds, 2009; Jackson, 2011).

The advanced features of social media have gained international focus because of their extensive use and significant effects on society. It can change the way people spread information and interact with each other. These platforms have fundamentally transformed workplace interactions, facilitating prompt engagement and discussions (Filo et al., 2015; Li & Sakamoto, 2014).

The range of social media platforms includes various online media, such as social networks like Facebook, microblogs like Twitter, photo and video-sharing applications like YouTube, and collaborative websites like Wikipedia (Kaplan & Haenlein, 2010; Osatuyi, 2013; Yan et al., 2013). These platforms have become essential spaces for knowledge sharing, allowing individuals with similar interests to connect and exchange ideas (Bilgihan et al., 2016). Social media's widespread reach and significant impact have established it as a crucial element of modern communication and collaboration.

2.8 Purchase Intention

Purchase intention, known as the most effective indicator of consumer buying patterns, encompasses various factors that influence whether consumers will buy a product and recommend it to others (Morwitz & Schmittlein, 1992; Zeithaml, 1988). This concept is crucial for understanding how consumers form their intentions based on their overall assessment of a product, which is often reflected in their emotional responses and the likelihood of making a purchase (Grewal, Monroe, & Krishnan, 1998).

Several elements contribute to shaping purchase intention, including product quality, perceived value, objective price, and commodity attributes. These factors collectively determine consumers' readiness to buy and their willingness to endorse the product to their social circles. (Zeithaml, 1988)

Purchase intention is recognized as a key indicator of consumer behavior and is considered one of the most reliable predictors of whether a consumer will purchase a product and promote it to others (Morwitz & Schmittlein, 1992; Zeithaml, 1988). This concept is essential for perceiving the cognitive and emotional processes that support consumer decision-making. Altogether, these elements influence a consumer's readiness to make a purchase and their potentiality of offering the goods to others.

Moreover, consumers who are highly sensitive to price changes often seek lower-priced options can clearly illustrate the concept of price sensitivity. Because price sensitivity is a truly significant factor in purchase intention since it demonstrates how changes in price impact consumer buying decisions and behaviors (Goldsmith et al., 2008). Therefore, purchase intention not only reflects how satisfied consumers are with a product but also their likelihood of purchasing it again. The correlation between price consciousness and intention to purchase is particularly significant in competitive markets where fluctuations in price can influence consumer choices. (Goldsmith et al., 2008) For instance, consumers with high price sensitivity will often take more time to consider their purchases until they can find a more satisfied price. This consumer behavior highlights the critical role of pricing strategies in influencing purchase intention. (Foxall & James, 2003) Therefore, business needs to understand these dynamics to develop their marketing and pricing strategies effectively. Moreover, purchase intention should be recognized as a dynamic indicator rather than a static measure that is capable of transforming with changes in market conditions, consumer preferences, and competitive actions. Marketers can help company enhance consumer's purchase intention and the likelihood of product recommendation to others by utilizing targeted promotions, improving the quality of products, and creating value propositions that appeal to consumers' needs as well as expectations.

CHAPTER III

RESEARCH METHODOLOGY

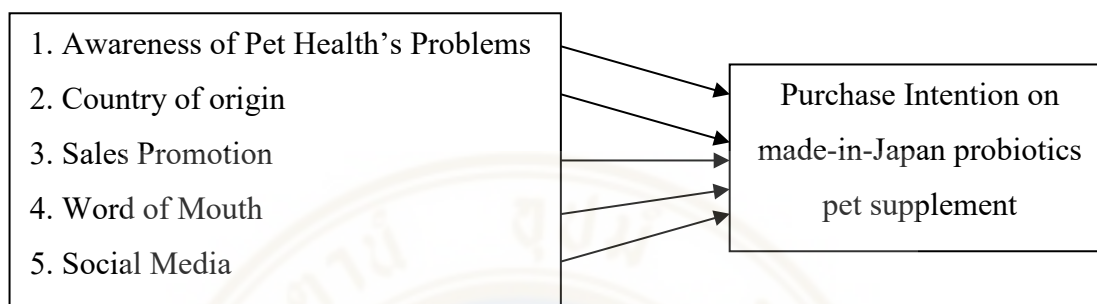


Figure 3.1 Conceptual Framework

3.1 Research Approach

This conceptual framework illustrates five independent variables: "Awareness of Pet Health Problems," "Country of Origin", "Sales Promotion," "Word of Mouth," and "Social Media." This study will investigate these five independent variables to determine whether they are positively correlated with the dependent variable, "Purchase Intention for Made-in-Japan Probiotic Pet Supplements" to be able to align with the research objective.

The purpose of this study is to identify the motivating factors influencing Thai consumers' purchase intentions regarding made-in-Japan pet supplements with probiotics to assist both Thai and Japanese pet supplement companies in creating effective marketing strategies to successfully penetrate the Thai market. Furthermore, this study also concentrates on exploring the demographic factors that play a role in Thai consumer behavior to make a purchasing decision of probiotic pet supplements made in Japan.

There are two methods used to address the research questions: a quantitative method and a qualitative method. Firstly, the quantitative method involves collecting the data of Thai people living in Bangkok, Thailand through an online survey via Google Forms and analyzing the results with Jamovi software. This approach aims to identify

the positive factors influencing Thai consumers to purchase made-in-Japan pet supplements with probiotics.

The sample size should be at least two hundred people for studying factor analysis using the Jamovi software. After completing data collection via Google Forms, there are a total of two hundred-five respondents. However, eighteen respondents answered "No" to the question, "Have you ever owned or do you currently own a pet?" Additionally, five responses are not relevant to the questions. Two respondents answered that " they do not know probiotics but buy them for 3,001-5,000 baht per month." Another two respondents indicated that "even though they do not know probiotics, they buy them for more than 10,000 baht per month." Furthermore, another response is also unusual. Because that person states that they "do not know probiotics, yet still aware of probiotics' benefits and buy them every day for more than 10,000 baht per month." Therefore, the total number of appropriate respondents is one hundred eighty-two people.

Additionally, the questionnaire is mainly distributed to online channels such as Facebook, and Instagram where there are many pet owners and those who are interested in pets. Respondents will use a five-point Likert scale to answer the questions, with options from Strongly Disagree (1) to Strongly Agree (5). This scale is proper enough to collect a wide range of consumer attitudes towards purchase intention.

Secondly, the qualitative method involves interviewing ten individuals who have answered "Yes" to the questions in the online survey, "Have you ever owned or do you currently own a pet?" and "Have you ever purchased a probiotic pet supplement?" This qualitative method will enable the researcher to obtain an in-depth perspective regarding the consumption of probiotic pet supplement, thereby enhancing the development of the most effective marketing strategies for real consumers and pet business owners.

3.2 Data Collection

3.2.1 The Quantitative Method

The chosen methodology for this study is a survey conducted through Google Forms to gather data via online channels. To analyze the factors motivating Thai consumers' purchase intentions towards made-in-Japan pet supplements with probiotics,

the researcher utilized Jamovi software after collecting responses from two hundred and five participants. The data was collected from three distinct groups of respondents, as detailed below:

3.2.1.1 Pet Owners Already Using Supplements

This group consists of pet owners who are currently using pet supplements, including those with probiotics. Their firsthand experience and insights are invaluable for understanding the decision-making process and the factors influencing their purchase intentions. These respondents provide practical and realistic perspectives based on their existing habits and experiences.

3.2.1.2 Potential Consumers Interested in Pet Supplements

This group includes pet owners who are interested in, but have not yet purchased, pet supplements with probiotics. They are in the consideration or decision-making stage and can provide opinions based on their expectations and perceived needs. Therefore, understanding their motivations and concerns is crucial for identifying the factors that could convert their interest into actual purchases.

3.2.1.3 General Pet Owners Not Currently Interested in Supplements

This group comprises pet owners who are not currently interested in purchasing pet supplements. Although they might not have specific expectations or needs related to probiotics in pet supplements, their feedback is essential for understanding broader consumer perceptions and identifying potential barriers to market entry. Their perspectives can help in formulating strategies to raise awareness and generate interest among a wider audience.

By gathering data from these three groups, the study aims to capture a comprehensive view of the factors influencing Thai consumers' purchase intentions. This approach ensures that the insights are well-rounded and representative of different segments within the target market. The collected data will be analyzed using Jamovi software to identify key motivating factors and inform effective marketing strategies for Japanese pet supplement companies looking to expand into the Thai market.

3.2.2 The Qualitative method

Furthermore, to complement the survey data, the qualitative method will involve conducting interviews with pet owners in Bangkok. A total of ten pet owners who have ever answered to previous online survey will be selected for these specific interviews. The insights gained from these interviews will offer a deeper understanding of consumer preferences based on previous surveys, which will contribute to the most effective marketing strategies for the Thai market in the future.

3.2.2.1 Pet Owners: The interviews with pet owners will focus on their reasons, experiences, attitudes, and perceptions regarding pet supplements with probiotics. The qualitative data obtained from these interviews will provide a richer understanding of the detailed consumer behaviors and preferences that cannot be fully captured through online surveys alone.

3.3 Data Analysis

For quantitative research, this research targets to identify the motivating factors affecting Thai consumers' purchase intentions towards made-in-Japan pet supplements with probiotics in Bangkok, Thailand. To achieve this, various measurement tools and statistical analyses will be utilized to examine the factors, including Awareness of Pet Health Problems, Country of origin, Sales Promotion, Word of Mouth, and Social Media. This study will use descriptive statistics to summarize and portray the attributes of the collected data to identify which demographic information can affect each factor. Another tool is Factor analysis. It will be used to identify underlying relationships between the measured variables, grouping them into each relative factor. Moreover, Cronbach's Alpha will also be used to ensure the survey's reliability and consistency to identify the accuracy of measuring the constructs. This technique helps reduce data complexity and highlights the primary constructs affecting consumer behavior which make it easier to create the most effective marketing strategies in the last session.

In terms of qualitative study, this study aims to further verify deeper insights into the reason why these respondents answered to earlier surveys' questions, conducted via online Google forms including face-to-face interviews. These in-depth insights, gathered from various respondents who participated in previous online questionnaires, include ten

pet owners who are women, graduated with Bachelor's degrees, aged around 21-30 years old, working as employees with 25,001 - 35,000-baht range of income, with various pet owning experiences referring to data analysis via Jamovi program.



