



## **Do Pet owners think the way they think for themselves?"- An Analytical study of Preferences and Determinants for Pet Food Purchasing Decisions**

Prof. Rohini Nikam  
Assistant Professor  
SBIIMS Pune, India  
r.nikam@sbiims.edu.in

Dr. Sangeeta Rajput  
Associate Professor  
IIMS, Pune, India  
s.rajput@iimspune.edu.in

Prof. Chaya Vanjare  
Assistant Professor  
DPU Pune, India  
chhaya.vanjare.col@dpu.edu.in

Dr. Vijay Nimbalkar  
Professor  
IIMS, Pune, India  
v.nimbalkar@iimspune.edu.in

### **Abstract**

The aim of this study is to identify preferences and determinants of pet food purchasing decisions. The most popular pet ownership throughout the world is of Dogs and Cats and pets are more and more treated as members of the family.

An online survey was administered through structure questionnaire. A total of 101 pet owners completed the survey. Out of them 62 were the dog owners, 26 were cat owners and remaining having other pets. Pet food characteristics ranked the highest were health and nutrition, quality, ingredients, and freshness. The Pet owners were reported to be the primary (89%) and most important source of nutrition information through veterinary team's consultations. Internet sources were the primary information source for the respondents. Most pet owners reported giving more priority to preparing food over buying healthy food for their pets. Results of the survey suggest that pet owners go through numerous challenges in determining the best diet to feed their pets.

**Key words:** Pet food, pet owner, price, nutrition

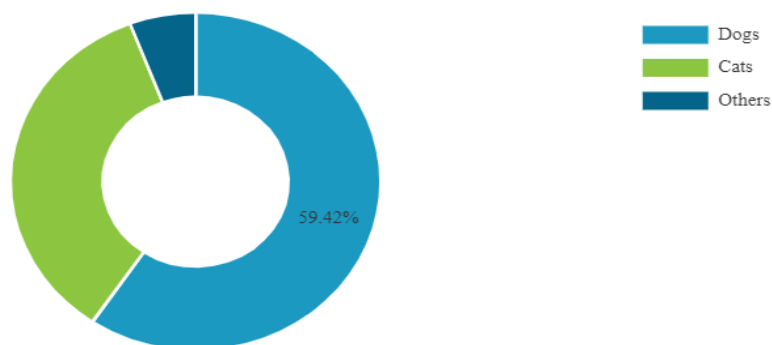
## **INTRODUCTION**

The Indian pet food industry, currently estimated at USD 334.3 million, is anticipated to expand at a CAGR of 13.9% from 2019 to 2024. In India, the idea of owning pets and caring for them is a very urban phenomenon. As a result, the rate of urbanisation heavily influences market expansion; the changes in infrastructure over the past 20 years indicate a very favorable and swift trend in this direction. The early impasse of the Indian consumer's excessive pet purchasing is gradually giving way to a sense of pet humanization and sensitivity, tendencies that are amply illustrated by the sharp increase in adoption rates. As a result, growing attention to pet health and nutrition is a key factor driving the industry's expansion.

Customer buying behaviour is the study of how individuals, groups, and organisations acquire and dispose of products, services, ideas, or experiences to meet their needs and desires. Pet ownership is increasing in India's metropolitan areas as a result of changing lifestyles, such as the emergence of nuclear families and dual-income households. Pets are increasingly regarded as companions and members of the family. More people than ever before are prepared to spend money on things for their pets, including food. India has become one of the best prospective markets for pet care in the Asian subcontinent after Japan as a result of changing lifestyles, the rise in nuclear families, and the number of homes with two incomes, all of which have fueled the growth of pet ownership. Different age groups and household types express their relationship with their dogs, according to the survey. Additionally, it suggests that more female respondents have pets. Pet owners will likely spend more money on their animals in the future as they are increasingly considered as fashion items, especially in urban areas. Customer buying behaviour is the study of how individuals, groups, and organisations acquire and dispose of products, services, ideas, or experiences to meet their needs and desires. It makes an effort to comprehend how customers make decisions both independently and collectively, including how emotions influence purchasing decisions. In an effort to comprehend people's behaviour, it examines consumer traits such as demographics and behavioural factors. Additionally, it makes an effort to evaluate the consumer's exposure to social influences from groups including family, friends, and the larger community. The US and UK have always been obsessed with pets. But India is where this trend first emerged recently. The rising urbanisation of Indian cities has

resulted in a rise in the number of single parents and professionals living alone in large cities, giving rise to an unprecedented level of pampering and affection for pets. People frequently own dogs out of a need for security or a desire for company. Pets appear to be the ideal companions since they love you unconditionally and ask for nothing in return. India's pet sector has a potential for 350 crores in annual revenue.

