THAI CUSTOMER ATTITUDES TOWARD PELLET DOG FOOD

by
Mr. Pamornchai Apichartprakulp

A Final Report of the Six-Credit Course
CE 6998 - CE 6999 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Computer and Engineering Management
Assumption University

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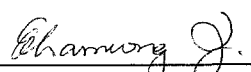Assumption University

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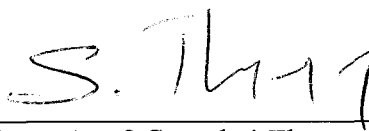|	
Project Title	Thai Customer Attitudes toward Pellet Dog Food
Name	Mr. Pamornchai Apichartprakulp
Project Advisor	Dr. Thanatphong Pratheepthaweephon
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The Graduate School of Assumption University has approved this final report of the six-credit course, CE 6998 – CE 6999 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

Approval Committee:

T. Pratheepthaweephon
(Dr. Thanatphong Pratheepthaweephon)
Advisor

_S. C_
(Prof.Dr. Srisakdi Charmonman)
Chairman

Charmong J.
(Dr. Chamnong Jungthirapanich)
Dean and Co-advisor

S. Thay
(Assoc.Prof. Somchai Thayarnyong)
MUA Representative

July 2003

ABSTRACT

Dog food market has grown every year, and it could provide more margin than other livestock food. Additionally, the Thais have the feeding culture, and Thailand has many good factors to feeding, as climate, space, regulation, etc. So the market of dog food is greater than other countries in South East Asia. The objective of this study is to explore the pattern of consumer behavior of dog food in Thailand, which is the indirect product to consumer. The consumer cannot perceive their performance directly, accordingly the marketing factor has to depend on both of dog feeder (real buyer) and dog (real perceiver).

The researcher uses the questionnaire to understand the customer behavior, which has to set up the question depending on feeder and dog. The 400 sets of questionnaire were distributed on 4 channels, which could reduce the bias and easy to work. All of the customer data is transformed to useful information by SPSS program, and then analyzed with the secondary data that could collect by public report.

The results of this study clearly shows that the consumer behaviors depend on degree of dog caring. Most of dog feeders do not exactly know the differentiation of premium and standard grade of dog food. Most consumers like to switch the brand, if they would have any causes. The dog size, dog species, feeding experience, feeding amount are the important factors to select any dog food brand. So the new brand could gain the market share, if they would use the suitable marketing mix.

ACKNOWLEDGEMENTS

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

I. INTRODUCTION

1.1 Background

The pet food market has grown every year. Dog is the most popular pet of Thais except only Thai-Muslims region that cannot feed it because of their region. According to quantity consuming of dog. Dog feeding is a luxury activity to satisfy the unnecessary expectation. So dog food is the biggest volume of pet-food, and luxury view. That means also highly competition.

There are many dog food brands in Thai market, that can be segmented by resource as 2 types. First one is local brands as CP, Smart-Heart, A-po, Boss, Royal, Delux, Pedigree, Alpo, Gusto, Dogkin, Dogmate, Tiffani, etc., which are produced by 4 big animal food business units in Thailand as CP group, EFFEM, Nestle, Betagro. Second one is outsource(import) brands as Eukanuba, Science-diet, ANF, Proplan, Nutro, Avo, Royal-canine, Advance, etc., which are the popular brands in the world. The others segmentation is segmented by market level as 3 types. The low-end is the biggest volume and mostly are produced locally. According to the biggest market of low-end, some imported brands try to launch a new product to share this market. This level just considers on price and sale persons, the efficient brands in this level are CP, A-po, Alpo. The mid-end and high-end have more complicate marketing strategies.

The mid-end and high-end group have a lot of competition, each brand needs to update and improve their strategies all the time. There are a lot of factors to win the market as; price, packaging, formula, sale-person, promotion, brand awareness and distribution channel (all of 4Ps). The target customer of dog food can be segmented by purpose as Wholesale customer, Retailer customer and End-User. The wholesale and retailer only consider on price and profit. The end-user is the most attractive group of

1

customer, because they are the indicators of demand. So the customer in this project means end user customer.

To win the dog food market within the high competition, the customer attitude on dog food is very interesting. Because the customer can switch to other brands easily, the dog food business has a great generic competition, because dog can eat everything as human. So the marketing strategic of dog food has to concentrate on dog owner and educate market of generic competition to switch to dog food market, that is bigger market than present dog food market.

1.2 Problem Statement

There are so many brands in mid and high-ends dog food channel. According to clustered preference of customer, each brand has its own characteristics, that means they share the market by niche market strategies. Additionally, the major market has to share by low-end, which uses the pricing war strategies. So the new competitor has to create his clear position and characteristics to satisfy the customer expectation.

1.3 Research Objectives

(1)   To identify factors that impact to customers' purchasing decision.

(2)   To study the customer's attitude toward price, packaging, formula, salesperson, promotion, brand awareness and distribution channel.

(3)   To understand the customer satisfaction.

(4)   To create the marketing strategies for new coming brand.

1.4 Limitations of the Study.

The researcher sets the limit of the study as following:

(1) This study focuses on only dog feeder, who decides to buy. The researcher cannot know anyone who feeds dog in advance when he met respondent. Then, interviewing has to select place to interview in advance.

(2)   Some respondents are not willing to answer the questionnaires.

(3)   Time Limitations.

II. LITERATURE REVIEW

2.1 Marketing

2.1.1 What Is the Marketing?

"Marketing is a social and managerial process by which individual and groups obtain what need and want through creating, offering and exchanging products of value with others".

Moreover, in a business context, "Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products to target markets to achieve organizational objectives".

The American Marketing Association defines marketing as "the process of planing and executing the conception, pricing, promotion and distribution of ideas, good or services to create exchanges that will satisfy industrial and organization objectives.

It does not mean that marketing should try to take over production, accounting and financial activities. Rather, it means that marketing, by interpreting customers' need, should provide direction for these activities and try to coordinate them.

It identifies the market variables of product, price, place (distribution) and promotion that are used to provide customer satisfaction. It assumes that the customer segments to be satisfied through the organization's production and marketing activities have been selected and analyzed prior to production, so that the customer, client or public determines the marketing program.

2.2 Definition of Purchasing Behavior

In so volatile a competitive environment, companies require to get close to and understand their consumers. What are consumers looking for? Are consumers satisfied with what's in the marketing? Are consumers convenient in buying the goods? The answers to these questions need understanding, of consumers' purchasing behavior.

4

Purchasing behavior is the decision processes and acts of people involved in buying and using products. Consumer purchasing behavior refers to the purchasing behavior of ultimate consumers: those people who purchase products for personal or household use, not for business purpose.

Marketing has classified types of purchasing behavior by using different criteria. According to Schiffman and Kanuk (1991), consumers make two types of purchases: trial purchases and repeats purchases. Trial purchases are the exploratory phase of purchasing behavior in which consumers attempt to evaluate a product through direct uses. But repeat purchases are closely related to the concept of brand loyalty, which most firms try to encourage because it ensures them of stability in the marketplace.

Classified by intentions of purchase, purchasing behaviors fall into three categories:

(1)   Fully planned purchase: both product and brand are chosen before the store visit.

(2)   Partially planned purchase: there is an intention to buy the product only but brand choice is deferred until shopping.

(3)   Unplanned purchase: both the items and brand are chosen in the store. This is often referred to as the impulse purchase.

Another approach categorized by buyer involvement and degree of brand differences. Assael distinguished four types of purchasing behavior.

(1) Complex Buying Behavior: Complex buying behavior is when consumers are highly involved in a purchase and perceive significant differences among brands. Consumers may be highly involved when the product is expensive, risky, purchased infrequently and highly self-expressive.

5

(2) Dissonance-Reducing Buying Behavior: Dissonance-reducing buying behavior occurs when consumers are highly involved with an expensive, infrequent or risky purchase, but see little difference among brands. Because perceived brand differences are not large, buyers may shop around to learn what is available, but buy relatively quickly.

(3) Habitual Buying Behavior: Habitual buying behavior occurs under conditions of low consumer involvement and little significant brand difference. For example, salt, consumers have little involvement in this product category-they simply go to the store and reach for a brand.

(4) Variety-Seeking Buying Behavior: Consumers undertake variety-seeking buying behavior in situations characterized by low consumer involvement but significant perceived brand differences. In such cases, consumers often do a lot of brand switching. For example, when buying cookies, a consumer may chose a brand without much evaluation. But the next time, the consumer might pick another brand out of boredom or simply to try something different.