CHAPTER IV RESEARCH FINDINGS

4.1 Demographics Information

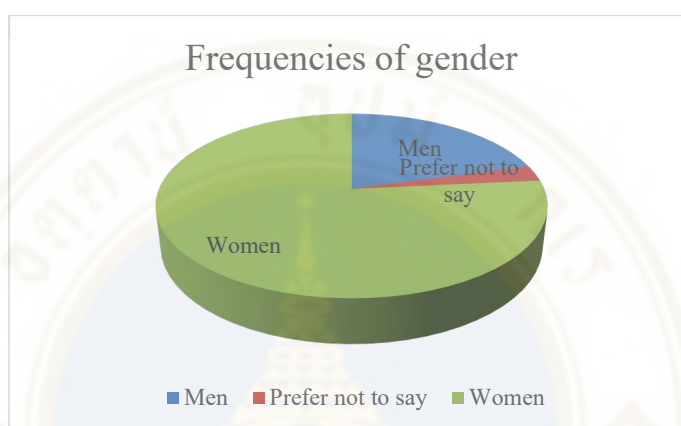


Figure 4.1 Frequencies of gender

The findings indicate a notable distribution of gender among the participants. A significant majority of the participants is 76.5% of women. In contrast, men comprise 20.7% of the participants. Additionally, a minority of the participants, accounting for 2.8%, chose not to appeal their gender.

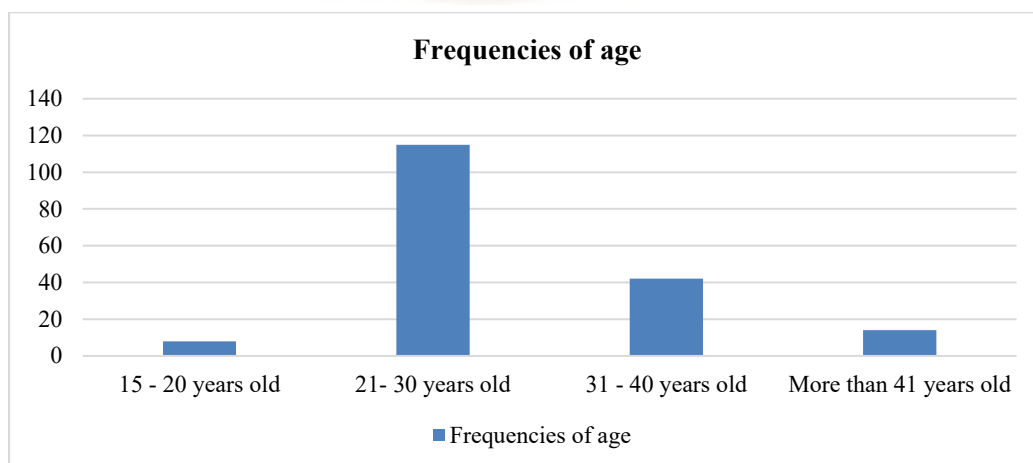


Figure 4.2 Frequencies of age

The data reveals the age distribution of participants, with 64.2% aged 21-30 years, 23.5% aged 31-40 years, 7.8% over 41 years, and 4.5% aged 15-20 years.

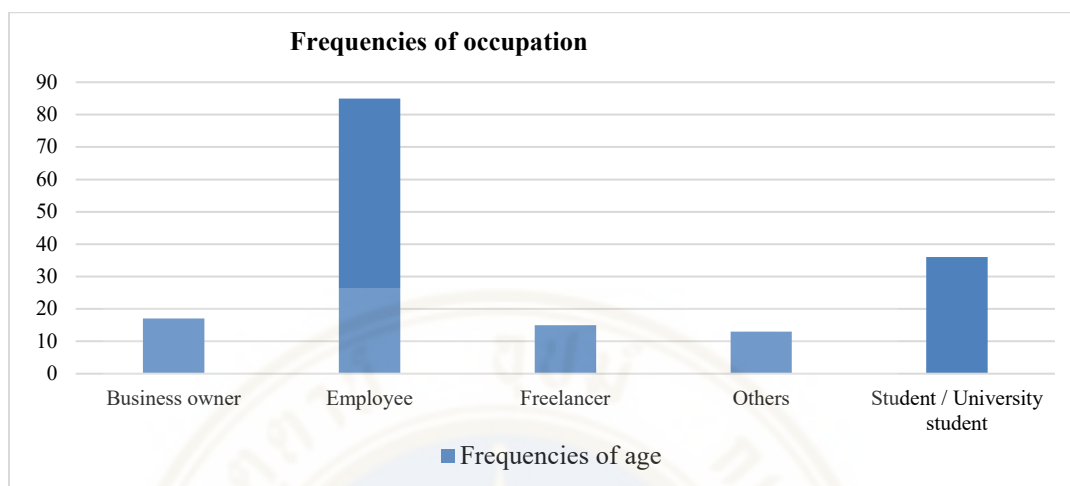


Figure 4.3 Frequencies of occupation

According to the data, it shows that a significant portion are employees in 47.5%. Students and university students are 20.1% of the participants. Additionally, 9.5% are business owners, 8.4% are freelancers, and 7.3% are government officers. Another 7.3% fall into the 'others' category.

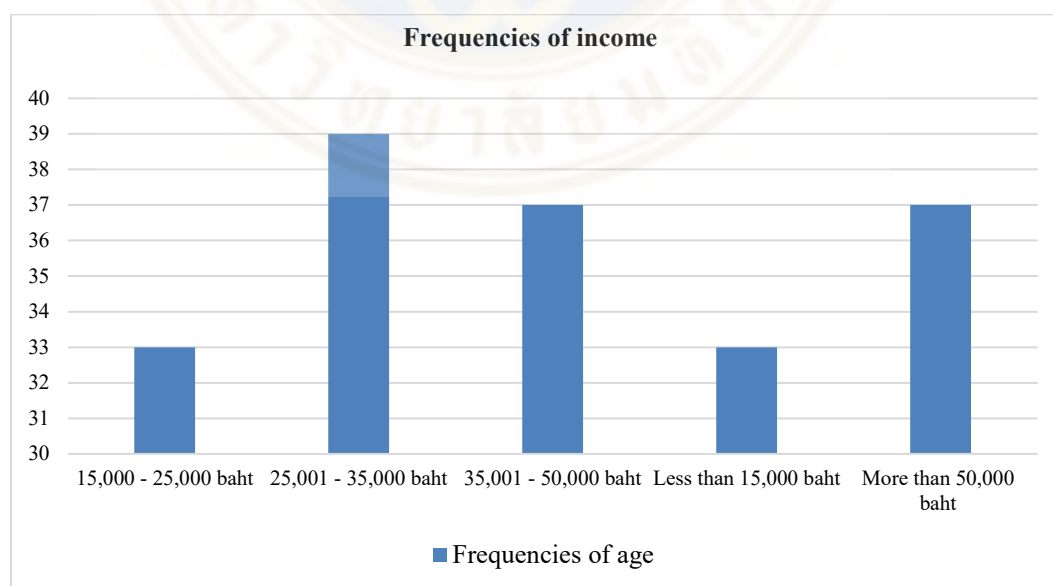


Figure 4.4 Frequencies of income

According to the data, most participants earn between 25,001 and 35,000 baht, making up 21.8% of the sample. The 35,001 - 50,000 baht range and the above 50,000 baht range both include 20.7% of participants. The lower income groups, 15,000 - 25,000 baht and less than 15,000 baht, each represent 18.4%.

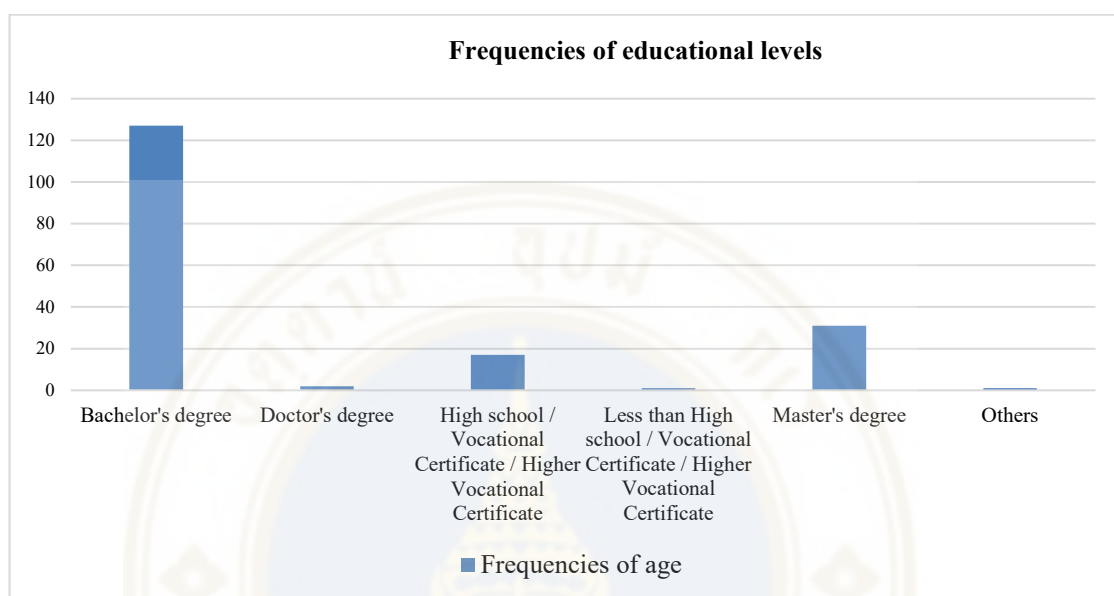


Figure 4.5 Frequencies of educational levels

The results indicate that 70.9% of participants have achieved a Bachelor's degree, while 17.3% have attained a Master's degree. Those with a High school diploma, Vocational Certificate, or Higher Vocational Certificate make up 9.5%. Participants with Doctoral degrees and other education levels represent 1.1% and 0.6%.

4.2 Cross-Tabulation Analysis

Table 4.1 Cross-Tabulation Analysis between occupation and age

Contingency Tables					
occupa	age				Total
	15 - 20 years old	21- 30 years old	31 - 40 years old	More than 41 years old	
Business owner	0	11	5	1	17
Employee	0	52	26	7	85
Freelancer	0	8	4	3	15
Government officer	0	10	3	0	13
Others	0	7	3	3	13
Student / University student	8	27	1	0	36
Total	8	115	42	14	179

The table shows how different jobs are distributed by age. Most participants are employees (47.5%), mainly in the 21-30 (52) and 31-40 (26) age groups, with fewer over 41 (7). Business owners (17) and government officers (13) are mostly in the 21-30 group. Freelancers (15) are more distributed, with some in the 21-30 (8) and over 41 (3) groups. Students and university students make up 20.1% of the participants, mostly in the 15-20 (8) and 21-30 (27) age groups. The 21-30 age group is the largest (115 out of 179), showing it's the most engaged age group, while those over 41 are less represented.