**Global Pet Food Market Share, By Animal Type, 2021**



[www.fortunebusinessinsights.com](http://www.fortunebusinessinsights.com)

### **Major Players in Pet food Products**

1. Mars International
2. Royal Canin India Pvt Ltd
3. Indian Broiler Group
4. Cuddle Up Diet Products Pvt Ltd
5. Scientific Remedies Pvt Ltd
6. Venky's India Ltd
7. Glenands Group
8. GOA Medicos Pvt. Ltd

## **BRIEF REVIEW OF LITERATURE**

Some studies on pet food Industry and usage of pet food are reported in the context of developed markets. A brief outline is presented below:

Kathryn E. Michel; Kristina N. Willoughby; Sarah K. Abood, Andrea J. Fascetti; Linda M. Fleeman (2014) the management of cats' and dogs' feeding schedules and pet owners' attitudes towards pet meals. According to the study, providing large amounts of home-prepared food to cats and dogs is a practice that is associated with pet owners' concerns about commercial pet foods. Lonnie Hobbs, Jr., Aleksan Shanoyan (2018) studied Consumer Perception of Pet Food Product Characteristics: Effects on Brand Strategy and Marketing The study's objectives were to examine consumer perceptions of the value of intrinsic and extrinsic attributes of specialty pet food products, identify major emerging consumer trends in pet food, examine pet food's strategies for designing and communicating points of differentiation aimed at emerging consumer trends, and identify major emerging consumer trends in pet food. According to the findings, consumers valued pet food nutrition factors like vitamins, meat content, grain content, and so on more.

In the context of Finland Market Henna Jyrinki, Hanna Leipämaa-Leskinen(2006) investigated the consumption of pet food by customers who view their pets as extensions of themselves. The group of customers who view their pets as extensions of themselves is examined. It was discovered that there is a distinct and recognizable group of customers who view their pets as extensions of themselves, which provides a solid foundation for developing marketing strategies.

According to India Pet Care Market Size, Share & Analysis, Forecast and Opportunities, 2019-2025 – Due to pet humanization and rising disposable income, the India pet care market continues to grow at a double-digit rate, according to Research and Markets.com. The country's pet care industry grew at a value CAGR of over 21% between 2013 and 2018 thanks to strong sales of dog food. The value share of dog food is the highest, followed by other pet products like toys and accessories. also experienced strong value CAGR growth of over 19% from 2013 to 2018.

According to a report by TechSci Research, “India Pet Food Market Forecast and Opportunities, 2019”, the pet food market in India is projected to cross USD270 million by 2019. The country's rising number of nuclear families, particularly in urban areas, is a major driver of demand for pet food. increasing pet ownership and disposable income per person.

Greer Grenley: The National Alliance on Mental Illness's report demonstrates that pets can enhance your happiness. According to some studies, dogs improve overall health, alleviate loneliness, encourage exercise, and reduce anxiety and depression.

In an article of Hindustan Business line (October 20, 2019) according India is home to approximately two crore pet dogs, according to Jiyaul Hoque, Country Manager of the animal feed company Pedigree. They consume food worth 1,200 crore rupees annually, and this value is rising steadily.

### **OBJECTIVES OF THE STUDY**

The research aims to analyze the determinant factors decision of a Pet owners and their awareness towards different products available into the market and study the Market potential towards pet food products.

The following are prime objectives of the study:

1. To study the detailed demographic profile of the Pet Owners who purchases the Pet Food Products in Pune.
2. To identify the preferences of Pet Owners who purchases the Pet Food.
3. To identify determinants of pet food purchasing decisions

### **SIGNIFICANCE OF THE STUDY**

Pet food purchasing behavior is complex. There is a limited amount of research which has been conducted in the pet food industry in India. As the industry continues to grow, the demand for research in the industry will continue to increase as well. In India very few study was found to analyze determinants of pet food purchasing decisions. Pet Food sector is poised for growth in

domestic and global markets due to liberalization. With the rapid growth in India, there is a direct need to understand the pet owner Behavior and Market potential of Pet Food Products.