The concepts of purchasing behaviors discussed above are general guidelines for a firm to conduct further study which related to the firm's business. In practical way, a firm usually works out a consumer research to find out consumers' purchasing behavior, which corresponds with the firm's market segment.

2.2.1 Factors Influencing Consumer Behavior

Outside Stimuli		Buyers black box		Buyer's Purchase Decision
Marketing	Technology	Buyers	Buyer decision	Product choice
Environment	Place	Characteristics	Process	Brand choice
Product	Political	Culture	Problem Recognition	Dealer choice
Economic	Promotion	Social	Information Search	Purchase Timing
Price	Cultural	Personal	Evaluation Decision	Purchase Amount
		Psychological	Postpurchase Behavior	

Figure 2.1. Influencing Factors in Consumer Behavior.

Figure 2.1 shows the stimulus-response model. This figure shows marketing and other stimuli entering the buyer's black box and producing the buyer's responses. Outside stimuli pass through the buyer's black box and produce the buyer's purchase decisions. The marketer's task is to understand what happens in the buyer's black box between outside stimuli and the buyer's purchase decisions.

The Outside stimuli have types. Marketing stimuli consist of the four Ps: product, price, place and promotion. Environmental stimuli consist of major forces and events in the buyer's macro environment: economic, technological, political and cultural.

Buyer's purchase decisions are highly influenced by the buyer's cultural, social, personal and psychological factors.

2.2.2 Culture Factors

Cultural factors exert the broadest and deepest influence on consumer behavior. The playing rolls are the buyer's culture, subculture and social class.

(1) Culture: Culture is the most fundamental determinant of a person's wants and behavior.

(2) Subculture: Four types of subculture can be distinguished. (Nationality groups, Religious groups, Racial groups and Geographical areas)

(3) Social Class: Social classes are relatively homogenous and enduring divisions in a society, which are hierarchically ordered and whose members have similar values, interest and behavior.

2.2.3 Social Factors

A consumer's behavior is also influenced by such factors as reference groups, family and social status.

(1)   Reference Groups: All the groups (membership, primary, secondary and aspiration) have a direct or indirect influence on the person's attitudes or behaviors.

(2)   Family: Family orientation from parents and family procreation from spouse and children. It is the most important consumer buying organization in society.

(3)   Roles and status: Roles and Status is the person that we are in our daily life such as father, mother or teacher.

2.2.4 Personal Factors

A buyer's decisions also are influenced by personal characteristics such as the buyer's age and life-cycle stage, occupation, economic situation, lifestyle and personality and self-concept.

(1) Age and Life-Cycle Stage

People change the goods and services they buy over their lifetimes. Life-Cycle stage can be divided into three stages: Young, middle-aged and older. A young person might have different wants and needs from a middle aged person or an older person.

(2) Occupation

A person's occupation affects the goods and services bought. For example: camera is necessary for a photographer but not for a singer.

(3) Economic Situation

A person's economic situation will affect product choice. A person may consider buying an expensive product if she or he has enough spendable income, saving or borrowing power.

(4) Lifestyle

Lifestyle is a person's pattern of living as expressed in his or her activities, interests and opinions. Activities may be work, hobbies, shopping, sport or social event. Interests are food, fashion, family and recreation. Opinion is what they think about themselves, social issues, business and products.

(5) Personality and Self-Concept

Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Personality is usually described in terms of traits such as self —confidence, dominance, sociability or aggressiveness. The self-concept is also called self-image, how the people's possessions contribute to and reflect their identities.

2.2.5 Psychological Factors

Buying choices are also influenced by four major psychological factors such as motivation, perception, learning and attitudes.

Many forces and characteristics can be appreciated that act on consumer behavior. A person's purchase choice is the result of the complex interplay of cultural, social,

personal and psychological factors. Many of these factors cannot be influenced by the marketer. However, they are useful in identifying the buyers who might have the most interest in the products.

2.2.6 Buying Decision Process:

The stages of the buying-decision process are:

(1)   Need recognition

(2)   Choice of an involvement level

(3)   Identification of alternatives

(4)   Evaluation of alternatives

(5)   Decision

(6)   Post purchase behavior

Although this model is a useful starting point for examining purchase decisions, the process is not always as straightforward as it may appear. Figure 2.2 describes the stages involved in buying-decision process.

Need Recognition	⊂=>	Choice of Involvement level	=:>	Identification of Alternatives

\.7

Post purchase Behavior	==	Purchase & Related Activities	<=3	Evaluation of Alternatives
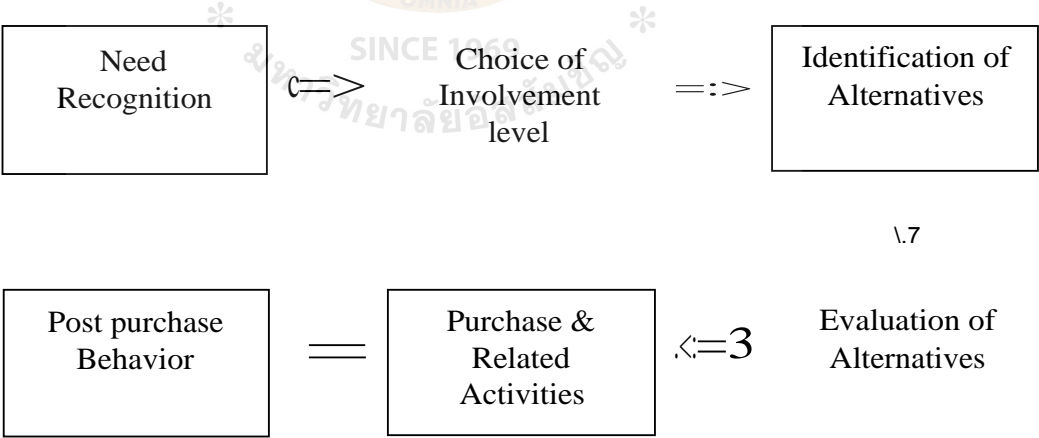
Figure 2.2. Consumer Buying Decision Process.

2.2.7 Need Recognition

Need recognition may arise internally when a need that can be satisfied through consumption and becomes strong enough to motivate a person. Need may also be dormant until it is aroused by an external stimulus such as an ad or the sight of a product. The decision process can be triggered by the depletion of an existing product also.

2.2.8 Choice of Involvement Level

After recognizing a need, the consumer consciously or unconsciously decides how much effort to exert in satisfying it. Two kinds of involvement, namely high and low, can be encountered. If a consumer is dissatisfied with the quantity or quality of information about the purchase situation when a need arises and decides to actively collect and evaluate more, there is high involvement purchase. On the other hand, if a consumer is comfortable with the information and alternatives readily available, the purchase situation is low involvement.

The consumer must identify the alternative products and then brands to be capable of satisfying the need. Product and brand identification may range from a simple memory scan of previous experiences to an extensive external search. The search for alternatives is influenced by:

(1) How much information the consumer already has from past experiences and other sources.

(2) The consumer's confidence in that information.

(3) The expected value of additional information or put it another way, what additional information is worth in terms of the time and money costs to get it.

2.2.9 Evaluation of Alternatives

The evaluation involves establishing some criteria against which alternatives is compared. The criteria that consumers use in the evaluation result from their past experience and feelings toward various brands, as the opinions of family members and friends. Evaluations can be factually incorrect because experience is often limited or dated and information from sources such as advertising or friends can be biased.

2.2.10 Purchase and Related Decisions:

The consumer ranks brands and forms of purchase intentions in the evaluation stage. Generally, the consumer will buy the most preferred brand, but two factors can come between; the purchase intention and the purchase decision.

The first factor is influenced by unexpected situational factors". The consumer forms a purchase intention based on such factors as expected family income, expected price and expected benefits from the product. When the consumer is about to act, unexpected situational factors may arise to change the purchase intention.

The preferences and even purchase intentions do not always result in actual purchase choice. They may direct purchase behavior but may not fully determine the outcome.

2.2.11 Postpurchase Behavior

After the purchase is made, the unattractive features of the product purchased grow in importance in the consumer's mind, as do the attractive features offered by the rejected alternatives. Dissonance typically increases;

(1)   The higher the dollar value of purchase

(2)   The greater the similarity between the item selected and item(s) rejected

(3)   The greater the importance of the purchase decision.

Consumers try to reduce their postpurchase anxieties that are likely to increase the dissonance. And they seek out information that supports their decision, even to the purchase, putting more effort into evaluating alternatives can increase a consumer's confidence and reduce dissonance. The quality of a seller's follow-up and postsale service programs can be significant factors in reducing dissonance also.