Table 4.2 Cross-Tabulation Analysis between occupation and income

Contingency Tables							
income	occupation						Total
	Business owner	Employee	Freelancer	Government officer	Others	Student / University student	
15,000 - 25,000 baht	3	16	2	8	0	4	33
25,001 - 35,000 baht	4	24	3	0	4	4	39
35,001 - 50,000 baht	0	21	4	1	6	5	37
Less than 15,000 baht	0	6	2	1	1	23	33
More than 50,000 baht	10	18	4	3	2	0	37
Total	17	85	15	13	13	36	179

The table shows how different jobs are associated with various income levels. Business owners mostly earn more than 50,000 baht (10 out of 17). Employees (85 total) have a broad income range, with the highest concentrations in the 25,001 - 35,000 baht (24) and 35,001 - 50,000 baht (21) ranges. Freelancers (15 total) and government officers (13 total) have a mix of incomes, with a significant portion of government officers earning 15,000 - 25,000 baht (8). Students and university students (36 total) generally earn below 15,000 baht (23). Employees have the widest income range, while students have lower incomes.

Table 4.3 Cross-Tabulation Analysis between education and probiotics awareness

Contingency Tables			
education	know_pro		Total
	Do not know	Know	
Bachelor's degree	18	109	127
Doctor's degree	0	2	2
High school / Vocational Certificate / Higher Vocational Certificate	8	9	17
Less than High school / Vocational Certificate / Higher Vocational Certificate	0	1	1
Master's degree	0	31	31
Others	0	1	1
Total	26	153	179

The table shows participants' knowledge of probiotics by education level. Most people with a Bachelor's degree (109 out of 127) know about probiotics. All participants with a Master's degree (31) and a Doctor's degree (2) are knowledgeable. Lower education levels have less awareness, with 9 out of 17 high school/vocational certificate holders knowing about probiotics.

Table 4.4 Cross-Tabulation Analysis between income and frequency of purchasing probiotics

Contingency Tables						
income	occupation					Total
	Everyday	More than one time per month	Never	one time per month	one time per week	
15,000 - 25,000 baht	3	0	25	3	2	33
25,001 - 35,000 baht	2	0	24	4	9	39
35,001 - 50,000 baht	1	2	23	6	5	37
Less than 15,000 baht	2	3	21	1	6	33
More than 50,000 baht	1	2	29	2	3	37
Total	9	7	122	16	25	179

The table shows probiotic consumption frequency by income. Most participants never consume probiotics, especially for less than 15,000 baht (21) and more than 50,000 baht (29). Consumption is low overall, with only a few consuming daily (9) or weekly (25). Higher-income ranges have slightly more frequent use.

Table 4.5 Cross-Tabulation Analysis between probiotic awareness and frequency of purchasing probiotics

Contingency Tables						
know_pro	occupation					Total
	Everyday	More than one time per month	Never	one time per month	one time per week	
Do not know	0	0	26	0	0	26
153Know	9	7	96	16	25	153
Total	9	7	122	16	25	179

The table shows probiotic consumption frequency based on participants' knowledge of probiotics. Those who do not know about probiotics (26 participants) never consume them. Among those who do know (153 participants), most never consume probiotics (96), but some consume them daily (9), more than once a month (7), once a month (16), or weekly (25). This indicates that knowledge of probiotics correlates with a higher likelihood of consumption, though the majority still do not consume them regularly.

Table 4.6 Cross-Tabulation Analysis between frequency of purchasing other supplements and frequency of purchasing probiotics

Contingency Tables					
freq_exceptpro	freq_sup				Total
	1,000 - 3,000 baht	3,001 - 5,000 baht	Less than 1,000 baht	Never buy	
1,000 - 3,000 baht	11	0	15	15	41
3,001 - 5,000 baht	3	0	1	4	8
5,001 - 10,000 baht	0	1	0	0	1
Less than 1,000 baht	6	0	17	40	63
More than 10,000 baht	0	2	0	0	2
Never buy baht	1	0	4	58	63
Total	22	3	37	117	179

The data indicates that most purchases, both of other supplements and probiotics, fall into the 'Less than 1,000 baht' and '1,000 - 3,000 baht' categories. Specifically, individuals who frequently purchase other supplements in the range of '1,000 - 3,000 baht' also tend to spend similarly on probiotics, with 15 occurrences in the 'Less than 1,000 baht' category and 11 in the same expenditure bracket. However, for higher expenditure ranges, such as 'More than 10,000 baht', there are very few purchases, with only two noted for probiotics and none for other supplements.

4.3 Factor Analysis

The factor analysis reveals four factors: Influence of Social Media and Trusted Expert Endorsements, Health Benefits and Value Perception of Probiotics, Premium Quality and Trustworthiness of Japanese Probiotics, and Engagement in Pet Competitions and Exhibitions. The first factor, "Influence of Social Media and Trusted Expert Endorsements", encompasses attributes such as the impact of product videos on social media (vdo_pur), the influence of credible reviews from real users (pur_review), social media's role in purchasing decisions (sns_pur), the effect of advertisement images (pic_pur), the importance of free delivery (free_deliv), and the influence of expert recommendations (believ_vet), reflecting consumer behaviors and interactions in online environments.

The second factor, "Health Benefits and Value Perception of Probiotics", includes preferences for pet supplements that preference for pet supplements benefiting pet health (pref_sup), awareness of the importance of appropriate supplements (awa_health), the perception of probiotics as a worthwhile investment (pro_worth), and beliefs about the health benefits of probiotics, including improved digestion (pro_excre) and joint/dental health (pro_joint), emphasizing the significance of product preferences and health-related considerations. The third factor, "Premium Quality and Trustworthiness of Japanese Probiotics", is characterized by the reliability of probiotics pet supplements from Japan (pro_relia), quality of probiotics pet supplements from Japan (pro_quali), preference for simple, non-flashy packaging over bright, standout designs (plain_packa), and the willingness to pay a premium price (paymore_pro). The fourth factor, "Engagement in Pet Competitions and Exhibitions", is represented by participation in pet competitions (join_compet) and attendance at pet exhibitions (join_exhi).

Table 4.7 Factor Analysis

Factor name	Detail	Component			
		1	2	3	4
Influence of Social Media and Trusted Expert Endorsements	• Watching product videos on social media stimulates the purchase of the product (vdo_pur)	.788			
	• Likely to try a probiotics pet supplement if you see credible reviews from real users (pur_review)	.718			
	• Social media influences to buy probiotics pet supplements (sns_pur)	.718			
	• Advertisement images influence to choose probiotics pet supplements (pic_pur)	.662			
	• Free delivery is a factor in purchasing probiotics pet supplements (free_deliv)	.615			
	• Recommendations from experts, such as veterinarians, influencer to buy probiotics pet supplements (believ_vet)	.611			
Health Benefits and Value Perception of Probiotics	• Prefer pet supplements that benefit your pet's health. (pref_sup)		.882		
	• Be aware of the importance of maintaining your pet's health by providing appropriate supplements. (awa_health)		.837		
	• Regularly giving probiotics supplements to pets is a worthwhile investment (pro_worth)		.805		
	• Probiotics help pets maintain regular digestion and improve overall health. (pro_excre)		.594		
	• Probiotics help improve your pet's joint and dental health. (pro_joint)		.493		
Premium Quality and Trustworthiness of Japanese Probiotics	• Probiotics pet supplements from Japan are more reliable. (pro_relia)			.860	
	• Probiotics pet supplements from Japan are better quality. (pro_quali)			.815	
	• Prefer pet supplements with simple, non-flashy packaging over than bright, standout designs. (plain_packa)			.613	
	• Pay more for probiotics pet supplements from Japan (paymore_pro)			.558	

Table 4.7 Factor Analysis (cont.)

Factor name	Detail	Component			
		1	2	3	4
Engagement in Pet Competitions and Exhibitions	<ul style="list-style-type: none"> • Often participate in pet competitions or activities to gain more rewards or benefits (join_compet) • Enjoy attending pet exhibitions to find good promotions for probiotics pet supplements (join_exhi) 				0.871
					0.825

4.4 Reliability Analysis

The analysis of reliability indicates that Factors 1 and 2, which refer to Online Engagement and Purchase Behavior and Product Preferences, and Health Awareness, are highly reliable. Their Cronbach's Alpha values are 0.816 and 0.868, showing they are consistent. Factor 3, Product Reliability and Quality, demonstrates a moderate level of reliability with a Cronbach's Alpha of 0.784. Factor 4, which focuses on Participation in Competitions and Exhibitions, has a Cronbach's Alpha of 0.746, reflecting the lowest reliability among the factors. Despite Factor 4 having lower reliability compared to others, every factor meets the acceptable level of 0.700. This confirms that the measurements are reliable and consistent as per standard guidelines. (George and Mallery, 2003).

Table 4.8 Reliability Test

Factor	Factor Cronbach's Alpha	N of items
Online Engagement and Purchase Behavior	.816	6
Product Preferences and Health Awareness	.816	6
Product Reliability and Quality	.784	4
Participation in Competitions and Exhibitions	.746	2

4.5 Interview Results

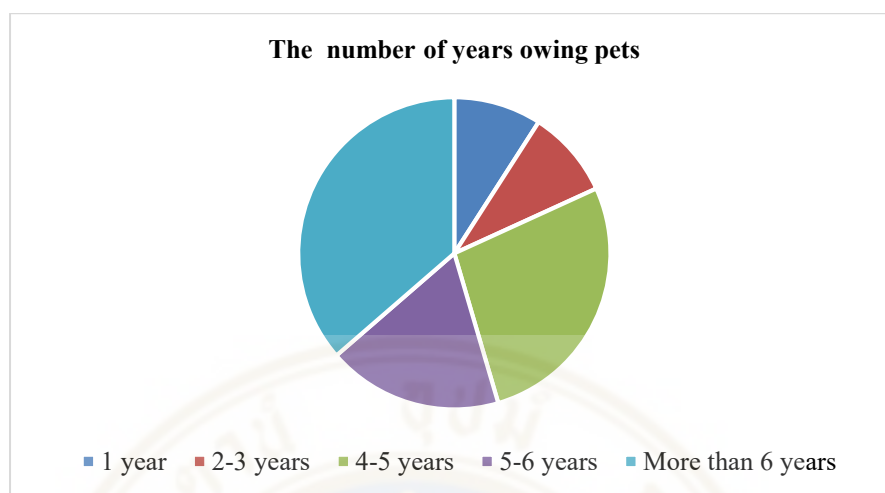


Figure 4.6 The number of years owning pets

The survey collected interview data from ten individuals via an online Google Form and face-to-face interviews. Among the participants, 76.5% are women. They are either employed or students, with monthly incomes between 25,001 and 35,000 baht. Most hold a Bachelor's degree and are within the age range of 21 to 30 years, which based on the result of quantitative research as mentioned above.

