



## Customers' Purchase Behaviour Towards Pet Retailing Business in Coimbatore District

### KEYWORDS

Purchase behaviour, Pet business, Customers

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### ABSTRACT

*Consumer Behaviour is the study of individuals, groups or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. Changing lifestyles in the form of the rise in nuclear families and double income households have encouraged the growth of pet ownership in urban areas of India. The Indian pet foods market is a young, growing market and there are a few major players that are active in it. The study presents commercial as well as research opportunities, as pets not only provide value to their owners but also influence their human companions' behaviours. For this reason, understanding the segments within this market and their characteristics, such as key value orientations and behavioural patterns, is imperative. The study is particularly relevant for pet-related customer's purchase behaviour because they are intangible and are not for buyer's usage.*

### INTRODUCTION

Consumer Behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from Psychology, Sociology, Social Anthropology, Marketing and Economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer.

The retail industry is not one unfamiliar with change. New products, new formats and new technologies have always been elements any progressive retailer has had to embrace and successfully integrate into its core strategies. Growing urbanization, and increase in disposable incomes have contributed significantly to the increase in number of households owning pets. Market size, activity and dominance of product markets, such as, dog food, and cat food tend to vary across regional markets. Pet food is the major market category, representing about multinational companies dominate the pet food market, hence 70% of the pet products industry. Unlike pet accessories, there are limited growth opportunities. The pet accessories market is about one quarter of the pet products industry. The Indian pet foods market is a young, growing market and there are a few major players that are active in it. Imports currently constitute 40 percent of the total pet foods market in India, with the US being one of the dominant suppliers.

From 1997 to 2007, the pet market grew 10 times and became a US \$ 41 billion industry, 1 – 3 yet little is known about how pet owners consume pet-related products and services, let alone how best to segment owners into distinctive groups and market pet-related products to them strategically. The pet foods market has been growing at

an average annual rate of 10-15 percent for the last few years. Consumption of branded pet foods is currently concentrated in urban towns and major cities and much of the demand for branded dog food is generated almost wholly from the urban population, which is the key target segment for marketing and promotional initiatives. Since the development of pet food is at an embryonic stage in India, the irregular availability of brands has hampered the creation of brand loyalty among pet owners.

### OBJECTIVE OF THE STUDY

- To explore customers' demographics in the pet retailing business.
- To analyse customers' purchase behaviour towards pet retailing business.

### HYPOTHESIS OF THE STUDY

- There is a significant relationship between Gender and respondents' Purchasing Decisions.
- There is a significant relationship between monthly income and respondents' purchasing decisions.

### STATEMENT OF THE PROBLEM

The study presents commercial as well as research opportunities, as pets not only provide value to their owners but also influence their human companions' behaviours. For this reason, understanding the segments within this market and their characteristics, such as key value orientations and behavioural patterns, is imperative. Among the research that studied customer's based on their behaviours, human – pet relationships were considered by researchers as a crucial factor. The study is particularly relevant for pet-related customer's purchase behaviour because they are intangible and are not for buyer's usage.

### SCOPE OF THE STUDY

The scope of the study is restricted to the study of 'Customers' Purchase Behaviour towards Pet Retailing Business in Coimbatore District'. It also help to identify the different problems of pet shop .

**RESEARCH METHODOLOGY**

The study conducted was descriptive in nature and aimed to evaluate 'Customers' Purchase Behaviour towards Pet Retailing Business in Coimbatore District'. The period considered for the study is from December to April 2014. The data has been collected from the respondents in Coimbatore District . Both primary data and secondary data have been collected for this study. Primary data has been collected through a structured questionnaire for pilot study purpose. The secondary data has been collected from Journals, Magazines and other websites. The size of the sample for this study is 50 respondents. For purpose of the study data were collected using interview schedule method. The respondents were selected using purposive sampling method. The data collected for the study was analyzed manually with suitable statistical tools. The statistical tools Simple percentage analysis, standard deviation, t- Test and ANOVAs have been used for analysis of this study.