2.2.12 Attitudes

One of the important things for business is the need to understand what consumers like and dislike. These likes an dislikes are called attitudes". Attitudes can be defined as simply an overall evaluation. These play an important role in determining a product's standing among customers.

Attitudes usually play a major role in shaping consumer behavior. In deciding which brand to buy or which store to shop, consumers will typically select the brand or store that is evaluated most favorably. Consequently, in building an understanding of why consumers do or do not buy a particular product or shop a certain store, attitudes can be quite useful. And, this is especially true when attitudes are linked to the knowledge consumers possess about a product or store.

Consumer-Behavior theorists distinguish three main components of attitude as:

The Cognitive Component:

This is what the individual believes about the object whether it is good or bad, necessary or unnecessary, useful or useless and so forth. The cognitive component is based on reason and is related to knowledge and experience.

The Affective Component:

This is what the individual feels about — whether it is pleasant or unpleasant, tasty or tasteless and so forth. The affective component pertains to the individual's emotions.

13

2.2.13 The Co native Component

This is how the individual responds to the object. The co native component is based on the other two components and is related to the individual's behavior. From the marketing standpoint, if the individual believes that the object is of value and feels good about it, that person is likely to buy it.

Each of the tree components of attitude will vary according to both the situation and the person. Attitudes toward products may range from indifference to enthusiasm, with many gradations in between.

The success of a product in the market is partly determined by the company's ability to understand, predict and influence consumer attitudes. Depending on how the product is doing the marketer may want to:

(1)   Confirm existing attitudes (if the product is doing well)

(2)   Change existing attitudes (if the product is not doing well)

(3)   Create new attitudes (if a new product is introduced or old one is repositioned)

Confirming existing attitudes is the easiest course to take. It simply involves reminding consumers of why they like a product and why they should continue to purchase it. Changing attitudes is a much more difficult task than this. At times it makes better marketing sense to phase out a product that has run into negative consumer attitudes. The marketer can then concentrate on creating positive attitudes toward and new product. It is often more difficult to convert faithful users of other brands to one's own product than to win over consumers to a new product.

Consumer Perceptions of Quality, Price, Value and Brand

Consumer perceptions of quality, price and value are considered pivotal determinants of shopping behavior and product choice.

(1) Perception of Quality:

Quality was defined as a comparison between consumer expectations and perceptions of performance based on those dimensions, an approach that allows for individual differences across subjects in the attributes that signal quality. Attributes that signal quality have been dichotomized into intrinsic and extrinsic cues. Intrinsic cues involve the physical composition of the product. These cannot be changed without altering the nature of the product itself and are consumed as the product is consumed (Oslon 1977). Extrinsic cues are product-related but not part of the physical product itself They are, by definition, outside the product. Price, brand name and level of advertising are examples of extrinsic cues to quality.

Consumers may evaluate quality at the point of purchase or at the point of consumption. The salience of intrinsic attributes at the point of purchase depends on whether they can be sensed and evaluated at that time, that is, whether they contain search attributes. Where search attributes are present, they may be important quality indicators. In their absence, consumers depend on extrinsic cues.

At the point of consumption, most intrinsic attributes can be evaluated and therefore become accessible as quality indicators. At the point of purchase, consumers cannot always evaluate relevant intrinsic attributes of product. Unless free samples are being provided, consumers cannot taste, for example new food products, before buying them. In these and similar situations, the consumers rely on extrinsic attributes such as warranty, brand name and package as surrogates for intrinsic product attributes.

(2)   Perception on Price:

From the consumer's perspective, price is what is given up or sacrificed to obtain a product. The components of price are objective price, perceived nonmonetary price and sacrifice. Levels of consumer attention, awareness and knowledge of prices appear to be considerably lower than necessary for consumers to have accurate internal reference prices for many products. One study indicates that price awareness differs among demographic groups, the greatest levels of awareness being in consumers who are female, married, older and do not work outside the home. Other research, summarized by Oslon (1977), shows that price becomes less important as a quality indicator when other product quality cues, such as brand name or store image are present. One exploratory survey research indicates that price is among the least important attributes that consumers associate with quality.

Oslon (1977) showed that availability of intrinsic cues other than price typically results in weighting those factors as more important than price. He concluded that brand name is a stronger cue than price for evaluating overall quality.

(3)   Perceptions on Value:

Value has been defined as "whatever it is that the customer seeks in making decision as to which store to shop or which product to buy. Schechter (1954) defines value as all factors, both quantitative, subjective and objective, that makes up the complete shopping experience. The benefit components of value include salient intrinsic attributes, extrinsic attributes, perceived quality, and other relevant high level abstractions. The sacrifice

16

components of perceived value monetary prices and nonmonentary price. Intrinsic attributes serve as "value signals" and can substitute for active weighing of benefits and costs.

2.2.14 Customer-based Brand Equity

Keller (1993) define customer-based brand equity as the differential effect o brand knowledge on consumer response to the marketing of brand. Three important concepts are included in the definition: differential effect, brand knowledge and consumer response to marketing. Differential effect is determined by comparing consumer response to the marketing of a brand with the response to the same marketing of a fictitiously named or unnamed version of the product or service. Brand knowledge is defined in terms of brand awareness and brand image and is conceptualized according to the characteristics and relationships of brand associations. Consumer response to marketing is defined in terms of consumer perceptions, preferences and behavior arising from marketing mix activity.

According to this definition, a brand is said to have positive (negative) customer-based brand equity if consumers react more (less) favorably to the product, price, promotion and distribution of the brand than they do to the same marketing mix element when it is attributed to a fictitiously named or unnamed version of the product or service. High level of brand awareness and a positive brand image also have specific implications for the pricing, distribution and promotion activities related to the brand.

2.3 Marketing Strategy Planning

Marketing plans focus on a product/market and consist of the detailed marketing strategies and programs for achieving the product's objectives in the market. Marketing plans are the central instruments for directing and coordinating the marketing effort.

Strategic marketing planning entails five steps:

17

(1)   conduct a situation analysis

(2)   develop objectives

(3)   determine positioning and differential advantage

(4)   select target markets and measure market demand, and

(5)   design a marketing mix

2.3.1 Situational Analysis

Situational analysis normally covers external environmental nonmarketing resources that surround the marketing program. A situation analysis also considers the groups of consumers served by the company, the strategies used to satisfy them, and key measures of marketing performance. It is critical, can be costly, time consuming and frustrating task. To fulfill its mission, an organization needs to capitalize on its key strengths, overcome or alleviate its major weakness.

The situational analysis usually covers five major areas:

Sales Trends: Each product's sales figures are examined over the previous several years and compared with similar ones for competing products and with the product's profit and expense patterns.

Previous Forecasts versus Previous Performance: A review of the accuracy of past planning is made in terms of both sales and profits is done to help management uncover obstacles in achieving obstacles in achieving past objectives, so that they may avoid mistakes in the future.

Market situation and competitive environment: Factors concerning how both consumer demand and competition function together in the marketing plan are considered to develop a comprehensive picture of the marketing environment with respect to the current situation of the product or service being analyzed. -

Problems and opportunities: An evaluation is made of technological developments, cost levels, and other internal factor that may have a positive or negative effective effect on profits or sales. This evaluation will have a direct bearing on the action programs that the organization decides to pursue.

Planning Assumptions and Constraints: As assessment is made of corporate financial, personnel and production strengths and weakness, external factors such as the state of the economy, government regulations and broad social trends are taken into consideration.

2.3.2 Marketing Objectives

Establishing marketing objective is generally considered the single most important step in the planning process. Without these objectives, which emerge from the assumptions of the situation analysis, planning would not be a practical purpose.

Objective must be defined clearly and precisely so that both top management and planners can determine a target at which marketing strategy should aim. Marketing objectives are often ranked in order of their importance to relate them to overall corporate objectives.

The success or failure of the marketing plan is ultimately measured by how well the marketing objectives reflect the organizations needs and what they have achieved. Thus, objectives must be viewed in the context of both the beginning and the end of the planning process. They may sometimes change as the marketing plan is put into effect. But without them. It is impossible to evaluate how well the plan has succeeded.