According to the first interview question, "How many years have you been taking care of pets?", the data analysis shows that the majority of respondents, four out of ten, have been pet owners for more than 6 years. This is followed by three respondents who have owned pets for 4-5 years, two respondents who have had pets for 2-3 years, and one respondent who has been a pet owner for 1 year.

Table 4.9 Findings from interviews and key factors

Findings from Interviews	Key Factors
- "Because the person speaking seems knowledgeable and trustworthy."	Influence of Social Media and Trusted
- "It is about credibility."	Expert Endorsements

Table 4.9 Findings from interviews and key factors (cont.)

Findings from Interviews	Key Factors
<ul style="list-style-type: none"> - "When we take care of a pet, we love it. When we see something that benefits it, we want to buy it and let it try." - "I think social media is very important nowadays. It has become a major factor. When we see something frequently, it appears in our social media feed. If people say it is good, then, we tend to buy it. That is why it should be a primary factor influencing the decision to buy supplements for pets." - "Because we want our pets to be healthy." - "Nowadays, influencers are very influential. It is not surprising that people buy things based on what influencers use or review." - "Almost 3 years ago, my dog had trouble pooping for several days. I was worried, so I took it to the veterinarian. The veterinarian recommended supplements, so I bought them, and the dog's bowel movements returned to normal. I think it helps, but not because of influencers. I did my own research." - "I used to have dogs and cats who did not poop for a long time, and I did not pay attention to them until I lost them. I was heartbroken. So, when I got new pets, I consulted a veterinarian and sought additional knowledge from influencers, as they seemed to be users who can provide accurate advice." - "That is why I think this is the primary reason many people feel this factor has the most influence in deciding to buy." - "Nowadays, many people use social media, like TikTok. People who have dogs, cats, or other pets enjoy watching this kind of content. Sometimes when contents appear, then they see it, they might find it interesting and want to let their pets try it." 	

Table 4.9 Findings from interviews and key factors (cont.)

Findings from Interviews	Key Factors
<ul style="list-style-type: none"> - "Advertising might increase my desire to buy the product." - "Recommendations from neighbors or people around me could be another factor that increases my interest in buying." - "Recommendations from those who have actually used the product." 	
<ul style="list-style-type: none"> - "Because I love them like my children, so I must take good care of them." - "Credibility." - "Because it makes us realize that we should provide supplements for our pets." - "Knowing the benefits of the product makes it easier to decide whether it is suitable for our pets." - "To ensure our pets will be healthy." - "Knowing the benefits beforehand allows for better decision-making." - "After taking my pet to the veterinarian, I learned more about the benefits of this supplement, which made me more inclined to buy it for my pet." - "It is beneficial for pets." - "This is similar to the first point—consulting and seeing famous influencers using or recommending the product gives us additional knowledge about its benefits. This impact is probably closely related to the first factor." - "Once I became interested and did some research, I understood the real benefits of the supplement, which made me more inclined to buy it for my pet." - "Because I want some products that strengthen my pet's body and make them healthier and more robust." - "The pet's health is a key factor, as pet owners want to solve or prevent health problems in their pets." 	<p>Health Benefits and Value Perception of Probiotics</p>

Table 4.9 Findings from interviews and key factors (cont.)

Findings from Interviews	Key Factors
<ul style="list-style-type: none"> - “I think pet owner should take care of their pets, especially for pet with irregular bowel movements” - “Because I want my pets to be able to maintain good health.” 	
<ul style="list-style-type: none"> - “Maybe because the term "premium" suggests quality.” - “It is about the reliability of production standards.” - “Choosing high-quality supplements is essential for pets, especially since some pets are not strong enough to consume low-quality products.” - “When buying supplements, you need to choose good quality ones. It is similar to when people take supplements which they need to consider the product’s quality and credibility first.” - “Because it has better quality.” - “Whatever you buy, you should prioritize credibility. If the supplement is not trustworthy, it should not be purchased. Even people would not choose to consume something that is not credible.” - “Quality and trustworthiness are important. If the product is recommended by a veterinarian, I will be more confident that the product is credible, of good quality, and likely safe for the pet.” - “Good quality produces positive outcomes.” - “Consulting with a veterinarian and seeing influencers or famous people who suggest that it is credible and of good quality reassures us. If it was not good or trustworthy, they would not recommend or use it for their own pets.” - “For me, quality and trustworthiness should come first actually. It is about the safety of our pets. If the product is not trustworthy, you do not know its ingredients or 	<p data-bbox="1090 622 1386 763">Premium Quality and Trustworthiness of Japanese Probiotics</p>

Table 4.9 Findings from interviews and key factors (cont.)

Findings from Interviews	Key Factors
<p>how it is made. That would make it seem unreliable. So, I would not choose to buy that unreliable product for the pets I love.”</p> <p>- “Because I want to choose high-quality products.”</p>	
<p>- “It is good because the pets can explore the new place and new experience.”</p> <p>- “You will be able to see the products and receive information about them.”</p> <p>- “Attending these events allows us to learn new things about pets that we did not know before.”</p> <p>- “Most pet lovers attend these events anyway, as there are often new, interesting products or supplements.”</p> <p>- “It is a way to introduce new products.”</p> <p>- “You get to see many new products.”</p> <p>- “It might be good because after receiving a recommendation from a veterinarian, we will want to try other brands or types of supplements to see whether they are truly good or not.”</p> <p>- “Seeing more products and getting samples from different brands, especially those we did not know before, helps expand our experience.”</p> <p>- “Because you encounter a variety of products, both familiar and unfamiliar, and meet other pet lovers. At these events, it is common to chat and exchange recommendations with others.”</p>	<p>Engagement in Pet Competitions and Exhibitions</p>
<p>- “I believe that offering samples for trial use by brands could be another factor that encourages purchases.”</p>	<p>Product Sampling and Trials</p>

4.6 Key Factors from the Interviews

The analysis of interview responses reveals that several factors align consistently, including: "Influence of Social Media and Trusted Expert Endorsements," "Health Benefits and Value Perception of Probiotics," "Premium Quality and Trustworthiness of Japanese Probiotics," and "Engagement in Pet Competitions and Exhibitions." Additionally, the interviews uncovered a noteworthy factor not previously highlighted: "Product Sampling and Trials." This factor could be strategically integrated with "Engagement in Pet Competitions and Exhibitions" or "Influence of Social Media and Trusted Expert Endorsements" by implementing product sampling as an incentive for participation in social media campaigns or events.

- “Influence of Social Media and Trusted Expert Endorsements”

Pet owners prioritize the "Influence of Social Media and Trusted Expert Endorsements" because they rely on credible sources to ensure their pets' health and well-being. Social media platforms have become powerful tools, with influencers playing a key role in shaping purchasing decisions. One interviewee highlighted that "social media is very important nowadays... if people say it is good, then, we tend to buy it," underscoring the impact of frequent exposure to positive reviews. Additionally, endorsements from veterinarians, who are seen as knowledgeable and trustworthy, reinforce this trust. For instance, another interviewee shared a personal experience where their dog had trouble pooping, and after consulting a veterinarian who recommended supplements, they saw improvement, saying, "The dog's bowel movements returned to normal." This experience, combined with insights from social media, made them more attentive to such endorsements. Another interviewee emphasized that "influencers are very influential... people buy things based on what influencers use or review," further illustrating the strong influence these factors have on their purchasing behavior.

- “Health Benefits and Value Perception of Probiotics”

Pet owners prioritize the "Health Benefits and Value Perception of Probiotics" because they deeply care about their pets' well-being and are motivated to ensure their health. Many interviewees expressed a strong emotional connection to their pets, with one stating, "Because I love them like my children, so I must take good care of them." This emotional bond drives their decision to seek out products that can enhance their pets' health. The understanding of the benefits of probiotics plays a crucial role in this

decision-making process. For example, one interviewee mentioned that "knowing the benefits of the product makes it easier to decide whether it is suitable for our pets," while another emphasized that "after taking my pet to the veterinarian, I learned more about the benefits of this supplement, which made me more inclined to buy it for my pet." The perceived value of probiotics in addressing specific health concerns, such as irregular bowel movements, further reinforces this priority, as noted by an interviewee who said, "I think pet owners should take care of their pets, especially for pets with irregular bowel movements." Overall, the desire to maintain and improve their pets' health, coupled with a clear understanding of the benefits of probiotics, drives pet owners to prioritize these products.

- “Premium Quality and Trustworthiness of Japanese Probiotics”

Pet owners prioritize the "Premium Quality and Trustworthiness of Japanese Probiotics" due to their commitment to ensuring their pets receive the highest standard of care and safety. The term "premium" often suggests superior quality, which is crucial when selecting supplements for pets, as indicated by one interviewee who noted, "Maybe because the term 'premium' suggests quality." The emphasis on quality and reliability stems from the understanding that pets, particularly those with health issues, require high-quality products to avoid potential harm from low-quality supplements. One respondent highlighted, "Choosing high-quality supplements is essential for pets, especially since some pets are not strong enough to consume low-quality products." Trustworthiness is equally important; as another interviewee pointed out, "If the product is not trustworthy, you do not know its ingredients or how it is made. That would make it seem unreliable." Recommendations from veterinarians and influencers further validate the product's credibility, with one person stating, "Consulting with a veterinarian and seeing influencers or famous people who suggest that it is credible and of good quality reassures us." Overall, the desire for premium quality and trustworthiness reflects a strong commitment to ensuring the health and safety of pets, making these factors top priorities in purchasing decisions.

- “Engagement in Pet Competitions and Exhibitions”

Pet owners prioritize "Engagement in Pet Competitions and Exhibitions" due to the valuable opportunities these events provide for exploring, learning, and discovering new products. Attending these events allows pet owners to view and receive

detailed information about various products, as one interviewee mentioned, "You will be able to see the products and receive information about them." These events are especially appealing because they showcase new products and supplements, crucial for making informed decisions. For instance, one respondent noted, "It is a way to introduce new products," and another emphasized that such events help "expand our experience" by providing samples from various brands. The chance to interact with other pet lovers and exchange recommendations also adds to the appeal, with one person noting, "It is common to chat and exchange recommendations with others."

However, the lack of comment from one individual indicates that, although many people appreciate these events for discovering new products and socializing, not everyone considers them a major factor in their purchasing decisions. Overall, pet competitions and exhibitions are recognized for their ability to offer trial opportunities, broaden product knowledge, and impact buying behavior.

- "Product Sampling and Trials"

"I believe that offering samples for trial use by brands could be another factor that encourages purchases" highlights the significance of product sampling and trials. Allowing consumers to test products before buying can greatly influence their decision-making process. Product sampling provides a firsthand experience of the product's quality and benefits, which can be a strong motivator for making a purchase. This approach not only helps in building trust and confidence in the product but also enables consumers to assess its suitability for their needs, ultimately encouraging purchases.

