A STUDY ON CUSTOMER ATTITUDES TOWARDS PET CARE AND PET INDUSTRY WITH REFERENCE TO COIMBATORE

Karan Poonam Parekh, Student, PSG Institute of Advanced Studies, Coimbatore.

Nithyashree Sanjai, Student, PSG Institute of Advanced Studies, Coimbatore.

Dr.D.Divya Prabha, B.Com, MBA, Ph.D, Associate Professor, PSG Institute of Advanced Studies, Coimbatore.

ABSTRACT

Pets play an important role in the lives of many people throughout the world, and there is a growing body of research indicating a positive relationship between pet ownership and human health. Many economic experts believe that the pet industry is one of the most stable industries around. Studies have shown that even during times of economic trouble, people still tend to consider their pets to be a high priority, and they still often spend significant money on their animals. Some pet-related products, such as various supplies, do not fare quite as well, but overall, the industry tends to hold up. This gains more importance that people see their animals as an extension of their families. The consumers' attitude of Pet care are identified that the consumers have very good understanding of market scenario. Their previous experience in buying pets is taken into consideration while decision-making for their Pet care. They give importance for the comfort ability of the livelihood. The consumers' financial attitude is differing in paying total money from their perception. Their perception is influenced by cost benefit and price affordability, whereas, their attitude is highly influenced by pets worth, price fixing for the pets and comparing dynamics such as the breeders image, location and financial risks.

Keywords: Consumer attitude, Pet care and Pet industry.

INTRODUCTION

Indian people are increasingly attached to their pets with animals such as dogs, cats and birds often regarded as part of the family. People became more aware of the hardships some animals suffer, motivating many animal lovers to adopt stray cats or dogs as pets in India. The concept of owing pets and taking care of them is a very urban phenomenon in India. The growth of the market therefore is largely dependent on the pace of urbanization; the infrastructure changes of the past two decades signal a very positive and rapid movement here. The Indian consumers idea

on spending money on buying pets, pets products and pets services is slowly giving way to the feeling of pet humanization and sensitization, trends well demonstrated by the rapid rise in adoption rates of pets.

OBJECTIVES

- To examine the consumer's attitude towards the purchase of Pet care in Coimbatore city.
- To identify the factors influencing consumer's attitude purchase of pets in Coimbatore city.

RESEARCH METHODOLOGY

Several studies about the consumer attitude are reviewed, and then a survey was conducted among the consumers of residential Pet care in Coimbatore using a questionnaire as the survey instrument. The researcher used descriptive research design for the study.

STUDY AREA

The study is limited to residential consumers in Coimbatore City. The researcher believes that these groups of consumers are able to provide the required data for the study.

SAMPLING SIZE AND DESIGN

The research has chosen fifteen zones located in Coimbatore City and Convenient Sampling Method is applied for generating data. A total of 161 questionnaires have been distributed and out of which 136 were received. Finally, 124 completed questionnaires are used for the present study.

SCOPE OF THE STUDY

In many industries, the excellence of service rendered to the consumer is an important element in order to meet the specific requirements of the consumer. The Pet care industry is not an exception. The study covers the influence of pets, finance, location and breeders' service on consumer attitude.

LIMITATIONS OF THE STUDY

The following are the limitations of the study:

- The research has selected only residential Pet care consumers in Coimbatore for the study.
- The study is based on the consumers' attitude in Coimbatore city.
- The sample size is restricted to 124 only.

T-Test for the attitude of consumer's on Pet care and finance

Factor analysis is used by applying principle component method on attitude of consumer on Pet care and finance. The attitude of consumers on these factors are analysed variable-wise using parametric T-Test.

CONSUMER ATTITUDE ON PETS

The consumer attitude on Pet care consists of 14 variables in likert's 5 point scale which ranges from strongly agree to strongly disagree. The researcher applies t-test on these 14 variables in likert's 5 point scale and obtained the following results.