2.3.3 Positioning and Differential Advantage

It involves two complementary decisions; how to position a product in the marketplace, and how to distinguish it from competitors. Positioning refers to a product's image in relation to directly competitive products as well as other products

marketed by the same company. The company's positioning must be rooted in an understanding of how the target market defines value and makes choices among vendors. The positioning task consists of three steps. First, the company has to identify possible product, service, personnel and image differences that might be established in relation to competition. Second, the company has to apply criteria to select the most ¡mportant differences. Third, the company has to effectively signal to the target market how it differs from its competition.

After the product is positioned, a viable differential advantage has to be identified. Differential advantages refer to any feature of an organization or brand perceived by customers to be desirable and different from those of the competition. At the same time, the company has to avoid the differential disadvantages for its product.

2.3.4 Target Markets and Market Demand

A market consists of people or organizations with needs to satisfy, money to spend and the willingness to spend it. Ordinarily, it is impractical for a firm to satisfy all segments with different needs. Instead, a company targets its efforts on one or more of these segments. Thus a target market refers to a group of people or organizations at which a firm directs a marketing program. In a new company, management should analyze markets in detail to identify potential target markets. In an existing firm, management should routinely examine any changes in the characteristics of its target markets and alternative markets. Management should decide to what extent and in what manner to divide up total markets and then pursue only those segments that show the best potential for successful marketing.

Target markets must be selected on the basis of opportunities. To analyze its opportunities, a firm must forecast demand in its target markets. The results of demand

forecasting will indicate whether the firm's targets are worth pursuing or whether alternatives need to be identified.

2.3.5 Marketing Mix

Whoever the marketer (whether indigenous multinational or governmental) and whatever the nature of the country (rich or poor, large or small), in the long run effective marketing mixes are essential.

Marketing mix is a combination of a product, how it is distributed and promoted and its price. These four elements together must satisfy the needs of organization's target market(s) and, at the same time, achieve its marketing objectives.

(1) Product

Product is the first and most important element of the marketing mix. Strategies are needed for managing existing products over time, adding new ones, and dropping failed products, strategic decisions must also be made regarding branding, packing, labeling and other product features such as warranties.

Most companies handle more than one product. Each product line consists of product items. The product-line manager should study the sales and profit contributions of each product item as well as the way the items are positioned against competitors' items. This provides information needed for making several product-line decisions.

Companies have to develop brand policies for the individual product items in their lines. They must decide whether to brand at all, whether to use family brand names or individual brand names, whether to extend the brand name to new products, whether to put our several competing brands and whether to reposition any of the brands.

Physical products require packaging decisions to create such benefits as protection, economy, convenience and test it functionally and psychologically to make sure it achieves the desired objectives and is compatible with public policy. Physical products also require labeling for identification and possible grading, description and promotion of the product.

(2) **Price**

Necessary strategies pertain to the location of customers price flexibility, related items within a product line and terms of sale. Also, pricing strategies for entering a market, especially with a new product, must be designed.

Philip Kotler (2000) describes a six steps procedure for the companies to be followed in setting up the price of a product. They are as following:

(a) Selecting the pricing objective: The company carefully establishes its marketing objective(s), such as survival, maximum current profit, maximum current revenue, maximum sales growth, maximum market skimming or product-quality leadership.

(b) Determining demand: The company determines the demand schedule, which shows the probable quantity purchased per period at alternative price levels. The more inelastic the demand, the higher the company can set its price.

(c) Estimating costs: the company estimates how its costs vary at different output levels and with different levels of accumulated production experience.

(d) Analyzing competitors' costs, prices and offers: the company examines competitor's price as a basis for positioning its own price.

(e) Selecting a pricing method: the company selects one of the following pricing methods markup pricing, target return pricing, perceived-value pricing, going-rate pricing and sealed-bid pricing.

(f) Selecting the final price: the company selects its final price, expressing it in the most effective psychological way, coordinating it with the other market-mix elements, checking that it conforms to company pricing policies and making sure it will find acceptance with distributors and dealers, company seals force, competitors, suppliers and government.

(3) Distribution

Strategies involve the management of the channel(s) by which ownership of products is transferred from producer to customer and in many cases, the system(s) by which goods are moved from where they are produced to where they are purchased by the final customer. Strategies applicable to middle men, such as wholesalers and retailers, must be designed. Six steps should be considered in distribution network design namely:

(a) Understand the total market demand and the growth rate for the firm's products.

(b) Use the right measure of coverage.

(c) By customer segment, think through how end customers select dealers or retailers outlets.

(d) Be clear about the desired mix of dealers or retailers.

(e)   Consider the capacity of each dealer or retailer.

(f)   Set up only as dealers or retailers as can be well serviced.
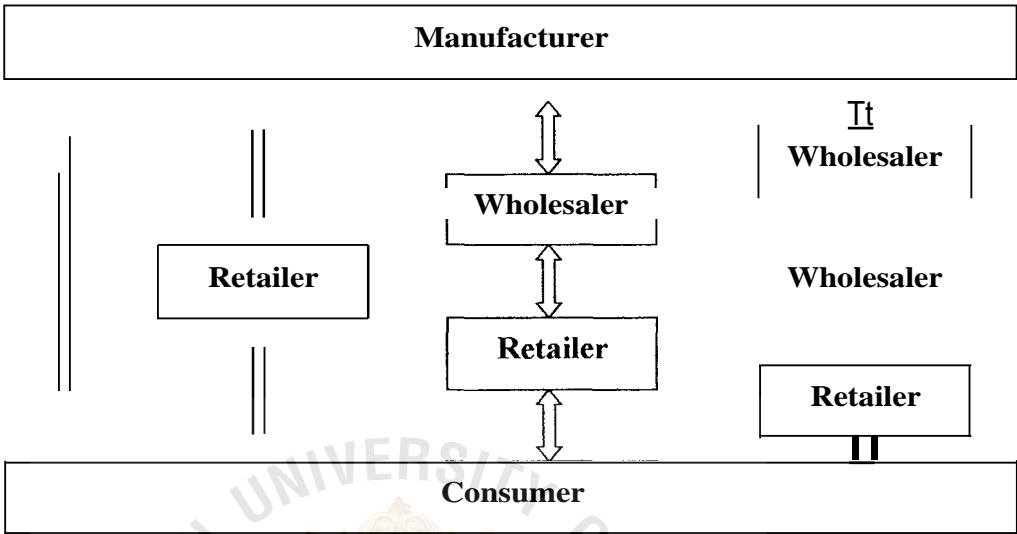
Figure 2.3. Alternative Channel Structures for Consumer Products.

A channel of distribution is any series of firms or individuals who participate in the flow of goods and services from product to final users or consumer. Often it is more complex, involving many different kinds of middlemen and specialists. Figure 2.3 shows examples of basic channels of distribution for consumer products,

(4) Promotion

Strategies are needed to combine individual methods such as advertising, personal selling and sales promotion into a coordinated campaign. In addition, promotional strategies must be adjusted as a product moves from the early stages to the later stages of its life. Strategic decisions must also be made regarding each individual method of promotion.

Personnel selling involves direct spoken communication between sellers and potential customers. Personal selling lets the salesperson adapt the firm's marketing mix to each potential customer. But it can be very expensive. Mass selling is communicating with large numbers of customers at the same time. The main form of mass selling is advertising, any paid form of nonpersonal presentation of ideas, or services by an identified sponsor. Any unpaid form of nonpersonal presentation of ideas, goods or services is another form of mass selling and called publicity. Sales promotion refers to promotion activities other than personal selling, advertising and publicity and it stimulates interest, trial or purchase by final customers or others in the channel of distribution. It can involve use of coupons, point-of-purchase materials, samples, signs, catalogs and circulars.

The four marketing-mix elements are interrelated; decisions in one area often affect actions in another. Design of marketing mix is certainly affected by whether a firm choose to compete on the basis of piece or on one or more other elements.

2.4 Market Segmentation

Before a marketing strategy can be implemented, the marketer must identify, evaluate and select a target market. The importance of selecting a target market approach is going to depend on a careful review of just who the firm is trying to reach. The process of dividing the total market into several relatively homogenous groups is called market segmentation.

Market segmentation cannot be used in all cases. Harold Chee and Rod Harris (1994) also points out the basis requirements for segmentation as:

(1) The market segments must be measurable in terms of both purchasing power and size.

(2) Marketers must be able to promote effectively to and serve (reach) a market segment.

(3) Market segments must be sufficiently large to be potentially profitable.

(4) The number of segments must match the firm's marketing capabilities.

If one or more of these factors is missing, the marketer should reassess any proposed market segmentation strategy. For the success of the overall marketing strategy, age, sex, geographic locations, income and expenditure patterns, and population size and mobility are the vital factors.