Furthermore, the concept of product sampling and trials is especially relevant in the context of pet events. At such events, offering samples for trial use can significantly influence purchasing decisions. By allowing pet owners to test products firsthand, these events provide an opportunity to experience the product's quality and effectiveness, which can encourage purchases. The ability to see how products perform and receive immediate feedback can build trust and confidence, making it more likely for pet owners to choose the product. This approach enhances the value of pet events by combining product discovery with practical trials, ultimately influencing buying behavior.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Discussion

5.1.1 The Quantitative Research

The initial five factors considered were Awareness of Pet Health Problems, Country of Origin, Sales Promotion, Word of Mouth, and Social Media. However, after conducting a survey and analyzing the data using Jamovi software, the study identified four key factors; "Influence of Social Media and Trusted Expert Endorsements", "Health Benefits and Value Perception of Probiotics", "Premium Quality and Trustworthiness of Japanese Probiotics", and "Engagement in Pet Competitions and Exhibitions", that motivate Thai consumers in Bangkok, Thailand, towards purchasing probiotics pet supplements from Japan.

The first actual factor is the "Influence of Social Media and Trusted Expert Endorsements." This factor includes components such as the impact of product videos on social media (vdo_pur), the influence of credible reviews from real users (pur_review), social media's role in purchasing decisions (sns_pur), the effect of advertisement images (pic_pur), the importance of free delivery (free_deliv), and the influence of expert recommendations (believ_vet). The high Cronbach's Alpha value for this factor (.788 - .611) indicates a strong internal consistency, reflecting that social media and expert endorsements are significant motivators. Therefore, the consistent influence of social media platforms and expert recommendations highlights their role in increasing consumer trust and prompting purchase intentions.

The second actual factor is "Health Benefits and Value Perception of Probiotics." This factor encompasses preferences for pet supplements that preference for pet supplements benefiting pet health (pref_sup), awareness of the importance of appropriate supplements (awa_health), the perception of probiotics as a worthwhile investment (pro_worth), and beliefs about the health benefits of probiotics, including improved

digestion (pro_excre) and joint/dental health (pro_joint). The components within this factor have a high Cronbach's Alpha value (.882 - .493). It indicates that Thai consumers highly value the health benefits and the perceived investment value of probiotics pet supplements.

Thirdly, the factor after data analysis is "Premium Quality and Trustworthiness of Japanese Probiotics." Components of this factor include reliability of probiotics pet supplements from Japan (pro_relia), quality of probiotics pet supplements from Japan (pro_quali), preference for simple, non-flashy packaging over bright, standout designs (plain_packa), and the willingness to pay a premium price (paymore_pro). With a Cronbach's Alpha range of (.860 - .558), this factor demonstrates strong internal consistency. It reflects that Thai consumers consider Japanese probiotics as quality and reliability, leading to a willingness to pay higher prices. In addition, it also implies that the perceived quality of the product is more important than minimalistic packaging.

Furthermore, "Engagement in Pet Competitions and Exhibitions" is the last actual factor according to analyzing the data. This factor includes participation in pet competitions (join_compet) and attendance at pet exhibitions (join_exhi). The Cronbach's Alpha values (.871 - .825) show high reliability for this factor. It suggests that Thai consumers who engage in pet-related activities and events are more likely to be interested in new products like probiotic pet supplements with preferable promotions.

Accordingly, referring to the first research question mentioned in Chapter 1, "What are the positive factors influencing Thai consumers to purchase probiotics pet supplements from Japan?", the answer from data analysis is the four significant factors which include the Influence of Social Media and Trusted Expert Endorsements, Health Benefits and Value Perception of Probiotics, Premium Quality and Trustworthiness of Japanese Probiotics, and Engagement in Pet Competitions and Exhibitions. It is demonstrated that each factor mentioned above is important in influencing Thai consumer behavior and purchase intentions through leveraging social media, emphasizing health benefits, ensuring product quality, and engaging with consumers through events and exhibitions.

According to the question of "What are the characteristics of the potential Thai consumers to purchase probiotics pet supplement from Japan?" mentioned in Chapter 1, it is found that the potential Thai consumers for Japanese probiotics pet supplements

can be characterized by three demographic groups, insisting of gender and age, occupation and income, education.

Firstly, a majority of the sample consists of women (76.5%), with the most significant age group being 21-30 years (64.2%). This indicates that marketing strategies should be tailored to appeal to younger female consumers. Secondly, the largest segment of potential buyers are employees (47.5%), followed by students (20.1%). The income distribution is fairly even, with notable segments in the 25,001-35,000-baht range. Marketing should consider these demographics, focusing on employees and students with moderate to high-income levels. Thirdly, it is about education. The majority of consumers have a Bachelor's degree (70.9%), suggesting that marketing strategies should be designed to appeal to a well-educated audience.

Besides, based on the data analysis of consumers' motivating factors and demographic information mentioned above, they can lead to three answers for the last question which is "What are the top most important marketing strategies for a pet supplementary company from Japan to expand the market in Thailand?" First, it is very essential to invest in targeted online advertising, social media marketing, and influencer partnerships to leverage the influence of online content and reviews. Second, it needs to emphasize the health benefits and high quality of the products by using certifications, endorsements, and detailed product information to build trust among quality-conscious consumers. Lastly, it is important to organize and participate in events such as competitions and exhibitions to enhance brand visibility and engage directly with potential customers. In these pet events, the business owners should provide some sampling products for customers to try choosing by attending games or activities. These strategies collectively address the factors driving consumer purchase intentions and can significantly boost market presence.

5.1.2 The Qualitative Research

The analysis of interview data reveals several key factors influencing pet owners' decisions to purchase probiotics. Participants consistently emphasized the importance of "Influence of Social Media and Trusted Expert Endorsements," "Health Benefits and Value Perception of Probiotics," "Premium Quality and Trustworthiness of Japanese Probiotics," and "Engagement in Pet Competitions and Exhibitions." Social

media and expert endorsements are significant, with respondents highlighting the role of influencers and veterinarians in shaping their purchasing choices. One interviewee noted, "Social media is very important nowadays... if people say it is good, then, we tend to buy it," reflecting the impact of positive reviews and expert recommendations. The perceived health benefits and value of probiotics were also central to their decisions, driven by a strong emotional bond with their pets and a clear understanding of the supplements' benefits, as seen in comments like, "Because I love them like my children, so I must take good care of them."

Additionally, the interviews uncovered the emerging importance of "Product Sampling and Trials," which was not previously highlighted but presents a compelling factor. Respondents indicated that sampling allows them to experience the product's quality and effectiveness firsthand, thereby influencing their purchasing decisions. One participant suggested, "Offering samples for trial use by brands could be another factor that encourages purchases," underscoring the role of product trials in building trust and confidence. This factor aligns well with "Engagement in Pet Competitions and Exhibitions," where product trials at events provide opportunities for direct product experience. While not all respondents prioritized these events, they valued the chance to explore and test products, enhancing their buying decisions. Thus, integrating product sampling with pet events can effectively influence consumer behavior by combining discovery with practical trials.

5.2 Conclusion

The study gives an extensive overview of the influences on Thai consumers' purchasing decisions for probiotics pet supplements from Japan. Consumers rely heavily on online reviews, social media, and digital content, making online engagement key. This suggests that Japanese companies need to prioritize their online presence by investing in targeted digital marketing strategies, including social media campaigns, influencer partnerships, and online advertising to effectively reach and engage their audience. Additionally, the emphasis on health benefits and product reliability is also critical. Thai consumers are particularly attentive to the health advantages and overall quality of the supplements they purchase, which means that marketing strategies should prominently highlight these aspects. Besides, certifications, endorsements, and detailed

product information can help build consumer trust and demonstrate the high standards of the product. Furthermore, participation in competitions and exhibitions could emerge as an important factor since direct engagement through events can enhance brand visibility and foster personal connections with potential buyers. The study also highlights the demographic characteristics of the target market, which predominantly consists of younger, well-educated women with moderate to high incomes. This demographic profile indicates that marketing strategies should be tailored to appeal to this group to be able to further focus on their preferences and purchasing power. Accordingly, by aligning marketing efforts with these insights, including strengthening online engagement, showcasing product health benefits and reliability, and actively participating in events, Japanese pet supplement companies can effectively capture and expand their market share in Thailand while pet supplement business in Thailand can also utilize these marketing strategies to address the specific needs and preferences of their target consumers.

After identifying the factors through quantitative research, it was conducted further interviews to explore the underlying reasons behind pet owners' purchasing decisions. The interviews were conducted for 10 pet owners with varying experiences, ranging from one year to over ten years of pet ownership to provide deeper insights into the motivations and considerations that influence their buying choices. The study found that pet owners place significant importance on the influence of social media and trusted expert endorsements, as these factors provide reassurance regarding their pets' health and well-being. Social media platforms and endorsements from veterinarians and influencers play a crucial role in shaping purchasing decisions by offering credible and positive reviews. The visibility and recommendations of these sources help build trust and confidence in products, making them pivotal in influencing consumer behavior. Additionally, the emphasis on health benefits and the perceived value of probiotics reflects a deep commitment to improving pets' well-being. Pet owners seek high-quality products that offer clear health benefits, such as addressing specific health issues like irregular bowel movements. The focus on premium quality and trustworthiness, particularly in Japanese probiotics, further underscores the importance of product credibility and safety. Engagement in pet competitions and exhibitions also highlights the value of hands-on product trials and the opportunity to gather information and interact with other pet owners.

These events enhance product discovery and decision-making, although their impact may vary among individuals. Overall, prioritizing product sampling and trials at such events can significantly influence purchasing decisions by providing firsthand experience and fostering trust in the products.

5.3 Recommendations

Based on the research findings, it is recommended that Japanese companies adopt targeted digital marketing strategies to effectively engage Thai consumers with high online activity. This should involve investing in comprehensive online advertising, social media campaigns, and influencer partnerships to connect with audiences who are influenced by online content and reviews. Utilizing clear and easily understandable product images and videos will enhance consumer engagement. Additionally, marketing materials should highlight the health benefits and superior quality of probiotics, aligning with pet owners' strong desire for premium pet care. Participation in relevant pet events and offering product samples can further boost brand visibility, build consumer trust, and support informed purchasing decisions by providing direct product experiences.

Moreover, it is crucial for companies to tailor their marketing strategies to address the diverse needs of different consumer segments. Traditional marketing methods alone may not effectively reach all demographics. Therefore, companies should customize their approaches based on specific demographics and occupations, incorporating targeted messaging for various groups such as women, young adults, middle-aged adults, and the elderly. By engaging with different educational and occupational groups through targeted messaging and tailored promotions, companies can optimize their market reach and enhance overall effectiveness.