ANALYSIS AND INTERPRETATION

One-Sample Statistics for Consumer Attitude on pets

	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
I have enough opportunity in market to buy a pets	124	3.7692	.90546	.03625	21.222	.000
I have enough skills and knowledge about Pet care to make my own decision	124	3.8558	.92149	.03689	23.198	.000
I have complete control over buying decision on Pet care	124	3.9968	.88322	.03536	28.192	.000
I am able to get more information about Pet care	124	3.9391	.96461	.03862	24.319	.000
I am satisfied with the comfort and quality and breed of pets of my pets	124	3.9872	.89577	.03586	27.529	.000

Buying pets gives an identity in the society	124	3.9583	.91441	.03661	26.180	.000
Buying pets is a wise decision	124	4.1122	.88699	.03551	31.322	.000
Ownership gives social status	124	3.9327	.90582	.03626	25.721	.000
Buying pets is a beneficial decision	124	4.3333	.83912	.03359	39.692	.000
I like to buy pets that has attractive face	124	3.8942	1.01594	.04067	21.987	.000
I think quality and breed of pets is an important criterion	124	3.8109	1.05368	.04218	19.224	.000
Previous experience helps in search for pets	124	3.8622	.96666	.03870	22.280	.000
Previous experience reduces search time	124	3.2404	1.06750	.04273	5.625	.000
I have more choice of pets in the market	124	3.7244	1.03284	.04135	17.519	.000

(Source: Primary data)

CONSUMER ATTITUDE ON PET CARE FINANCE

The consumers' attitude on Pet care finance consists of 13 variables in likert's 5 point scale which ranges from strongly agree to strongly disagree. The researcher applies t-test on these 13 variables in likert's 5 point scale and obtained the following results.

From the table below, it is found that the t-value ranges from 5.690 to 36.317, mean value range from 3.2404 to 4.1571, std. deviation also ranges from 0.79587 to 1.06974, std. error is also ranging from 0.03186 to 0.04282.

One-Sample Statistics for Consumer Attitude on finance

	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
I have enough money to buy Pets	124	4.0353	.88977	.03562	29.064	.000
I think price of the pets is important	124	3.9647	.95250	.03813	25.301	.000
Low price is important than breeders name	124	3.9038	.88344	.03537	25.557	.000
I believe investment on purchasing a pets is a good value for my money	124	4.1218	.85436	.03420	32.799	.000

Paying EMI is ideal rather than paying total money	124	4.1571	.79587	.03186	36.317	.000
The cheapness of pets may have some risks, such being low quality of breed of pets	124	4.0096	.83073	.03326	30.359	.000
I check prices of pets with other breeder's	124	3.8077	.88225	.03532	22.869	.000
I give importance for the budget of the pets rather than image of the breeder	124	3.2404	1.05540	.04225	5.690	.000
Most price for Pet care are fair	124	3.6923	1.06974	.04282	16.166	.000
I am satisfied with the price I pay	124	3.4776	1.04757	.04194	11.388	.000
The pricing of pets is associated with location and availability	124	3.6250	1.00899	.04039	15.473	.000

(Source: Primary data)

It is found that all the t-values are statistically significant at 5per cent level. It implies that the Pet care consumers strongly agree for paying EMI is ideal rather than paying total money, investment on purchasing Pet care is good value for money, cheapness of pets suggests some risks, such as low quality and breed of pets, and they agree that they have enough money to buy Pet care. It is further, found that low price is more important than breeders name, they always check the price of the pets with other breeders, most price for Pet care are fair, pricing of pets is associated with location and availability, they also agree that price of the pets is important and they satisfy with the price of the Pet care.

FACTOR ANALYSIS OF CONSUMER ATTITUDE ON PET CARE

In this section, the researcher identified the consumer attitude on Pet care through14 variables in likert's 5 point scale. These 14 variables of consumer attitude are systematically reduced into the meaningful factors as stated in the following factor analysis table.

KMO and Bartlett's Test for Consumer Attitude on Pet care		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.867
Bartlett's Test of Sphericity	Approx. Chi-Square	4053.835
	Df	91
	Sig.	.000

(Source: Primary data)

The above table makes it clear that the KMO measure of sampling adequacy 0.867 Bartlett's test of sphericity with approximate chi-square value 4053.835 are statistically significant at 5per cent level. It implies that sample size is adequate to classify the 14 variables into predominant factors in the following communalities table.

Communalities for Pet care Related Factors		
Pet care Related Factors influencing Consumer Attitude	Initial	Extraction
I have enough opportunity in market to buy a pets	1.000	.527
I have enough skills and knowledge about Pet care to make my own decision	1.000	.654
I have complete control over buying decision on Pet care	1.000	.663
I am able to get more information about Pet care	1.000	.695
I am satisfied with the comfort and quality and breed of pets of pets	1.000	.526
Buying pets gives an identity in the society	1.000	.713
Buying pets is a wise decision	1.000	.716
Ownership gives social status	1.000	.752
Buying pets is a beneficial decision	1.000	.737
I like to buy pets that has attractive face	1.000	.569
I think quality and breed of pets is an important criterion	1.000	.714
Previous experience helps in search for pets	1.000	.804
Previous experience reduces the search time		
I have more choice of pets in the market	1.000	.813
I have enough opportunity in market to buy a pets	1.000	.553

(Source: Primary data)

The above table illustrates that the 14 variables possess the variance ranging from .526 to .813. It also shows that the variance of 14 variables ranges up to 81.3per cent. This leads to factor segmentation process as shown in the total variance table.