**LIMITATION OF THE STUDY**

This study confined to in and around of Coimbatore district only. The size of sampling is limited to 50 due to the time factor. The research was conducted within limited duration of period. The researcher absorbed that some respondents are responses in hurried manner which may have in a introduced bias.

**DEMOGRAPHIC CHARACTERISTIC OF RESPONDENTS**

Demographic characteristic of the respondents obtained from questionnaires was analyzed and presented in the following details.

**Table 1 : Respondents Demographic Dtails**

V a r i - a b l e s	Particular	Frequency	Percent
A g e w i s e d i s t r i b u t i o n	Up to 25	28	56
	26-40	09	18
	41-55	11	22
	Above 55	02	4
S e x w i s e d i s t r i b u t i o n	Male	23	46
	Female	27	54
M o n t h l y i n c o m e	Below 25000	17	34
	25001-50000	11	22
	50001-75000	10	20
	75001-100000	7	14
	Above - 100000	5	10

A r e a o f r e s i d e n c e	Rural	11	22
	Semi- urban	13	26
	Urban	26	52
E d u c a t i o n a l Q u a l i f i c a t i o n	No formal education	3	6
	School level	7	14
	Under Graduate	21	42
	Post Graduate	19	38

Upon the set of questions for analysis table 1 present demographical variables frequencies and percentages of the respondent in the pet shop. Majority (56 percent) of the customers' belong to the age group of Up to 25 years. Majority of the respondent for the study were female (54 percent). Family's monthly income showed that most of the respondent have earnings of below 25000 (percent 34). Majority of the respondent was from urban area (percent 52). Majority of the respondents were under Graduate (percent 42).

**Table 2 : Frequencies based on Pet Shop**

Variables	Particular	Frequency	Percent
A w a r e n e s s a b o u t p e t s h o p	Press advertisement	8	16
	Radio advertisement	3	6
	Word of mouth	27	54
	Hand bills, pamphlets	1	2
	Posters	4	8
	Others	7	14
F r e q u e n c y o f p u r c h a s e	Weekly	9	18
	Bi-monthly	3	6
	Monthly	35	70
	Once in three months	3	6
K i n d o f p e t s	Dog	37	53
	Cat	6	9
	Aqua pets	17	24

The table 2 revealed that, most (54 percent) of the respondent have their Awareness about pet shop through word of mouth. Majority (70 percent) of the respondents have monthly frequency of purchase. Most of the respondents have dog (percent 53) as their pets and followed by aqua pets (percent 24).

**Table 3 : Mean and Standard Deviation of the respondents Purchasing Decisions factors**

Variable	Mean	SD

Variety of Product	4.33	0.728
New Product	3.96	0.868
Quality of Product	4.46	0.682
Quality of Service	4.22	0.785
Variety of Service	4.03	0.796
Quality of Shop Staff	4.10	0.886
Good Price	4.33	0.773
Good Location	4.34	0.726
Car Parking	4.16	0.886
Hygiene of Place	4.33	0.720
Discount	4.05	0.830
Premium	3.78	0.908
Advertisement	3.41	0.992

The table 3 shows the factors The majority of the total respondents gave importance to quality of product when needing to make a decision which pet retailer would be selected (mean = 4.46, SD =0.682 ) followed by a good location (mean =4.34, SD=0.726 ), hygiene of place ( Mean =4.33, SD =0.720), variety of product ( Mean=4.33, SD=0.728), good price ( Mean =4.33, SD =0.773 ), quality of service ( Mean=4.22, SD= 0.785), car parking ( Mean =4.16, SD =0.886), quality of shop staff ( Mean=4.10, SD =0.886), discount ( Mean=4.05, SD =0.830 ), variety of service ( Mean=4.03, SD =0.796), new product ( Mean=3.96, SD=0.868), premium (Mean =3.78, SD=0.908), and advertisement (Mean=3.41, SD=0.992) respectively.

**TESTING HYPOTHESES**

Inferential statistics including t-Test were employed to find the relationships between data variables gender and consumer's purchasing decisions and ANOVA was used to compare between data variables monthly income of the family and consumers' purchasing decisions.