5.4 Limitations and Future Research

This study has several critical limitations. Firstly, the sample may not fully represent the entire population of Thai consumers, particularly those residing outside major urban areas such as Bangkok. This geographical limitation means that the findings may not be applicable to all regions of Thailand. Additionally, the reliance on self-

reported data introduces potential bias, as participants might provide socially acceptable responses rather than reflecting their true opinions. This could impact the accuracy of the data regarding consumer preferences and purchasing behaviors. Moreover, the focus on Japanese probiotic pet supplements may restrict the generalizability of the findings to other product types or markets, particularly within the specific context of Bangkok.

To address these limitations, future research should aim to include a more diverse and representative sample that encompasses participants from various regions and demographic backgrounds across Thailand. Analyzing actual sales data could provide a more objective validation of the self-reported findings, offering a clearer picture of consumer behaviors. Cross-cultural comparisons are also recommended to explore how consumer behaviors and preferences vary across different regions, which could enhance international marketing strategies. Furthermore, conducting longitudinal studies would be beneficial for tracking long-term trends and changes in consumer preferences over time, providing deeper insights into market dynamics and evolving consumer needs.

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4. How often do you usually give your pets probiotic supplements?
- Never 1 time per week 1 time per month
- More than 1 time per month Everyday
5. How much do you typically spend on pet supplements containing probiotics per month?
- Never Less than 1,000 baht 1,001-3,000 baht
- 3,001-5,000 baht 5,001-10,000 baht More than 10,000 baht
6. How much do you typically spend on other pet supplements (excluding probiotics) per month?
- Never Less than 1,000 baht 1,001-3,000 baht
- 3,001-5,000 baht 5,001-10,000 baht More than 10,000 baht

Section 3: Attitude Measurement Questions

Please select the scale that matches your perspective the most. (1 = Strongly Disagree, 2 = Disagree, 3 = Moderate, 4 = Agree and 5 = Strongly Agree)

Attitude Measurement	1	2	3	4	5
1. Are you aware of the importance of maintaining your pet's health by providing appropriate supplements?					
2. You prefer pet supplements that benefit your pet's health.					
3. You believe that regularly giving probiotics supplements to pets is a worthwhile investment.					
4. You believe that probiotics help your pets maintain regular digestion and improve overall health.					
5. You believe that probiotics help improve your pets' joint and dental health.					
6. You believe that probiotics pet supplements from Japan are more reliable					
7. You believe that probiotics pet supplements from Japan are of better quality					
8. You prefer pet supplements with simple packaging that is not too flashy over those with distinctive designs and bright colors					

Attitude Measurement	1	2	3	4	5
9. You are willing to pay more for probiotic pet supplements from Japan.					
10. You look forward to discount coupons that are often available during holiday seasons so that you can purchase pet supplements at a lower price					
11. You often enter your pets into competitions or participate in various pet-related activities to gain rewards or additional benefits					
12. You enjoy attending pet exhibitions to find good promotions for probiotics pet supplements					
13. You are willing to become a member of a probiotics pet supplement brand if you receive additional benefits					
14. Free shipping is a factor that makes you more likely to choose to buy probiotics pet supplements					
15. You believe that recommendations from experts, such as veterinarians, influence your decision to purchase probiotics pet supplements					
16. You are inclined to purchase probiotics pet supplements based on endorsements from famous pets on social media					
17. You are likely to try purchasing probiotics pet supplements if you see credible reviews from real users					
18. You choose to trust recommendations about probiotics pet supplements from people close to you					
19. You think that social media influences the decision to purchase probiotics pet supplements					
20. You think that watching live streams on social media can stimulate the desire to choose a brand of probiotics pet supplements					
21. You believe that advertising content on social media should include complete and clear product details					

Attitude Measurement	1	2	3	4	5
22. You think that advertisement images for probiotics pet supplements play an important role in influencing customers to choose that product					
23. You believe that watching product videos on social media increases your desire to purchase the product					

Section 4: Personal Information of the Respondent

1. What is your gender?

- Male

 Female

 Prefer not to say

2. What is your age?

- 15-20 years old

 21-30 years old

 31-40 years old
 More than 41 years old

3. What is your occupation?

- Student / University student

 Employee

 Government officer
 Freelancer

 Business owner

 Others_____

4. What is your income?

- Less than 15,000 baht

 15,001-25,000 baht

 25,001-35,000 baht
 35,001-50,000 baht

 More than 50,001

5. What is your education level?

- Less than High school / Vocational Certificate / Higher Vocational Certificate
 High school / Vocational Certificate / Higher Vocational Certificate
 Bachelor's degree

 Master's degree

 Doctor's degree

6. What type of pets are you currently having or have previously had?

(Can select multiple items)

- Dog

 Cat

 Bird
 Small pets such as mice, rabbit
 Big pet such as pig, cows, horse
 Others_____

Appendix B: Original Questionnaires in Thai language

ส่วนที่ 1 จาก 7
✕ ⋮

แบบสอบถามเรื่อง "ปัจจัยเชิงบวกที่ส่งผลให้ เจ้าของสัตว์เลี้ยงตัดสินใจเลือกซื้อผลิตภัณฑ์ อาหารเสริมโพรไบโอติกส์จากประเทศญี่ปุ่น"

B I U ↺ ↻

แบบสอบถามนี้เป็นส่วนหนึ่งของการค้นคว้าแบบอิสระ ตามหลักสูตรการศึกษาระดับปริญญาโท คณะการตลาดและการจัดการ วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล โดยมีวัตถุประสงค์เพื่อศึกษาปัจจัยเชิงบวกที่ส่งผลกระทบต่อการตัดสินใจซื้อผลิตภัณฑ์อาหารเสริมโพรไบโอติกส์สำหรับสัตว์เลี้ยงจากประเทศญี่ปุ่น ซึ่งข้อมูลของท่านจะถูกใช้เพื่อการศึกษาค้นคว้าในหัวข้องานวิจัยดังกล่าวเท่านั้น โดยจะไม่ถูกนำไปเผยแพร่แต่อย่างใดแบบสอบถามจะใช้เวลาไม่เกิน 5 นาที โดยแบ่งชุดคำถามออกเป็น 4 ส่วน ดังนี้

- คำถามคัดกรอง
- คำถามทั่วไป
- คำถามวัดระดับทัศนคติในระดับต่างๆ
- ข้อมูลส่วนบุคคลของผู้ตอบแบบสอบถาม

ด้วยเหตุนี้จึงใคร่ขอความร่วมมือทุกท่านให้ข้อมูลและความคิดเห็นแบบตรงไปตรงมาตามข้อเท็จจริง ทั้งนี้ ทางผู้วิจัยขอขอบพระคุณทุกท่านที่ได้สละเวลาให้ความร่วมมือในการตอบแบบสอบถามมา ณ โอกาสนี้ หากมีข้อสงสัยเกี่ยวกับงานวิจัยหรือแบบสอบถาม สามารถติดต่อสอบถามเพิ่มเติมได้ที่ นางสาว ฤทธิดี ธีระปัญญาธร ผ่านทาง email : natwadee.kat@gmail.com

ส่วนที่ 2 จาก 7
✕ ⋮

ส่วนที่ 1

คำถามคัดกรอง

ท่านเคยหรือกำลังเลี้ยงสัตว์เลี้ยงหรือไม่ *

ใช่

ไม่ใช่

ต่อจากส่วนที่ 2 ไปยังส่วนถัดไป
▼

ส่วนที่ 3 จาก 7

ส่วนที่ 2 ✕ ⋮

คำถามทั่วไป

⋮

ท่านรู้จักโพรไบโอติกส์หรือไม่ *

รู้จัก

ไม่รู้จัก

ท่านทราบหรือไม่ว่าสัตว์เลี้ยงสามารถทานโพรไบโอติกส์ได้เช่นเดียวกับมนุษย์ *

ทราบ

ไม่ทราบ

⋮

ปกติท่านให้สัตว์เลี้ยงทานอาหารเสริมที่มีโพรไบโอติกส์บ่อยมากแค่ไหน 🖼️ ● หลายตัวเลือก ▼

ไม่เคยเลย ✕

สัปดาห์ละ 1 ครั้ง ✕

เดือนละ 1 ครั้ง ✕

มากกว่า 1 ครั้งต่อเดือน ✕

ทุกวัน ✕

เพิ่มตัวเลือก หรือ เพิ่ม "อื่นๆ"

โดยปกติท่านซื้ออาหารเสริมสำหรับสัตว์เลี้ยงที่มีโปรไบโอติกส์เป็นส่วนผสมเป็นเงินประมาณเท่าไรต่อเดือน *

- ไม่เคยซื้อ
- น้อยกว่า 1,000 บาท
- 1,001 - 3,000 บาท
- 3,001 - 5,000 บาท
- 5,001 - 10,000 บาท
- มากกว่า 10,001 บาท

ส่วนที่ 4 จาก 7

ส่วนที่ 3

คำถามวัดระดับทัศนคติในระดับต่างๆ

ท่านตระหนักถึงความสำคัญของการดูแลสุขภาพสัตว์เลี้ยงโดยการให้อาหารเสริมที่เหมาะสม *

ไม่เห็นด้วยอย่างยิ่ง 1 2 3 4 5 เห็นด้วยอย่างยิ่ง

ท่านชื่นชอบผลิตภัณฑ์เสริมอาหารสำหรับสัตว์เลี้ยงที่มีประโยชน์ต่อสุขภาพสัตว์เลี้ยงของท่าน *

ไม่เห็นด้วยอย่างยิ่ง 1 2 3 4 5 เห็นด้วยอย่างยิ่ง

ท่านเชื่อว่าการให้อาหารเสริมโปรไบโอติกส์แก่สัตว์เลี้ยงอย่างเป็นประจำเป็นการลงทุนที่คุ้มค่า *

1 2 3 4 5

ท่านเชื่อว่าผลิตภัณฑ์เสริมอาหารสำหรับสัตว์เลี้ยงที่มีโพรไบโอติกส์จากญี่ปุ่นมีคุณภาพที่ดีกว่า *

1 2 3 4 5
 ไม่เห็นด้วยอย่างยิ่ง เห็นด้วยอย่างยิ่ง

ท่านชื่นชอบผลิตภัณฑ์อาหารเสริมสำหรับสัตว์เลี้ยงที่มีกล่องบรรจุภัณฑ์เรียบง่าย สีไม่ฉูดฉาดมากกว่า *
 กล่องบรรจุภัณฑ์ที่มีลวดลายโดดเด่น สีฉูดฉาด