Total Variance Table of Pet care Related Factors

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.868	41.916	41.916	2.643	18.876	18.876
2	1.546	11.044	52.960	2.521	18.006	36.882

3	1.107	7.904	60.864	2.418	17.272	54.154
4	.916	6.540	67.404	1.855	13.249	67.403
5	.793	5.668	73.071			
6	.650	4.643	77.714			
7	.596	4.260	81.975			
8	.564	4.031	86.006			
9	.451	3.221	89.227			
10	.423	3.019	92.245			
11	.358	2.559	94.804			
12	.322	2.298	97.102			
13	.234	1.670	98.772			
14	.172	1.228	100.000			

(Source: Primary data)

As the above table manifests the 14 variables, that explain 67.405 per cent variance as well as transformed into 4 predominant factors. The 4 factors possess the variance of 18.876per cent, 18.006per cent, 17.272per cent and 13.249per cent which are all statistically significant at 5per cent level. This leads to the following variable loadings to each factor.

The first factor comprises of 3 variables; namely, "I am able to get more information about Pet care what I should purchase" (0.809), "I have more choice of pets in the market" (0.653), "I have enough opportunity in market to buy a pets" (0.480).

It is named as **"Market Scenario".** The total money market situation on Pet care is the consumers who have enough opportunity and they have more choices of Pet care in the Pet care market. They can get more information about the Pet care easily through various sources. The quantity and quality and breed of pets of information available to pet industry buyers varies by market. Many buyers may feel and lack access to sufficient information to make an informed decision, as it is evidenced by the consumers.

The second factor comprises of 6 variables; "Ownership of a pets gives social status" (0.839), "I have complete control over buying decision on Pet care" (0.756), "Buying pets is a beneficial decision" (0.744), "Buying pets gives me an identity in the society"(0.744), "I have enough skills and knowledge about Pet care to make my own decision" (0.667) and "Buying pets is a wise decision" (0.696).

Therefore, this can be called **"Decision Making".** The ultimate process of buying a pets is decision making. Some of the factors are involved in decision making. They are the consumers

ensure enough skills and knowledge about Pet care to make their own decision. They have decision making authority to buy a pets. Moreover, the consumer feels that buying a pets gives an identity in the society and it also a wise and beneficiary decision ever they agree to do. Buying a pet is likely to be one of the most involved and important decisions a petsholdmakes[14]. Emotions, feelings, and social collectivizes have a strong influence on the decision-making process, and those women and men in the pets hold take on differ paying total money roles in the search process depending on the family structure.

The third factor consists of 3 variables; "I think quality and breed of pets is an important criterion" (0.790), "I like to buy pets that has attractive face" (0.693) and "I am satisfied with the comfort and quality and breed of pets of pets" (0.653). Therefore, this can be called **"Comfortability".** Consumer's satisfaction on Pet care is developed by the quality and breed of pets and attractive face of the pets. They are satisfied with the comfort and quality and breed of pets of the pets and they feel that the quality and breed of pets of the pets is an important criterion when they go for buying a pets.

The fourth factor consists of 2 variables, namely, "Previous experience reduces my search time as knowledge about Pet care" (0.843), "Previous experience helps in search for pets" (0.792). Therefore, this can be called **"Previous Experiences".** Consumer's previous experience helps them in search for pets and it reduces their search time as they are already knowledge about Pet care in the market. The effect of quantity of previous experience with pet industry on the amount and type of search undertaken appears to vary those who are the least experienced (first-time pet buyers) and those who are the most experienced (have purchased multiple pets) both search less than those in the middle [16].

CONSUMER ATTITUDE ON FINANCE

The review of literature made on consumers' attitude pins down the fact that finance too assumes prominence in Pet care of consumer attitude. Hence it becomes imperative to identify the predominant factors of Pet care finance. The application of factor analysis by principlecomponent method derives the following data reduction process. The factor analysis is applied to 13 variables of Pet care finance and obtained the following results.