**t-Test**

**Hypotheses :** There is a significant difference between gender and respondent's purchasing decision .

**Table 4: t- Test of different factors of Purchasing Decisions**

Particulars	Sig.	t	diff	Sig. (2-tailed)	X diff	Std. Error diff	95% Confidence	
							Upper	Lower
Equal variances Assumed	0.16	-0.83	8	0.405	-0.07	0.08	-0.23	0.09
Equal variances not assumed	5	-0.77	1	0.440	-0.07	0.09	0.24	0.11

The table 4 shows that the relationship between gender and respondents' purchasing decisions. Since Sig. is 0.165, which is greater than 0.05, then 0.405 is selected from Sig (2-tailed) as equal variances assumed. P (possibility) is 0.405,  $\alpha$  (significance level) is 0.05, so P is greater than  $\alpha$ , which is not significant and resulting to accept the null hypothesis (H0) and rejecting the alternative hypothesis (H1). It is indicated that there is not a significant relationship between gender and respondents' purchasing decisions in the pet retailing business at the significance level of 0.05. The gender has no significant influence on purchasing decisions.

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**ANOVA**

ANOVA to find the relationship between data variables monthly income and respondents purchasing decision at a significance level of 0.05.

**Hypotheses :** There is a significant difference between monthly income and respondent's purchasing decision .

**Table 5 : ANOVA of different factors of Purchasing Decisions**

Particulars	Sum of Squares	diff	Mean Square	F	Sig
Between Groups	5.20	7	.744	1.460	.180
Within Groups	199.28	392	.510		
Total	204.21	399			

The table 5 reveals that, the relationship between monthly income and respondents' purchasing decisions. Since Sig. is 0.180, which is greater than 0.05, it results in accepting null hypothesis (H0) and rejecting the alternative hypothesis (H1). It could be noted that there is no significance of purchasing decision among respondents with different monthly income. The monthly income has no significant influence on purchasing decisions.

**FINDINGS**

- The study revealed that the out of 50 respondents were 46 male and 54 female.
- The study indicated 56 percent of the respondents belong to the age group of up to 25.
- The study disclosed that most of the respondents' family's monthly income was below Rs.25000.
- The study concealed that 52 percent of the respondents were in urban area.
- Under graduate 42 percent and Post Graduate 38 percent
- The study concealed that 54 percent of the respondents were aware about the pet shop through word of mouth
- The survey concealed that 70 percent of the respondents have monthly frequency of purchase.
- The study revealed that most of the respondents have dog (percent 53) as their pets and followed by aqua pets (percent 24).
- Among the influencing factors purchase decision majority of the total respondents gave importance to quality of product when needing to make a decision which pet retailer would be selected gained a highed mean value of 4.46 and followed by a good location have a second highest mean value of 4.34.
- The study indicated that there is not a significant relationship between gender and respondents' purchasing

decisions in the pet retailing business at the significance level of 0.05. The gender has no significant influence on purchasing decisions.

➤ The study revealed that there is no significance of purchasing decision among respondents with different monthly income. The monthly income has no significant influence on purchasing decisions.

#### SUGGESTIONS

➤ The advertising is one of the most important factor for increase in the sales of the pet shop products so that as to be enhanced by the pet retailer.

➤ Attracting Sales promotion activity like premium, discount will have a greater impact/attraction on the consumers purchasing decision.

#### CONCLUSION

Consumer Behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure,

and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from Psychology, Sociology, Social Anthropology, Marketing and Economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. Changing lifestyles in the form of the rise in nuclear families and double income households have encouraged the growth of pet ownership in urban areas of India. Increasingly, pets are being looked upon as companions and members of the family. Pet owners are more willing to spend on pet food and pet care products than ever before. But more and more retail outlets and supermarkets started emerging as viable distribution channels. In the days to come, with pets increasingly being treated as companions and fashion accessories, pet owners, especially in the urban areas, are expected to spend more on their pets. The Indian pet foods market is a young, growing market and there are a few major players that are active in it. Consumption of branded pet foods is currently concentrated in urban towns, service for the pets and promotional initiatives.

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