1 2 3 4 5
 ไม่เห็นด้วยอย่างยิ่ง เห็นด้วยอย่างยิ่ง

ท่านยินดีที่จะจ่ายแพงกว่าสำหรับผลิตภัณฑ์เสริมอาหารสำหรับสัตว์เลี้ยงที่มีโพรไบโอติกส์จากประเทศญี่ปุ่น *

1 2 3 4 5
 ไม่เห็นด้วยอย่างยิ่ง เห็นด้วยอย่างยิ่ง

ท่านเฝ้าคอยดูปลอกส่วนลคที่มีกจะจัดขึ้นในช่วงวันหยุดเทศกาล เพื่อที่ท่านจะได้ซื้อผลิตภัณฑ์เสริมอาหาร *
สำหรับสัตว์เลี้ยงในราคาที่ถูกกลง

1 2 3 4 5
ไม่เห็นด้วยอย่างยิ่ง เห็นด้วยอย่างยิ่ง

ท่านมักจะนำสัตว์เลี้ยงลงประกวด หรือทำกิจกรรมต่างๆเกี่ยวกับสัตว์เลี้ยง เพื่อรับรางวัลหรือสิทธิประโยชน์ *
ที่มากขึ้น

1 2 3 4 5
ไม่เห็นด้วยอย่างยิ่ง เห็นด้วยอย่างยิ่ง

ท่านขึ้นขอขบการไปงานนิทรรศการสัตว์เลี้ยงเพื่อหาโปรโมชันดีๆสำหรับผลิตภัณฑ์อาหารเสริมสำหรับสัตว์ *
เลี้ยงชนิดโพรวโอดติกส์

1 2 3 4 5
ไม่เห็นด้วยอย่างยิ่ง เห็นด้วยอย่างยิ่ง

:::

ท่านยินดีที่จะสมัครเป็นสมาชิกกับแบรนด์อาหารเสริมสำหรับสัตว์เลี้ยงที่มีโพรไบโอติกส์ หากได้สิทธิประโยชน์มากขึ้น *

1 2 3 4 5

ไม่เห็นด้วยอย่างยิ่ง เห็นด้วยอย่างยิ่ง

การจัดส่งสินค้าฟรี เป็นปัจจัยที่ทำให้ท่านอยากเลือกซื้อผลิตภัณฑ์อาหารเสริมสำหรับสัตว์เลี้ยงที่มีโพรไบโอติกส์มากขึ้น *

1 2 3 4 5

ไม่เห็นด้วยอย่างยิ่ง เห็นด้วยอย่างยิ่ง

ท่านเชื่อมั่นแนะนำจากผู้เชี่ยวชาญ อาทิ สัตวแพทย์ มีผลต่อการเลือกซื้อผลิตภัณฑ์เสริมอาหารสำหรับสัตว์เลี้ยงที่มีโพรไบโอติกส์ *

1 2 3 4 5

ไม่เห็นด้วยอย่างยิ่ง เห็นด้วยอย่างยิ่ง

ท่านคิดว่าโซเซียลมีเดียมีอิทธิพลต่อการตัดสินใจซื้อผลิตภัณฑ์เสริมอาหารสำหรับสัตว์เลี้ยงโพรไบโอติกส์*

ไม่เห็นด้วยอย่างยิ่ง 1 2 3 4 5 เห็นด้วยอย่างยิ่ง

ท่านคิดว่ากรมไลฟ์สดผ่านโซเซียลมีเดียสามารถกระตุ้นความต้องการในการเลือกซื้อแบรนด์อาหารเสริมโพรไบโอติกส์สำหรับสัตว์เลี้ยงได้*

ไม่เห็นด้วยอย่างยิ่ง 1 2 3 4 5 เห็นด้วยอย่างยิ่ง

ท่านคิดว่าเนื้อหาโฆษณาในโซเซียลมีเดียจำเป็นต้องบรรยายละเอียดสินค้าอย่างครบถ้วนและชัดเจน*

ไม่เห็นด้วยอย่างยิ่ง 1 2 3 4 5 เห็นด้วยอย่างยิ่ง

ท่านมีแนวโน้มที่จะซื้อผลิตภัณฑ์เสริมอาหารสำหรับสัตว์เลี้ยงที่มีโพรไบโอติกส์ตามสัตว์เลี้ยงชื่อดังในโลก *
ออนไลน์

1 2 3 4 5
ไม่เห็นด้วยอย่างยิ่ง เห็นด้วยอย่างยิ่ง

ท่านมีแนวโน้มที่จะทดลองซื้อผลิตภัณฑ์เสริมอาหารสำหรับสัตว์เลี้ยงที่มีโพรไบโอติกส์ หากเห็นวิธีที่น่า *
เชื่อถือจากผู้ใช้งานจริง

1 2 3 4 5
ไม่เห็นด้วยอย่างยิ่ง เห็นด้วยอย่างยิ่ง

ท่านเลือกที่จะเชื่อคำแนะนำเกี่ยวกับผลิตภัณฑ์อาหารเสริมโพรไบโอติกส์สำหรับสัตว์เลี้ยงจากคนใกล้ชิด *
ของท่าน

1 2 3 4 5
ไม่เห็นด้วยอย่างยิ่ง เห็นด้วยอย่างยิ่ง

ท่านคิดว่ารูปภาพประกอบโฆษณาอาหารเสริมสำหรับสัตว์เลี้ยงโพรไบโอติกส์มีส่วนสำคัญที่ทำให้ลูกค้า *
เลือกซื้อผลิตภัณฑ์นั้นๆ

1 2 3 4 5

การชมวิดีโอสินค้าผ่านทางโซเชียลมีเดียมีส่วนกระตุ้นให้ท่านต้องการซื้อสินค้ามากขึ้น *

1 2 3 4 5
ไม่เห็นด้วยอย่างยิ่ง เห็นด้วยอย่างยิ่ง

ต่อจากส่วนที่ 4 ไปยังส่วนถัดไป

ส่วนที่ 5 จาก 7

ส่วนที่ 4 ✕ ⋮

ข้อมูลส่วนบุคคลของผู้ตอบแบบสอบถาม

เพศ *

ชาย

หญิง

ไม่ต้องการระบุ

อายุ *

15 - 20 ปี

21 - 30 ปี

31 - 40 ปี

มากกว่า 41 ปี

อาชีพ *

นักเรียน / นักศึกษา

พนักงานบริษัทเอกชน

ข้าราชการ / เจ้าหน้าที่รัฐ

ฟรีแลนซ์

เจ้าของธุรกิจ

อื่นๆ

รายได้ต่อเดือน *

ต่ำกว่า 15,000 บาท

15,001 - 25,000 บาท

25,001 - 35,000 บาท

35,001 - 50,000 บาท

มากกว่า 50,001 บาท

ระดับการศึกษา *

- ต่ำกว่าระดับมัธยมปลาย / ปวช / ปวส
- มัธยมปลาย / ปวช / ปวส
- ปริญญาตรี
- ปริญญาโท
- ปริญญาเอก
- อื่นๆ

สัตว์ที่ทานกำลังเลี้ยงหรือเคยเลี้ยงเป็นชนิดใดบ้าง *

- สุนัข
- แมว
- นก
- สัตว์เลี้ยงขนาดเล็ก อาทิ หนู กระต่าย
- สัตว์เลี้ยงขนาดใหญ่ อาทิ หมู วัว ม้า
- อื่นๆ...

Appendix C: Demographics and Sample Characteristics

Descriptives

	gender	age	occupa	inc	edu
N	179	179	179	179	179
Missing	0	0	0	0	0
Mean					
Median					
Standard deviation					
Minimum					
Maximum					

Frequencies

Gender			
gender	Counts	% of Total	Cumulative %
Men	37	20.7 %	20.7 %
Prefer not to say	5	2.8 %	23.5 %
Women	137	76.5 %	100.0 %

Age			
age	Counts	% of Total	Cumulative %
15 - 20 years old	8	4.5 %	4.5 %
21- 30 years old	115	64.2 %	68.7 %
31 - 40 years old	42	23.5 %	92.2 %
More than 41 years old	14	7.8 %	100.0 %

Occupation

occupation	Counts	% of Total	Cumulative %
Business owner	17	9.5 %	9.5 %
Employee	85	47.5 %	57.0 %
Freelancer	15	8.4 %	65.4 %
Government officer	13	7.3 %	72.6 %
Others	13	7.3 %	79.9 %
	36	20.1 %	100.0 %

Income

income	Counts	% of Total	Cumulative %
15,000 - 25,000 baht	33	18.4 %	18.4 %
25,001 - 35,000 baht	39	21.8 %	40.2 %
35,001 - 50,000 baht	37	20.7 %	60.9 %
Less than 15,000 baht	33	18.4 %	79.3 %
More than 50,000 baht	37	20.7 %	100.0 %

Education

education	Counts	% of Total	Cumulative %
Bachelor's degree	127	70.9 %	70.9 %
Doctor's degree	2	1.1 %	72.1 %
High school / Vocational Certificate / Higher Vocational Certificate	17	9.5 %	81.6 %
Less than High school / Vocational Certificate / Higher Vocational Certificate	1	0.6 %	82.1 %
Master's degree	31	17.3 %	99.4 %
Others	1	0.6 %	100.0 %

Appendix D: Principal Component Analysis

Principal Component Analysis

Component Loadings					
	Component				Uniqueness
	1	2	3	4	
vdo_pur	0.788				0.393
pur_review	0.718				0.384
sns_pur	0.718				0.376
pic_pur	0.662				0.441
free_deliv	0.615				0.557
believ_vet	0.611				0.517
pref_sup		0.882			0.235
awa_health		0.837			0.263
pro_worth		0.805			0.242
pro_excre		0.594			0.413
pro_joint		0.493			0.442
pro_relia			0.860		0.251
pro_quali			0.815		0.205
plain_packa			0.613		0.621
paymore_pro			0.558		0.377
join_compet				0.871	0.235
join_exhi				0.825	0.232

Note. 'oblimin' rotation was used

Assumption Checks

Bartlett's Test of Sphericity		
χ^2	df	p
1498	136	<.001

KMO Measure of Sampling Adequacy

	MSA
Overall	0.854
pro_worth	0.867
pro_excre	0.865
pro_relia	0.782
pro_quali	0.808
plain_packa	0.864
paymore_pro	0.904
join_compet	0.734
join_exhi	0.802
free_deliv	0.834
believ_vet	0.886
pur_review	0.899
sns_pur	0.867
pic_pur	0.896
vdo_pur	0.864
pref_sup	0.842
awa_health	0.851
pro_joint	0.912