The four commonly used bases for segmenting consumer markets are geographic segmentation, demographic segmentation, psychographic segmentation and benefit segmentation. The last one is also defined as behavioral segmentation.

Geographic Segmentation

Markets can be divided into regions because one or more of the geographical variables cause differences to appear from one region to another. It is useful only when differences and purchase patterns for a product emerge along regional lines.

2.4.1 Demographic Segmentation

This is the most common approach in market segmentation and it divides the consumer groups according to demographic variables such as age, sex, income, occupation, education, household size, lifestyle and stage in the family lifecycle. These variables are used in market segmentation for three reasons:

(1) They are easy to identify and measure.

(2) They are associated with the scale of many products and services.

(3) They are typically referred to in describing the audiences of advertising media buyers and others can easily pinpoint the desired target market.

2.4.2 Psychographic Segmentation

Psychographic profiles produce a much richer description of a potential target market and can assist in promotional decisions in attempting to match with the type of consumer who uses the products. This often serves as component of an overall marketing strategy in which markets are also segmented on the basis of demographic/geographic variables.

2.4.3 Benefit Segmentation

Benefit segmentation is the division of market according to the benefits the consumers want from the product. These factors may reveal important bases for pinpointing prospective target market.
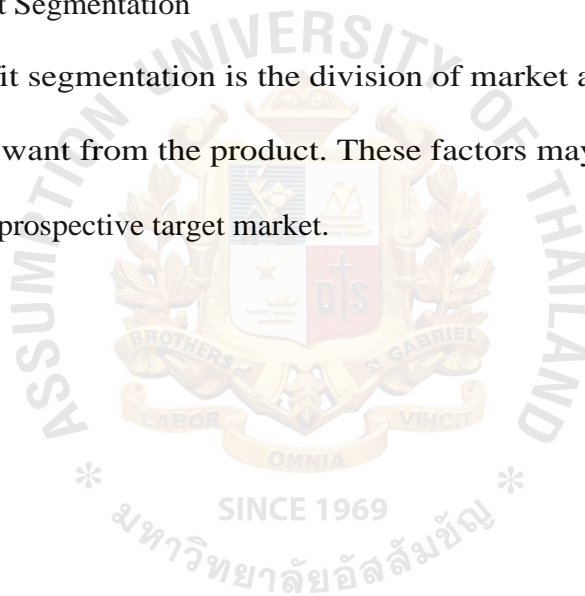
III. RESEARCH METHODOLOGY

Thai customer attitudes toward dog food is focusing on marketing research that would like to explore Thai attitude and purchasing behavior on dog food. The information can separate on 2 characteristics. Firstly, it is the generic behavior of customer that can explore the purchasing behavior. Secondly, it is the dog food expectation of customer that can use for setting up the marketing strategies. So the researcher is mostly depending on marketing research methodology.

Methodology

3.1 Define the Population

The population can be defined as following:

Element: Decision maker

Sampling unit: Decision maker

Extent: Bangkok area

Time: January 2003

3.2 Determined the Sampling Size

The exact population size and population variance is unknown, the sample size will be determined by an interval estimate of a population as the following equation.

$$\frac{Z^2 p(1-p)}{E^2}$$

Where

N   =   sample size

allowable error (precision required)

Z score based on research's desired level of Confidence

population proportion that has the required characteristic (or estimate)

Then

E   Represent 3%. The desired maximum sampling error

Z   Represent 1.96. Select 95% level of confidence

P   Represent 90% of customer who feed dog by dog food pellet

$$N = \frac{1.96^2(0.90)(1-0.90)}{0.03^2}$$

$N =$ 384.16   Minimum sample size

The 400 sample size is applied for this study

3.3 Data Collection

We cannot estimate the amount of dog feeder in Thailand. So the Non-Probability sampling is selected. The convenience sampling is the most suitable for data collection. The respondents are anyone who feed dog and buying decision. There are 4 ways to meet dog feeder, so the questionnaire is equally spread as following:

Place	Proportion (Amount)
Customer of pet shop	1/8 (50)
Customer of pet clinic	1/8 (50)
Dog show colleague	3/8 (150)
Friend / relative, who feed dog	3/8 (150)

The customer of pet shop and pet clinic may have bias information in the field of distribution channel. So the proportion is less than dog show colleague and Friend / relative, who feed dog.

The respondent has to be a decision maker, so there is a screening question as "Are you the decision maker?".

Secondary data are collected from Annual reports and other publications, Newspaper, magazine, book, journals.

3.4 Data Analysis

Analysis involves breaking the data down into meaningful categories and studying differences and relationships between them. In this regard, as one of our objectives is to set up the marketing strategies from customer behavior in buying dog food, we will analyze the consumers' behavior about the influential factors in their decision. We will find out the relation of each factor with customer behavior.

Using Statistical Package for Social Sciences (SPSS) and Microsoft office Excel software analyze the output of the questionnaire for Thai customer attitude toward pellet dog food.

IV. DATA ANALYSIS

Data Analysis

Sample Characteristics

Customers are the sole judges of attitudes by any organization. Age, Sex, Income, Education and Feeding behavior affect the way people choose to buy the dog food. Therefore, the discussion of customer's background is considered to be relevant to this study.

The output of the questionnaire for customer attitude towards dog food is analyzed by using Statistical Package for Social Sciences (SPSS) Software.
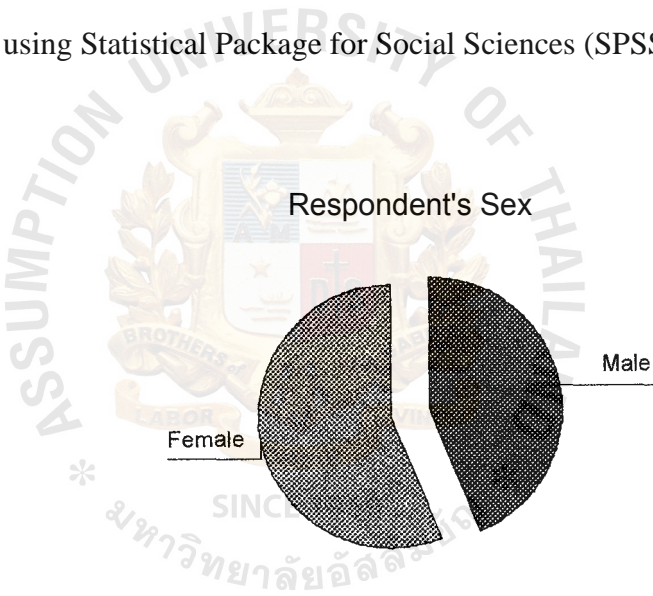
Figure 4.1. The Sex Proportions of Dog Feeder.

Table 4.1. The Output of Dog Feeder's Sex.

Respondent's Sex		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	176	**44.0**	**44.0**	**44.0**
	Female	224	56.0	56.0	100.0
	Total	400	100.0	100.0	

44% of customer who also are dog feeder is male and 56% is female.
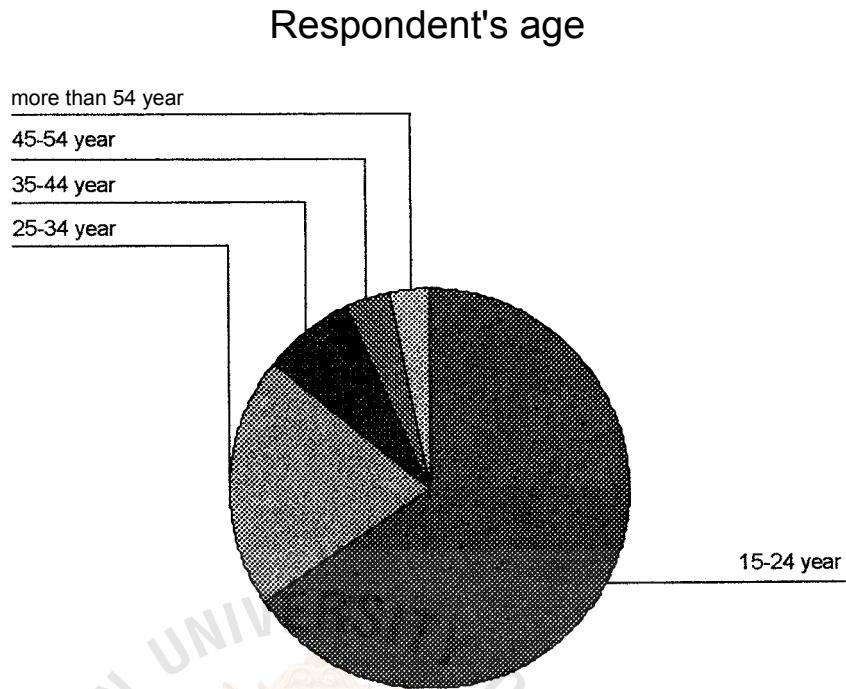
Respondent's age

Figure 4.2. The Age Proportions of Dog Feeder.