**Research Gap:**

1. Most of the research studied concentrated on the consumer behavior and Market Potential exist for various other products.
2. Research for **Pet (dog) owners Behaviour and Market Potential** is an area untouched in India and also the customers' expectations of pet food, their level of satisfaction, customers' perception, relationship among the factors and the relationship between the expected and actual etc have not been discussed in the previous studies.
3. In India still this industry is not recognized as a growing industry which can contribute in development of economy

**RESEARCH METHODOLOGY**

The study is based on both the primary and secondary data. The primary data is collected mainly through questionnaires.

**SOURCE OF DATA COLLECTION:**

This study is based on survey method. Hence the researcher has to collect the primary and secondary data.

**Primary Data:**

1. Through personal interview of shopkeepers of Pet Food stores.
2. Through questionnaire of Pet owners.
3. Through personal interview of veterinary doctors.

**Secondary Data:**

The secondary data collected by:

1. Websites
2. Journals
3. Magazines and Newspapers.
4. Annual reports of Pet Food Sectors.

## **SCOPE & PERIOD OF THE STUDY**

The study highlights the Pet owners Purchase towards Pet Food Products in Pune. It mainly focuses on Pet owners buying behavior towards pet Food and Market Potential of the pet food products. The study covers the pet owner's behavior and Pet Owners awareness towards Pet Food Products and their willingness to switch over another product.

Theoretical contributions of this study are important and it fills many gaps that exist in the literature. The results include insight in to the purchasing behavior of pet owners and understanding of the factors that affect their purchasing decisions.

Furthermore, this study has added to the literature in terms of the characteristics of Indian pet owners, involvement with their pets, and their knowledge of pet food, present usage of pet foods and examining marketing strategies to expand market potential in Indian Market.

Pet Food sector is likely to grow with growing Indian economy. The present study will cover a period of Five years. Since a moderately lengthy period is necessary to arrive at meaningful and valid conclusions.

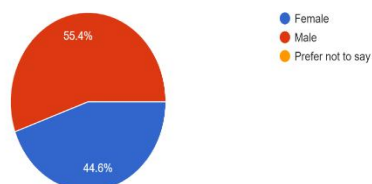
## **LIMITATIONS OF THE STUDY**

While care will be taken to make the study fool proof and broadly applicable, but there may arise certain limitations as follows:

- i. Number of respondents chosen will be less from large population.
- ii. The number of respondents from various regions may not exactly represent the characteristics features of population.
- iii. The responses furnished by the respondents may not exactly tally with the realities.
- iv. The findings of the study will be by and large applicable to Pune and they may not be applicable in total to the entire country.

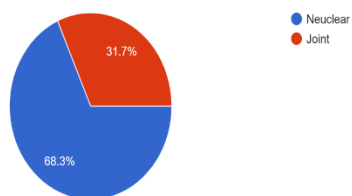
**Data Analysis and Interpretation:**

Gender  
101 responses



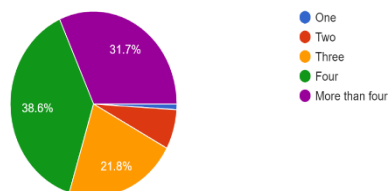
Gender	Responses
Female	45
Male	56
<b>Total</b>	<b>101</b>

Family Type  
101 responses



Family type	Responses
Nuclear	69
Joint	32
<b>Total</b>	<b>101</b>

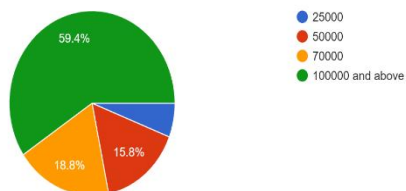
Number of members in family  
101 responses



No. of members in Family	Responses
one	2
two	6
three	22
four	39
More than 4	32

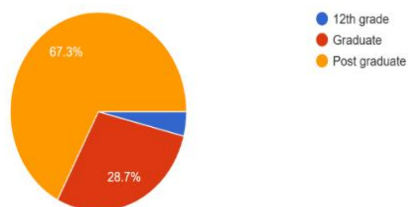


household income  
101 responses



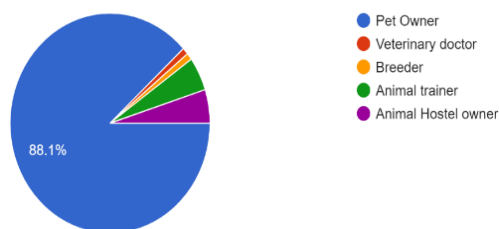
Monthly Household income	Responses
<b>25000</b>	<b>6</b>
<b>50000</b>	<b>16</b>
<b>70000</b>	<b>19</b>
<b>100000 &amp; above</b>	<b>60</b>