Appendix E: Reliability Analysis

Scale Reliability Statistics

	Mean	SD	Cronbach's α
scale	4.03	0.702	0.816

Item Reliability Statistics

	If item dropped Cronbach's α
vdo_pur	0.776
pur_review	0.770
sns_pur	0.772
pic_pur	0.786
free_deliv	0.814
believ_vet	0.799

Scale Reliability Statistics

	Mean	Cronbach's α
Scale	3.88	0.868

Item Reliability Statistics

	If item dropped Cronbach's α
pref_sup	0.838
awa_health	0.839
pro_worth	0.821
pro_excre	0.845
pro_joint	0.856

Scale Reliability Statistics

	Mean	SD	Cronbach's α
Scale	3.66	0.810	0.784

Item Reliability Statistics

	If item dropped Cronbach's α
pro_relia	0.695
pro_quali	0.642
plain_packa	0.839
paymore_pro	0.726

Scale Reliability Statistics

	Mean	SD	Cronbach's α
Scale	2.44	1.22	0.746

Item Reliability Statistics

	If item dropped Cronbach's α
join_compet	0.585
join_exhi	0.604

Appendix F: Questionnaires in English (For interviews)

Interview on the Reasons Pet Owners Decide to Purchase Probiotic Supplements from Japan

1. For how many years have you been responsible for the care of pets?
2. In your opinion, why do social media platforms and recommendations from trusted experts, such as veterinarians or pet influencers, emerge as the most significant factors influencing pet owners' decisions to purchase probiotic supplements for their pets? Please elaborate based on your personal experiences and viewpoints.
3. Why do you consider “the presentation and awareness of the health benefits of probiotic supplements for pets” to be a critical factor in motivating pet owners to buy these supplements? Please elaborate based on your personal experiences and viewpoints.
4. What makes “the premium quality and trustworthiness of Japanese probiotic supplements” a crucial element in persuading pet owners to opt for these products? Please elaborate based on your personal experiences and viewpoints.
5. Why might “participation in pet competitions and exhibitions, such as pet expos or pet fairs,” be considered a minor factor in influencing pet owners to try probiotic supplements for their pets? Please elaborate based on your personal experiences and viewpoints.
6. As you currently or has previously owned pets, are there any additional factors that would influence your decision to try purchasing probiotic supplements for your pet? If so, please explain why these factors would be significant.

Appendix G: Questionnaires in Thai Language (For Interviews)

แบบสอบถามเกี่ยวกับเหตุผลที่เจ้าของสัตว์เลี้ยง ตัดสินใจเลือกซื้อผลิตภัณฑ์อาหารเสริมโพรไบโอ ติกส์จากญี่ปุ่น

คำอธิบายแบบฟอร์ม

1. ท่านเลี้ยงสัตว์เป็นระยะเวลานานกี่ปีแล้ว *

ข้อความคำตอบสั้นๆ

2. จากผลการวิจัย ทำให้ทราบว่า "อิทธิพลของโซเชียลมีเดียและคำแนะนำจากผู้เชี่ยวชาญที่เชื่อถือได้ *
เช่น สัตว์แพทย์ หรือ pet influencer (อินฟลูเอนเซอร์ประเภทสัตว์เลี้ยง) เป็นต้น คือปัจจัยที่สำคัญอันดับ
หนึ่งที่ช่วยกระตุ้นให้เจ้าของสัตว์เลี้ยงต้องการซื้ออาหารเสริมที่มีส่วนผสมของโพรไบโอติกส์เพื่อสัตว์เลี้ยง
ของพวกเขา" จากข้อความดังกล่าวท่านคิดว่าเป็นเพราะเหตุใด โปรดให้คำอธิบายตามความคิดเห็นและ
ประสบการณ์ของท่าน

ข้อความคำตอบแบบยาว

3. จากผลการวิจัย ทำให้ทราบว่า "การรับรู้เรื่องคุณประโยชน์ของอาหารเสริมโพรไบโอติกส์ที่มีต่อสุขภาพ
สัตว์เลี้ยง " เป็นอีกปัจจัยที่สำคัญลำดับถัดมาที่จะช่วยกระตุ้นให้เจ้าของสัตว์เลี้ยงต้องการซื้ออาหารเสริมที่
มีโพรไบโอติกส์เพื่อสัตว์เลี้ยงของเขา" จากข้อความดังกล่าวท่านคิดว่าเป็นเพราะเหตุใด โปรดให้คำ
อธิบายตามความคิดเห็นและประสบการณ์ของท่าน

ข้อความคำตอบแบบยาว

4. จากผลการวิจัย ทำให้ทราบว่า "คุณภาพระดับพรีเมียมและความน่าเชื่อถือของอาหารเสริมโพรไบโอติกจากญี่ปุ่น" เป็นปัจจัยสำคัญที่สุดมาที่ช่วยกระตุ้นให้เจ้าของสัตว์เลี้ยงต้องการซื้ออาหารเสริมที่มีโพรไบโอติกส์เพื่อสัตว์เลี้ยงของเขา" จากข้อความดังกล่าวท่านคิดว่าเป็นเพราะเหตุใด โปรดให้คำอธิบายตามความคิดเห็นและประสบการณ์ของท่าน *

ข้อความคำตอบแบบยาว

5. จากผลการวิจัย ทำให้ทราบว่า "การนำสัตว์เลี้ยงเข้าร่วมในการแข่งขันและนิทรรศการสัตว์เลี้ยง อาทิ pet expo, pet fair" เป็นอีกปัจจัยที่เปิดโอกาสให้เจ้าของสัตว์เลี้ยงได้รู้จักและอยากลองเลือกซื้ออาหารเสริมโพรไบโอติกส์สำหรับสัตว์เลี้ยงดูบ้าง" จากข้อความดังกล่าวท่านคิดว่าเป็นเพราะเหตุใด โปรดให้คำอธิบาย *

ข้อความคำตอบแบบยาว

6. ในฐานะที่ท่านเป็นเจ้าของสัตว์เลี้ยงหรือเคยเลี้ยงสัตว์มาก่อน ท่านคิดว่ามีปัจจัยอื่นอีกหรือไม่ที่มีส่วนทำให้ท่านต้องการทดลองซื้ออาหารเสริมโพรไบโอติกส์สำหรับสัตว์เลี้ยง เพราะเหตุใด จงอธิบาย *

ข้อความคำตอบแบบยาว

Appendix H: The Original Interview Result in English

No.	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6
1.	5 years	Because the person speaking seems knowledgeable and trustworthy.	Because I love them like my children, so I must take good care of them.	Maybe because the term "premium" suggests quality.	It is good because the pets can explore the new place and new experience.	Because I want some products that strengthen my pet's body and make them healthier and more robust.
2.	11 years	It is about credibility.	Credibility.	It is about the reliability of production standards.	You will be able to see the products and receive information about them.	The pet's health is a key factor, as pet owners want to solve or prevent health problems in their pets.
3.	More than 5 years	When we take care of a pet, we love it. When we see something that benefits it, we want to buy it and let it try.	Because it makes us realize that we should provide supplements for our pets.	Choosing high-quality supplements is essential for pets, especially since some pets are not strong enough to consume low-quality products.	Attending these events allows us to learn new things about pets that we did not know before.	I think pet owner should take care of their pets, especially for pet with irregular bowel movements.
4.	8 years	I think social media is very important nowadays. It has become a major factor. When we see something frequently, it appears in our social media	Knowing the benefits of the product makes it easier to decide whether it is suitable for our pets.	When buying supplements, you need to choose good quality ones. It is similar to when people take supplements	Most pet lovers attend these events anyway, as there are often new, interesting products or supplements.	Advertising might increase my desire to buy the product.

No.	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6
		feed. If people say it is good, then, we tend to buy it. That is why it should be a primary factor influencing the decision to buy supplements for pets.		which they need to consider the product's quality and credibility first.		
5.	4 years	Because we want our pets to be healthy.	To ensure our pets will be healthy.	Because it has better quality.	It is a way to introduce new products.”	Because I want to choose high-quality products.
6.	1 year and 5 months	Nowadays, influencers are very influential. It is not surprising that people buy things based on what influencers use or review.	Knowing the benefits beforehand allows for better decision-making.	Whatever you buy, you should prioritize credibility. If the supplement is not trustworthy, it should not be purchased. Even people would not choose to consume something that is not credible.	You get to see many new products.	I do not think there are any additional factors.
7.	Almost 3 years	Almost 3 years ago, my dog had trouble pooping for several days. I was worried, so I took it to the veterinarians. The veterinarian recommended supplements, so I bought them, and the dog's bowel movements returned to normal. I think it	After taking my pet to the veterinarian, I learned more about the benefits of this supplement, which made me more inclined to buy it for my pet.	Quality and trustworthiness are important. If the product is recommended by a veterinarian, I will be more confident that the product is credible, of good quality, and likely safe for the pet.	It might be good because after receiving a recommendation from a veterinarian, we will want to try other brands or types of supplements to see whether they are truly good or not.	I believe that offering samples for trial use by brands could be another factor that encourages purchases.

No.	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6
		helps, but not because of influencers. I did my own research.				
8.	4 years	It helps, but not because of influencers. I did my own research.	It is beneficial for pets.	Good quality produces positive outcomes.	No comment.	Because I want my pets to be able to maintain good health.
9.	Over 10 years	I used to have dogs and cats who did not poop for a long time, and I did not pay attention to them until I lost them. I was heartbroken. So, when I got new pets, I consulted a veterinarian and sought additional knowledge from influencers, as they seem to be users who can provide accurate advice.	This is similar to the first point—consulting and seeing famous influencers using or recommending the product gives us additional knowledge about its benefits. This impact is probably closely related to the first factor.	Consulting with a veterinarian and seeing influencers or famous people who suggest that it is credible and of good quality reassures us. If it was not good or trustworthy, they would not recommend or use it for their own pets.	Seeing more products and getting samples from different brands, especially those we did not know before, helps expand our experience.	Recommendations from neighbors or people around me could be another factor that increases my interest in buying.
10.	Over 6 years	Nowadays, many people use social media, like TikTok. People who have dogs, cats, or other pets enjoy watching this kind of content. Sometimes when contents are appeared,	Once I became interested and did some research, I understood the real benefits of the supplement, which made me more	For me, quality and trustworthiness should come first actually. It is about the safety of our pets. If the product is not trustworthy, you do not	Because you encounter a variety of products, both familiar and unfamiliar, and meet other pet lovers. At these events, it is common to chat and	Recommendations from those who have actually used the product.

No.	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6
		then they see it, they might find it interesting and want to let their pets try it.	inclined to buy it for my pet.	know its ingredients or how it is made. That would make it seem unreliable. So, I would not choose to buy that unreliable product for the pets I love.	exchange recommendations with others.	