Table 4.2. The Output of Dog Feeder's Age.

Respondent's Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-24 year	262	65.5	65.5	65.5
	25-34 year	81	20.3	20.3	85.8
	35-44 year	30	7.5	7.5	93.3
	45-54 year	15	3.8	3.8	97.0
	more than 54 year	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

Most consumers are in the range of 15-24 year, 65.5%, who is in the studying and work starting periods. Most of them cannot earn the money by themselves. 20.3% is in the 25-34 year range. 7.5% is in the 35-44 year range. 3.8% is in the 45-54 year range. And 3% is in the over 54 year range.

Respondent's education
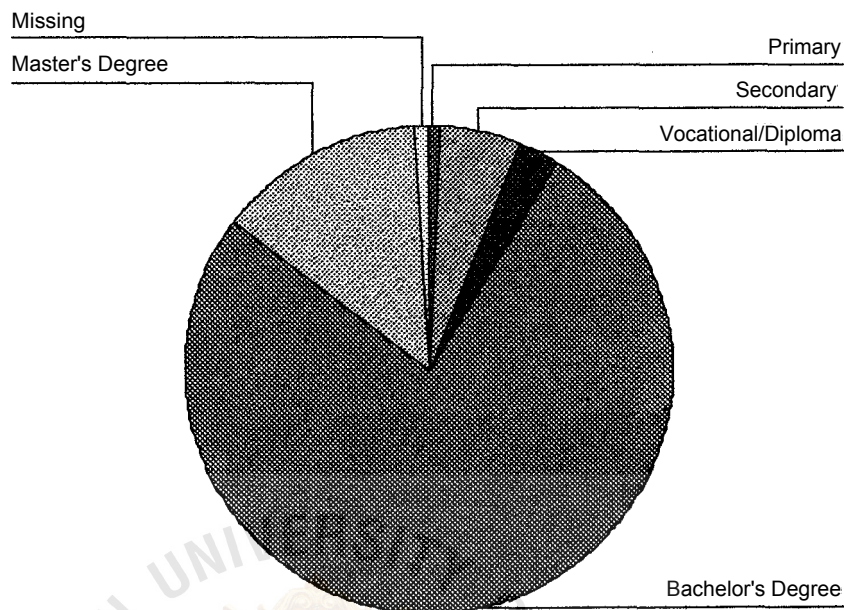
Figure 4.3. The Education Proportions of Dog Feeder.

Table 4.3. The Output of Dog Feeder's Education.

Respondent's Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	3	0.8	0.8	0.8
	Secondary	21	5.3	5.3	6.0
	Bocation/Diploma	11	2.8	2.8	8.8
	Bachelor's Degree	306	76.5	77.1	85.9
	Master's Degree	56	14.0	14.1	100.0
	Total	397	99.3	100.0	
Missing	System	3	0.8		
Total		400	100.0		

According to age of dog feeder, which most of them is in the 15-24 year. So the education result follows at 77.1% is Bachelor's Degree. 0.8% is in primary degree. 5.3% is in secondary degree. 2.8% is Vocational/Diploma degree. 14.1% is Master's degree.

33

Respondent's income
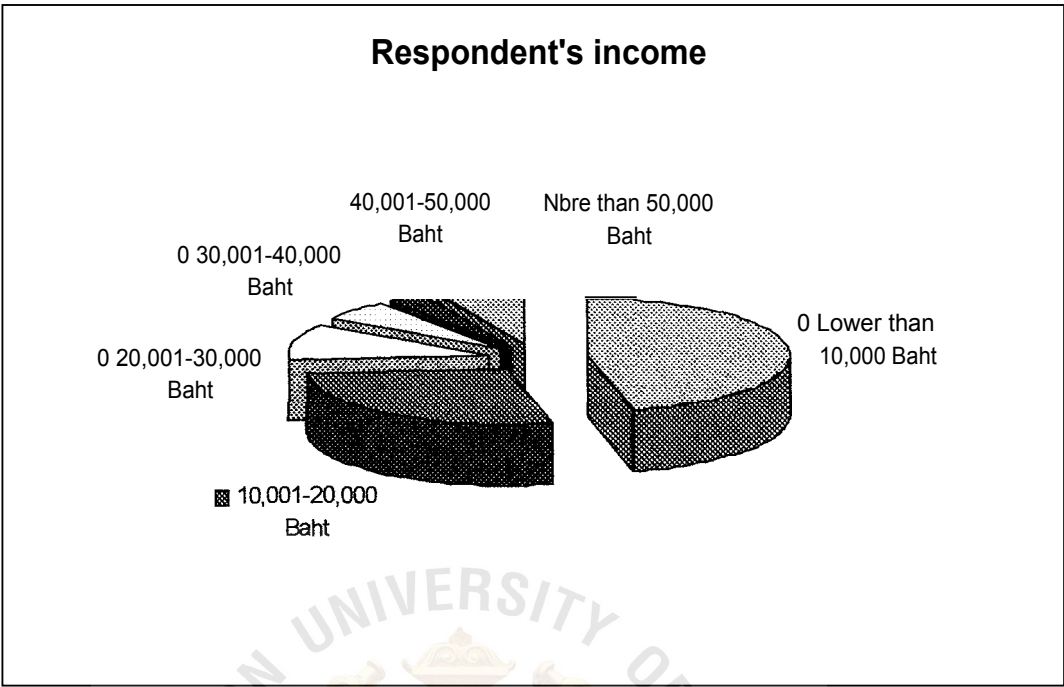
Figure 4.4. The Income Proportions of Dog Feeder.

Table 4.4. The Output of Dog Feeder's Income.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Lower than 10,000 Baht	183	45.8	46.3	46.3
	10,001-20,000 Baht	107	26.8	27.1	73.4
	20,001-30,000 Baht	42	10.5	10.6	84.1
	30,001-40,000 Baht	22	5.5	5.6	89.6
	40,001-50,000 Baht	12	3.0	3.0	92.7
	More than 50,000 Baht	29	7.3	7.3	100.0
	Total	395	98.8	100.0	
Missing	System	5	1.3		
Total		400	100.0		

46.3% and 27.1% are feeder who earn lower than 10,000 Baht and 10,001-20,000

Baht per month respectively, which is follow the age and education result that most of

dog feeder can not earn by themselves. 10.6%, 5.6%, 3.0% and 7.3% is the group

34

percentage of dog feeder who earn 20,001-30,000 bath, 30,001-40,000 bath, 40,001-50,000 Baht and more than 50,000 Baht per month respectively.

Table 4.5. The Output of Dog Size That Respondent Feed.

```
Group $SIZE Dog Size
     (Value tabulated = 1)

                                           Pct of  Pct of
Dichotomy label                Name   Count Responses Cases

Dog's Mini size               MIN_ SIZE   199    40.8    49.8
Dog's Medium size             MED_SIZE    199    40.8    49.8
Dog's Maxi size               MAX SIZE     90    18.4    22.5

                          Total responses  488   100.0   122.0

0 missing cases;  400 valid cases
```

The size of dog is classified by its weight. Mini-size is not over 10 Kg. dog's weight as Puddle, Miniature, etc. and got 49.8%. Medium-size is between 10-30 Kg. dog's weight as Thai bridge, Labrador, etc. and got 49.8% same Mini-size. Maxi-size is over than 30 Kg. dog's weight as Rottweiller, St. Bernard, etc. and got 22.5%. Additionally, 22% of Thai dog feeder feed variety size.

Table 4.6. The Output of Dog Species That Respondent Feed.

```
Group $SPECIES Dog species
     (Value tabulated = 1)

                                           Pct of Pct of
Dichotomy label                Name   Count Responses Cases

Thai Species                  THAI SPE    72    15.8    18.0
Foreign species               FOR SPE    296    65.1    74.0
Unidentified species          UNI SPE     87    19.1    21.8
                                      -------- ------  ------
                          Total responses  455   100.0   113.8

0 missing cases; 400 valid cases
```

35

Most of feeder about 74% prefer to feed Foreign species. Just 18.0% and 21.8% prefer to feed Thai species and unidentified species respectively. 13.8% prefer to feed variety species.