Education  
101 responses



Education	Responses
<b>12th</b>	<b>6</b>
<b>Graduate</b>	<b>27</b>
<b>Postgraduate</b>	<b>68</b>

Occupation  
101 responses



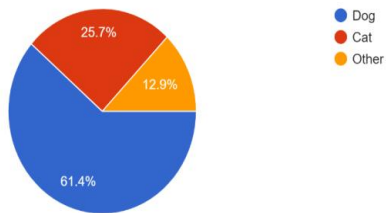
Occupation	Responses
<b>Pet owner</b>	<b>89</b>
<b>Veterinary Doctor</b>	<b>1</b>
<b>Breeder</b>	<b>1</b>
<b>Animal Trainer</b>	<b>5</b>
<b>Animal Hostel owner</b>	<b>5</b>

Type of Pet	Responses
<b>Dog</b>	<b>62</b>
<b>Cat</b>	<b>26</b>

*Do Pet owners think the way they think for themselves?''- An Analytical study of Preferences and Determinants for Pet Food Purchasing Decisions*

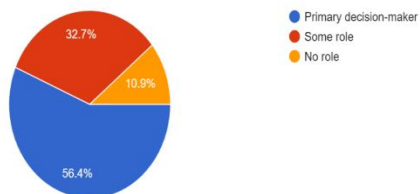
*Section A-Research paper*

Which Pet do you have  
101 responses



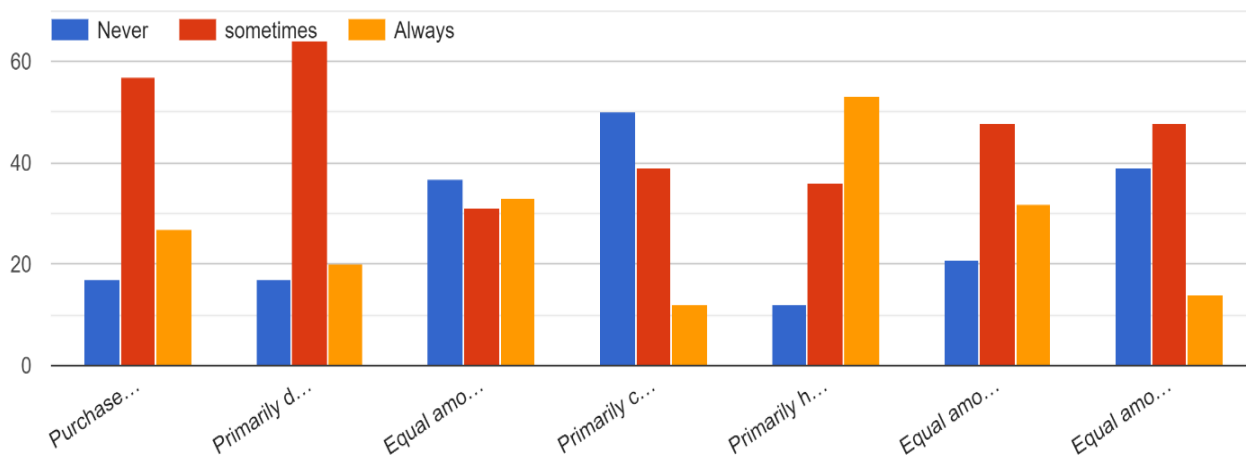
<b>Other</b>	<b>13</b>
--------------	-----------