KMO and Bartlett's Test for Consumer Attitude on Finance		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.823
Bartlett's Test of Sphericity	Approx. Chi-Square	2275.694
	df	78
	Sig.	.000

(Source: Primary data)

It is evident from the above table that the KMO measure of sampling adequacy 0.823, Bartlett's test of sphericity with approximate chi-square value 2275.694 are statistically significant at 5per cent level. It implies that sample size is adequate to classify the 13 variables into predominant factors. In the communalities table below;

Communalities for Finance Related Factors		
Finance Related Factors influencing Consumer Attitude	Initial	Extraction
I have enough money to buy Pets	1.000	.507
I think price of the pets is important	1.000	.368
Low price is important than breeders name	1.000	.273
I believe investment on purchasing a pets is a good value for my money	1.000	.645
Paying EMI is ideal rather than paying total money	1.000	.621
The cheapness of pets may have some risks, such being low quality of breed of pets	1.000	.504
I check prices of pets with other breeder's	1.000	.505
I give importance for the budget of the pets rather than image of the breeder	1.000	.591
Most price for Pet care are fair	1.000	.677
I am satisfied with the price I pay	1.000	.641
The pricing of pets is associated with location and availability	1.000	.647
I have enough money to buy Pets	1.000	.655
I think price of the pets is important	1.000	.400

(Source: Primary data)

From the above table, it is found that the variance of 13 variables ranges from 0.273 to 0.677. This shows that variance of 20 variables ranges upto 67.7per cent. This leads to factor segmentation process as shown in the total variance table.

Total Variance Table of Finance Related Factors

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.264	32.802	32.802	2.703	20.796	20.796
2	1.544	11.874	44.676	2.290	17.616	38.412
3	1.226	9.429	54.105	2.040	15.694	54.106
4	1.028	7.911	62.017			
5	.907	6.974	68.991			
6	.689	5.303	74.294			
7	.618	4.752	79.046			
8	.580	4.465	83.511			
9	.525	4.037	87.548			
10	.470	3.618	91.166			
11	.424	3.261	94.426			
12	.408	3.136	97.563			
13	.317	2.437	100.000			

(Source: Primary data)

From the above table, it drives the point that 13 variables explain 54.105per cent variances as well are transformed into 3 predominant factors. The 3factors possess the variance 20.796per cent, 17.616per cent and 15.694, which are all statistically significant at 5per cent level. This leads to the following variable loadings to each factor.

FINDINGS AND SUGGESTIONS

It is found that the **first factor** comprises of 7 variables; namely, "Most of the price for Pet care are fair" (0.793), "I am satisfied with the price I pay" (0.739), "The cheapness of pets suggests that they may have some risks, such being low quality and breed of pets and" (0.646), "Competitions among the companies keep price reasonable" (0.573), "The pricing of pets is associated with location and demand" (0.542), "I think Price of the pets is important" (0.501)and "Low price is important than breeders' name for buying pets" (0.400).

Hence, this factor is known as **"Price Fixing".** Generally, Consumer decides the amount which is required to buy a pets. The estimation of the pets is the main factor when the consumer buys a pet. They measure the similarity between the breeder's image and the price of the pets. Moreover, the price of the pets is associated with the location and the demand. The consumer wanted the price to be fair. Sometimes, they feel the cheapness of the pets may involve certain

risks on quality and breed of pets and further, they think the competition among the breeders keep the price of the pets reasonable.

The second factor consists of 4 variables, namely, "Paying EMI is ideal rather than paying total money" (0.778), "I believe Investment on purchasing pets is a good value for my money" (0.768) and "I have enough money to buy Pet care" (0.691).

Therefore, this can be called **"Pets Worth".** Consumers have the calculation on spending their money to buy a pets. They believe that paying EMI for a pet is better than paying total money and it gives more value for their money. When the above variables meet their expectations they feel that they have enough money to buy a pets. The paying total money for Pet care plays a major significant role in consumers' perception of buying pets. Expectations about future economic conditions can also affect people's attitudes towards buying pets[17].

The third factor consist of 2 variables; namely, "I give importance for the budget of the pets rather than image of the breeders" (0.758) and "I always check prices of pets with other breeder's to ensure I acquire the best value for money" (0.598).

Hence, this can be called **"Comparing Dynamics".** The main comparing dynamics of Pet care is price and breeder's image. The consumer compares the price of the pets with other breeder's project to acquire the best value for their money. And they give importance for the budget rather than the image of the breeders. Consumers are likely to make fewer comparisons and view fewer properties.

CONCLUSION

The conclusion is that the consumers' financial attitude is differing in paying total money from their perception. Their perception is influenced by cost benefit and price affordability, whereas, their attitude is highly influenced by pets worth, price fixing for the pets and comparing dynamics such as the breeders image, location and financial risks.

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