Table 4.7. The Output of Dog's Age That Respondent Feed.

```
Group $DOG_AGE Dog Age
     (Value tabulated = 1)

                                            Pct of Pct of
Dichotomy label                 Name     Count Responses Cases

Dog's age 0-2 year              YO_2       229   46.0    58.0
Dog's age 2-6 year              Y2_6       185   37.1    46.8
Dog's age over 6 year           OVER6Y      84   16.9    21.3
                                         -------- ------  ------
                         Total responses   498  100.0   126.1

5 missing cases; 395 valid cases
```

Mostly half of number of respondent, 58%, feed puppy (0-2 year). 46.8% feed adult dog (2-6 year) and just 21.3% feed old dog (over 6 year). 26.1% feed variety age of dog that means feed more than 1 dog.

Table 4.8. The Output of Respondent Feeding Purpose.

```
Group $F_PURPO  Feeding purpose
     (Value tabulated = 1)

                                           Pct of  Pct of
Dichotomy label                 Name    Count Responses Cases

For friend purpose              FOR_FREI  355   47.6    88.8
For contest purpose             FOR_CONT   34    4.6     8.5
For business purpose            FOR_SUSI   23    3.1     5.8
For lucky purpose               FOR_LUCK    7     .9     1.8
For house's keeping purpose     FOR_HOUS  230   30.8    57.5
For requisition purpose         FOR_REQU   85   11.4    21.3
Others purpose                  FOR_OTHE   12    1.6     3.0

                        Total responses   746  100.0   186.5

0 missing cases;  400 valid cases
```

Mostly people like to feed dog as friend 88.8%, for house keeping 57.5%, for other request 21.3%. The specified purpose as contest and business have got only 8.5% and 5.8% respectively.
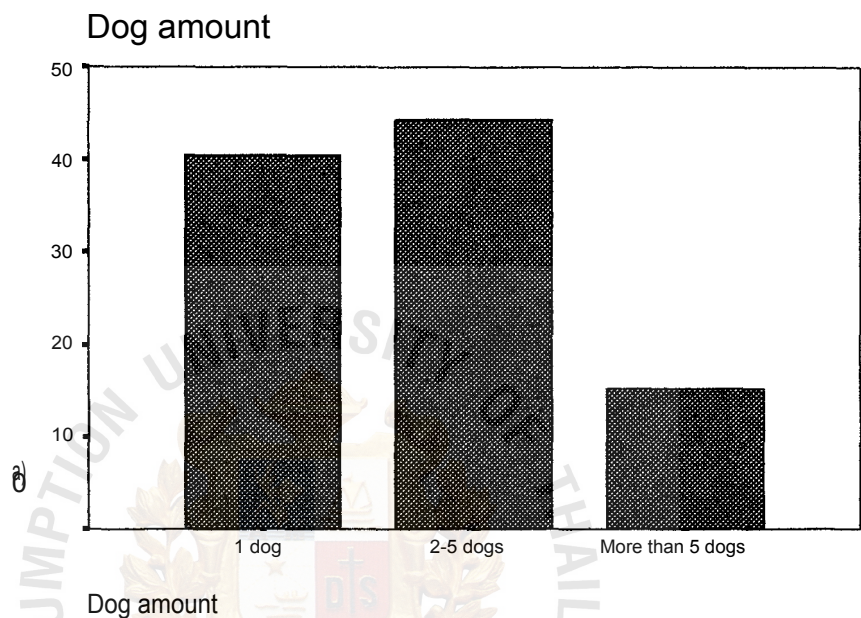
Dog amount

Figure 4.5. The Amount of Dog Feed.

Table 4.9. The Output of the Amount of Dog Feed.

Dog Amount		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 dog	162	40.5	40.5	40.5
	2-5 dogs	177	44.3	44.3	84.8
	More than 5 dogs	61	15.3	15.3	100
	Total	400	100	100	

40.5% and 44.3% of dog feeder is the amateur feeder who feed dog about 1 dog and 2-5 dogs respectively. Just only 15.3% of dog feeder feed more than 5 dogs.
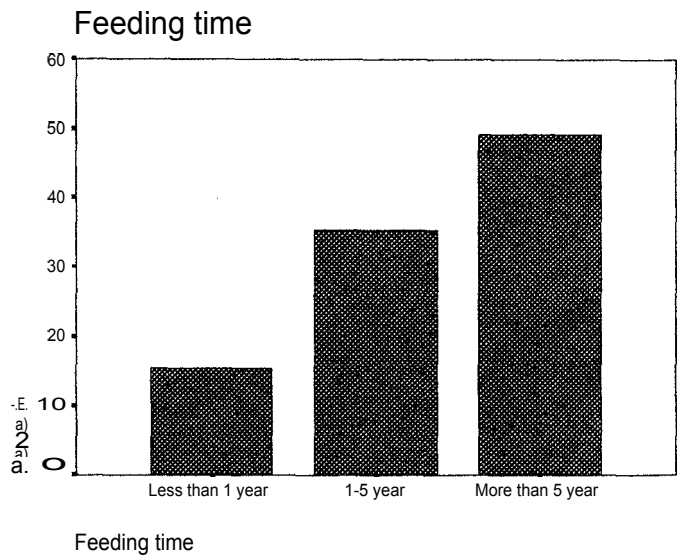
Feeding time

Figure 4.6. The Feeding Experience of Respondent.

Table 4.10. The Output of the Amount of Dog Feed.

		Feeding Time			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	62	15.5	15.5	15.5
	1-5 year	141	35.3	35.3	50.8
	More than 5 year	197	49.3	49.3	100.0
	Total	400	100.0	100.0	

There is 15.5% of new feeder who feed just less than 1 year, which may indicate the business growth in the future. 35.3% and 49.3 feed 1-5 year and more than 5 year respectively.

38
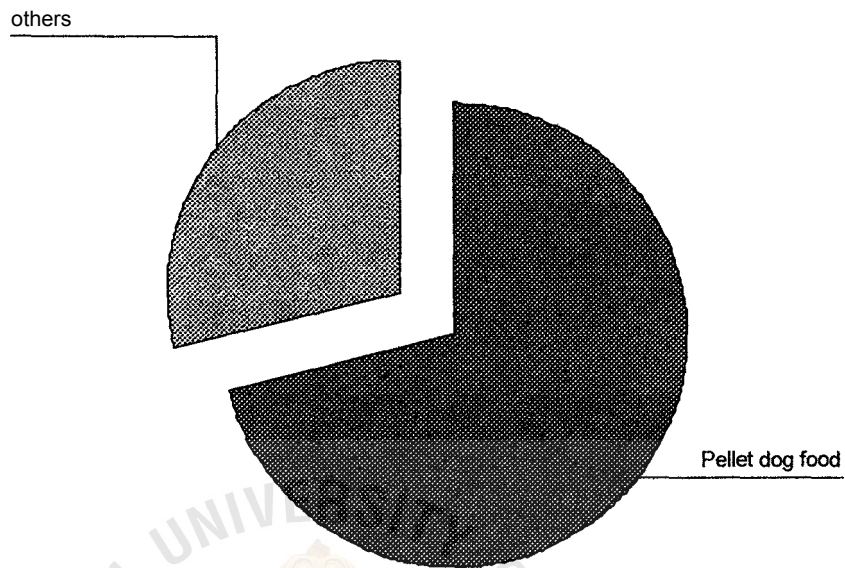
Dog's food type

Figure 4.7. The Dog Food Type Proportion.

Table 4.11. The Output of Dog Food Type.

	Dog's Food Type				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pellet dog food	284	71.0	71.0	71.0
	others	116	29.0	29.0	100.0
	Total	400	100.0	100.0	

Mostly people, 71%, prefer to feed with pellet dog food. There is 29% feed dog with others dog food as canned dog food, frozen food, human food and etc.

Table 4.12. The Output of the Reason of Pellet Dog Food Choosing.

```
Group $PF_REAS  Pellet food reason
    (Value tabulated = 1)

                                         Pct of  Pct of
Dichotomy label                Name    Count Responses  Cases

Dog like to eat              DOG LIKE    67    13.1     24.0
Dog used to eat              DOG USE     23     4.5      8.2
convenient                   CONVEIE    240    47.1     86.0
Good for health              HEALTH     177    34.7     63.4
Others                       OTHERS1      3      .6      1.1

                    Total responses     510   100.0    182.8

121 missing cases; 279 valid cases
```

86% of people like to feed dog by dog food pellet because it is convenience.