Role in food purchase decisions  
101 responses

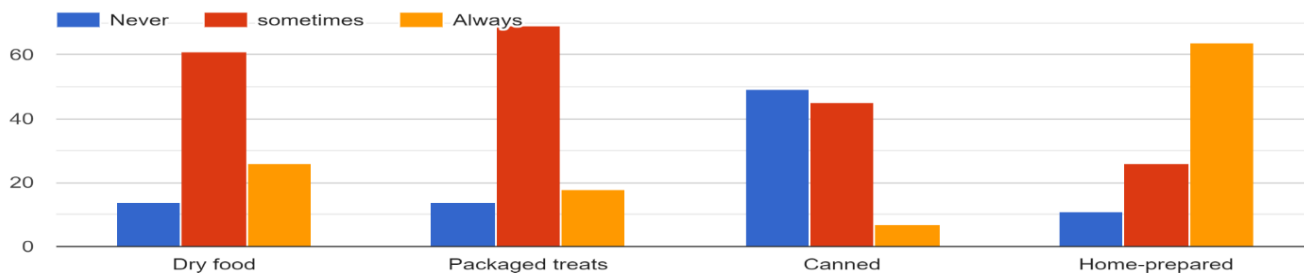


Role in food purchase	Responses
<b>Primary</b>	<b>57</b>
<b>Somewhat</b>	<b>33</b>
<b>No Role</b>	<b>11</b>

