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## **THE FACTORS AFFECTING DECISION ON SELECTING PET SHOP IN BANGKOK**

### **Abstract:**

The main aim of this study were to examine customer behavior in using service of a pet shop and to investigate the influence of marketing mix on such decision. This research employed a quantitative research methodology. The sample included 100 residents in Bangpath District, Bangkok. A questionnaire was used to collect the data. Data were analyzed with descriptive statistics. In terms of the respondents' profile, most of them were single, female, between 23 - 30 years old, graduated with undergraduate level. They were students, and gained an average income of 15,000-20,000 Baht. The research findings showed that most of the respondents had only one dog or cats and dogs appeared to be a favorite pet. The respondents had taken care them for around two years to be a friend when they felt lonely and to protect their house. The respondents' parents had an influence on their decision to select a pet shop. The most frequent used service from the pet shop was hair cutting. The most purchased products were snacks. They knew the pet shop from the shop's staff members and their own friends. They normally used the service around twice a month and paid around 1,501-3,000 Baht. The main reason to select the shop was its location which was convenient to reach. They preferred to have a stay-over service for their pets the most. In terms of the influence of the marketing mix on their decision, the most influencing factor was personnel which was followed by process, price, place or distribution channel, physical attributes design and presentation, promotion, and product respectively.

### **Keywords:**

Pet Shop, Marketing Mix, Customer Behavior, Decision-Making

**JEL Classification:** Y80

## Research Background and Significance

From the current situation of the world in which economic condition of many countries have been growing continuously and rapidly, life style and living condition of people in the society has also changed accordingly. In addition to this, many countries also faced with a problem of instability in politics and intense competition in working life. This has cause stress to people, especially those who live in a big city. Therefore, many people seek certain kinds of rest and relaxing activities. Forms of rest and relaxing activities that are popular among these people are sleeping, exercise, watching a movie, listening to music, planting a tree, gardening, having a pet, reading a book, and travelling etc. Among these activities, raising a pet was one of the most popular.

The study on a trend of population structure of Thailand during a period of 30 years between 2000 and 2030 conducted by College of Population Studies, Chulalongkorn University, Thailand reveals that the number of senior population who is 60 years old and above is likely to increase continuously by 9.43 percent in 2000 and by 10.38 percent, 11.90 percent, and 25.12 percent in 2005, 2010, and 2030 respectively. This trend is on the opposite direction to the number of child population and working-age population which are likely to decrease continuously. Additionally, it is likely that the number of Thai people who would like to be married will decrease and the divorce rate is likely to increase, from 9.60 percent in 1993 to 20.90 percent in 2000.

This trend of population structure has caused many people to raise a pet as their hobby and this activity has become one of the most popular activities in today's society. From a survey of pet raising behavior among residents of Bangkok in 1996, the most popular pets is dogs, followed by cats, fish, birds, and other pets respectively.

In the today's business world, free trade among businesses is a common practice. We can see at nowadays there are more shops selling pet products and providing services to pets in Thailand. This is because more Thai people are interested in raising a pet as a way to relief from loneliness. As mentioned above that in the Thai society, the family size becomes smaller because there are more people who are not married and live alone and some families do not have a child. These people choose to raise a pet instead of having a child. Senior people have a pet as their friends and some families have a pet as way to promote a sense of responsibility and gentle mind for their children. In addition, many graduated veterinary students decide to have their own business by opening a pet shop because they believe that they can use their knowledge to run their own business.

Although the reasons to raise a pet seem various, all reasons mentioned above similarly show that the attitudes of Thai people have changed from raising a pet to watch over their house to be their friends. This can be seen from the situation that many people take their pet to use services from a shop specially open for pets. This kind of shop provides a variety of service including bath taking, hair-cutting, spa massage, swimming, and providing a space or a garden for them to run. The pet owners seem to

be willing to pay for these services because they want their pet to be happy and have good health. This is especially true in the current situation in which the economic condition is getting better and people have higher purchasing power. Therefore, increased number of pet shops, pet clinics, and other pet service businesses can be seen in many places.

With the above-mentioned reasons, the researcher was interested to study on the factors influencing decision on selecting a pet shop. As nowadays, there are pet shops opened in a variety of forms and providing different kinds of services, and pet owners appear to have different reasons or motivations to use service of these pet shops. Their decision to use the service is influenced by factors such as their demographic background and marketing mix used by the pet shops. The findings of this study were expected to provide an insight for the pet shops on how to improve their service or to create new forms of service that can satisfy their customers. They can also serve as guideline for people who would like to have their own pet shop or a business about pet service to run the business successfully.

## **Research Objectives**

This research study aimed to:

1. examine customer behavior in using service of a pet shop; and
2. investigate the influence of marketing mix on such decision.

## **Scopes of the Research**

### *Scope on population*

The population of this research were people who live in Bangkok and raise a pet.

### *Scope of content*

This study aimed to study on three main aspects as follows.

1. The first was demographic background of people who raise pet including gender, age, educational level, average income per month, and career.
2. The second aspect to be studied was the influence of marketing mix on a decision in selecting a pet shop in Bangkok consisting product, price, place, and promotion, personnel, process, physical attributes design and presentation.
3. The third aspect was customer behavior on using a pet shop including frequency of using, reasons of using, number of times that use to buy pet products.

### *Scope in terms of a period of study*

This study was undertaken between April 2017 – August 2018.

## Research Methodology

This research utilized a quantitative research methodology because this approach can help the researcher to achieve the main goal of the study which was to examine the relationship between demographic background of the pet owners and marketing mix on a decision of the pet owner in choosing a pet shop.

### *Population and sample*

Population of this study were pet owners who live in Bangplad, Bangkok. They were selected via simple random sampling. As a result, the sample size was determined at 100 persons.

### *Research instrument*

A research instrument used to collect data in this study was a questionnaire which was designed by the researcher. This questionnaire was divided into 3 main parts.

The first part contained 6 questions about demographic background of the pet owners. The questions were in a form of check-list.

The second part contained 12 questions about behavior of the pet owners in choosing a pet shop. These questions were also in a form of check-list.

The third part consisted of 42 questions aimed to examining the influence of marketing mix on the pet owners' decision to choose a pet shop. These questions are in a form of five-scale rating.

### *Data Analysis*

Collected data were analyzed with descriptive statistics.

## Research Findings

In terms of the respondents' profile, most of them were single, female, between 23 - 30 years old, graduated with undergraduate level. They were students, and gained an average income of 15,000-20,000 Baht.

The research findings showed that most of the respondents had only one dog or cats and dogs appeared to be a favorite pet. The respondents had taken care them for around two years to be a friend when they felt lonely and to protect their house. The respondents' parents had an influence on their decision to select a pet shop. The most frequent used service from the pet shop was hair cutting. The most purchased products

were snacks. They knew the pet shop from the shop's staff members and their own friends. They normally used the service around twice a month and paid around 1,501-3,000 Baht. The main reason to select the shop was its location which was convenient to reach. They preferred to have a stay-over service for their pets the most.

In terms of the influence of marketing mix on the pet owner's decision to use a pet shop, it was found each of the market mix had different level of influence on the decision. According to the mean scores, the findings showed that personnel or staff members of the shop had the most influence, followed by process, price, place or channel of distribution, physical attributes design and presentation, promotion, and product respectively.

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