Types of pet food purchased

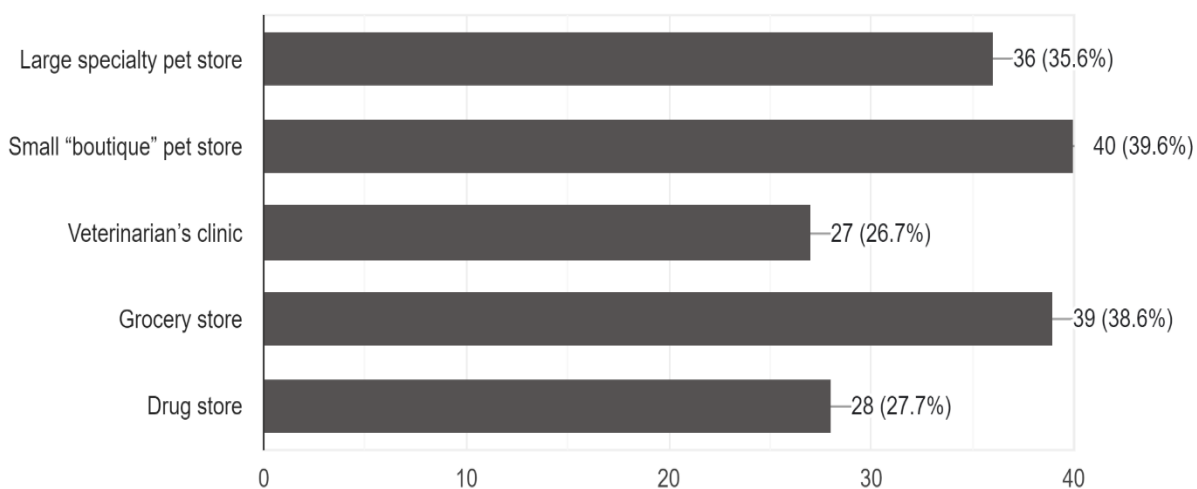


Food that is ever part of the pet’s diet

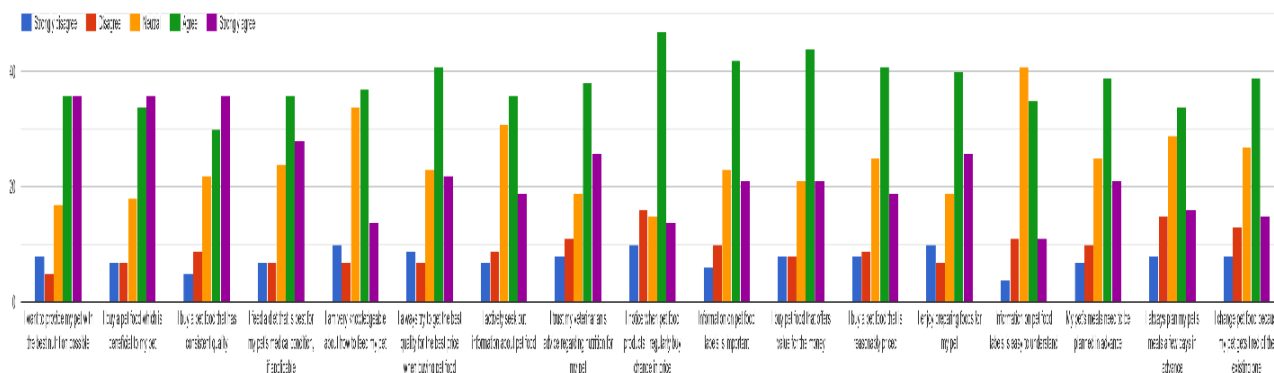


Preferred source for purchasing pet food

101 responses



Agreement with statements regarding pet food purchasing decisions



**Interpretations:**

- It has been observed that Nuclear family members mostly own pets rather than joint family members. Ratio is 2:1 approx.
- Generally, the family of 3 or more members own pets rather than family of 2 or less members.
- Family having household monthly income 1 lac or above normally own pets rather than less monthly income than that.
- Majority Graduate/Postgraduate members are the Pet owners.
- It is also found that the Most preferred Pet, owned by the respondents is Dog, then Cat & then other Pets.
- Approx. 50% Pet owners themselves have a major role in Pet Food purchasing.
- Home-prepared food is more preferred by the pet owners as compared to packaged food.
- It has been observed that for Pet food purchasing, preferred source is Small boutique Pet Store.
- It has been observed that most of the pet owners are concerned about the nutritional value of food for their pets.
- Price is important determinant factor while purchasing packaged food.
- Even most of the pet owners feed the food to their pets as per there taste.

## **Findings & Recommendations of the Study**

Study revealed that food characteristics, food recommendation sources, and the relationship between pet and owner seems to be the major factors influencing food purchase decisions.

Characteristics of the Pet food like price ,ingredients and quality have been identified by several studies as the most important considerations for pet food purchasers.

Research is consistently showing that veterinarians are the most common source of information for consumers regarding pet nutrition.

## **Conclusion:**

The study has interesting implications for managers. A solid foundation for the development of marketing strategies is provided by the existence of a distinct and recognizable group of customers who think in the manner in which they think for themselves. Pet food products could be developed on the terms of this large consumer group. In fact, our research suggests that pet food consumers place a high value on price and quality awareness, pleasure giving, knowledge, and planning. When marketing to this group, these aspects ought to be emphasized, for example, in advertising and product development. These results support the idea that consumer-level data is required for modern marketing rather than demographic and socioeconomic variables. To ensure that dogs are properly fed, it is crucial to understand consumer behaviour. Rising marketing claims, false information about pet nutrition, and trends that have spilled over from the human health and nutrition industry into the pet food business all make it more difficult to educate consumers about the best methods to feed their dogs. The intimate bond pet owners have with their animals, their dedication to providing them with the best nutrition, and their dependence on the veterinary healthcare team for nutritional guidance provide a fantastic opportunity, though. Customers are having a hard time choosing the right pet food to buy because of the growing number of options for pet food and the growing interest among pet owners in feeding their pets the best diets possible. Individuals from the veterinary medical

services group should grasp the basic explanations for pet food buys to give their clients precise healthful suggestions.

## **REFERENCES**

1. Henna Jyrinki and Hanna Leipamaa-Leskinen (2005), "Pets As Extended Self in the Context of Pet Food Consumption", in *E -European Advances in Consumer Research Volume 7*, eds. Karin M. Ekstrom and Helene Brembeck, Goteborg, Sweden : Association for Consumer Research, Pages: 543-549.
2. <https://www.techsciresearch.com/news/243-pet-food-market-in-india-to-cross-usd270-million-by-2019.html>
3. <https://www.businesswire.com/news/home/20190830005146/en/India-Pet-Care-Market-Size-Share-Analysis>
4. <https://www.researchgate.net/publication/23558987>
5. <https://www.thehindubusinessline.com/news/variety/india-among-fastest-growing-pet-care-markets-experts/article29750702.ece>
6. Crane, S.W., Griffin, R.W., Messent, P.R., 2000. Introduction to commercial pet foods. In: Hand, M.S., Thatcher
7. C.D., Remillard, R.L., Roudebush, P. (Eds.), *Small Animal Clinical Nutrition*, fourth ed. Mark Morris Institute
8. Pablo A. Carrión ,Larry J. Thompson *Pet Food* November 2013
9. <https://www.fortunebusinessinsights.com/industry-reports/pet-food-market-100554>
10. Pet Food Industry. Survey confirms that pet owners need pet nutrition education. [Last accessed February 28, 2019]. Available from: <http://www.petfoodindustry.com/blogs/7-adventures-in-pet-food/post/4629-surveys-confirm-that-pet-owners-need-pet-nutrition-education>