63.4%, 24%, 8.2% and 1.1% concern on health, dog's response, dog's experience and

others respectively.

Table 4.13. The Relation of Feeding Experience and Dog Food Type.

Feeding time * Dog's food type
Crosstabulation
Count

Feeding time	Dog's food type				Total
	Pellet dog food	Percentage	others	Percentage	
Less than 1 year	41	66.13	21	33.87	62
1-5 year	94	66.67	47	33.33	141
More than 5 year	149	75.63	48	24.37	197
Total	284		116		400

The more feeding experienced feeder have more good perceive on pellet dog food

than. 75.63% of feeder who feed more than 5 year choose Pellet dog food. 66.67% and

66.13% of feeder who feed 1-5 year and less than 1 year respectively choose Pellet dog

food.

Table 4.14. The Relation of Dog Amount and Dog Food Type.

```
Dog amount * Dog's food type
Crosstabulation
Count
```

	Dog's food type				Total
Dog amount	Pellet dog food	Percentage	Others	Percentage	
1 dog	95	58.64	67	41.36	162
2-5 dogs	134	75.71	43	24.29	177
More than 5 dogs	55	90.16	6	9.84	61
Total	284		116		400

More dog need more conveniences, so the 90.16% of feeder who feed dog more 5 dogs choose pellet dog feed. 75.71% and 58.64% of feeder who feed dog 2-5 dogs and only 1 dog respectively feed dog by pellet dog food.

Table 4.15. The Relation of Dog Size and Dog Food Type.

```
          *  *  *CROSSTABULATION*  *  *


     FOOD Dog's food type
 By $SPECIES (tabulating 1) Dog size


              $SIZE

       Count    I Dog's Mini   Dog's Medium  Dog's Maxi
       Row pct  I size          size          size         Row
       Col pct  I                                           Total
       Tab pct  I MIN SIZE     IMED SIZE     IMAX SIZEI
 FOOD   - - - - + - -          + -           + -        +
          1     I      153     I      134 I      711      284
 Pellet dog food I    53.9     I     47.2 I    25.01     71.0
                I      76.9     I     67.3 I    78.9 I
                I      38.3     I     33.5 I    17.8 I
                + - -          + -           + -        +
          2     I       46     I       65 I       19      116
 Others         I     39.7     I     56.0 I    16.4 I     29.0
                I     23.1      I     32.7 I    21.1 I
                I     11.5      I     16.3 I     4.8 I
                + - -          + -           + -        +
        Column         199            199         90       400
        Total         49.8           49.8       22.5     100.0

 Percents and totals based on respondents

 400 valid cases;   0 missing cases
```

76.9% of dog Mini-size's feeder choose Pellet dog food. 67.3% of dog Medium-size's feeder choose Pellet dog food. 78.9% of dog Maxi-size's feeder choose Pellet dog food. They are quite similar in each case, so the size of dog may not influence to choose dog food.

Table 4.16. The Relation of Dog Species and Dog Food Type.

```
                    * * *CROSSTABULATION* *


     FOOD Dog's food type
  By $SPECIES (tabulating 1) Dog species

                 $SPECIES

        Count    I Dog's        Foreigner     Undentifi
        Row pct  I species      species       ed speci      Row
        Col pct  I                            es            Total
        Tab pct  I THAI SPE     IFOR SPE      IUNI SPE  I
 FOOD   - - - -  + - - -        + - - -       + -       +
            1    I       46     I      231 I      471     284
  Pellet dog food I    16.2     I     81.3 I    16.51     71.0
                 I     63.9     I     78.0 I     54.0 I
                 I     11.5     I     57.8 I     11.8 I
                 + - - -        + - - -       + -       +
            2    I       26     I       65 I       40 I    116
  Others         I     22.4     I     56.0 I     34.5 I    29.0
                 I     36.1     I     22.0 I     46.0 I
                 I      6.5     I     16.3 I     10.0 I
                 + - - -        + - - -       + -       +
        Column          72            296            87     400
         Total        18.0           74.0           21.8   100.0

 Percents and totals based on respondents

 400 valid cases;   0 missing cases
```

78% of people who feed foreigner species choose the pellet dog food. 63.9% and 54% of people who feed Thai and unidentified species respectively choose the pellet dog food.
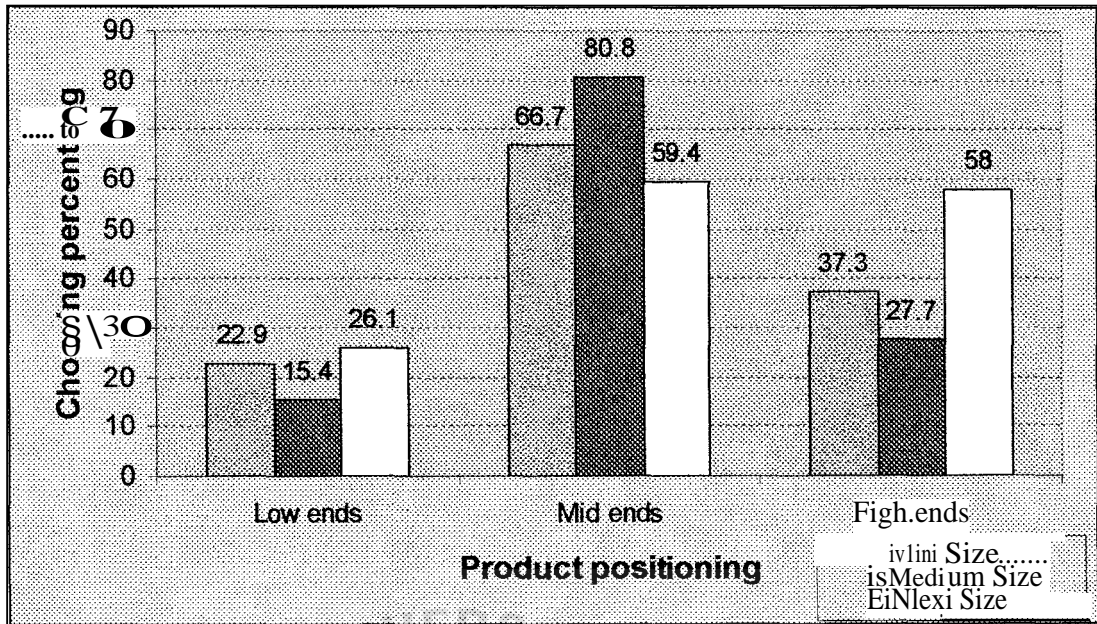
Figure 4.8. The Relation of Dog Size and Dog Food Positioning.

Table 4.17. The Output Relation of Dog Size and Dog Food Positioning.

```
              *  CROSSTABULATION*

   $SIZE (tabulating 1) Dog Size
by $SEGMENT (tabulating 1) Product Segmentation

                    $SEGMENT

           Count ILow ends Mid ends High end
           Row pct I product  product s produc   Row
           Col pct Is         s        is        Total
           Tab pct ILOW ENDSIMID ENDSIHIGH ENDI
$S1ZE
           MIN_SIZE I    35  I   102  I    57  I   153
  Dog's Mini size   I  22.9  I  66.7  I  37.3  I  54.8
                    I  60.3  I  52.6  I  65.5  I
                    I  12.5  I  36.6  I  20.4  I

           MED_SIZE I    20  I   105  I    36  I   130
  Dog's Medium size I  15.4  I  80.8  I  27.7  I  46.6
                    I  34.5  I  54.1  I  41.4  I
                    I   7.2  I  37.6  I  12.9  I

           MAX_SIZE I    18  I    41  I    40  I    69
  Dog's Maxi size   I  26.1  I  59.4  I  58.0  I  24.7
                    I  31.0  I  21.1  I  46.0  I
                    I   6.5  I  14.7  I  14.3  I

             Column       58       194       87       279
             Total      20.8      69.5      31.2    100.0

Percents and totals based on respondents

279 valid cases; 121 missing cases
```

The low end's customer products is the minimum market share, just 22.9% of Mini-Size, 15.4% of Medium-Size and 26.1% of Maxi size choose. The Mid end's customer products takes most market share of Pellet dog food, 66.7% of Mini-Size, 80.8% of Medium-Size and 59.4% of Maxi size choose. The high end's customer product or Premium products is the second market share and it quite high in fragile dog as Mini size and Maxi-size, 37.3% of Mini-Size, 27.7% of Medium-Size and 58% of Maxi size choose.
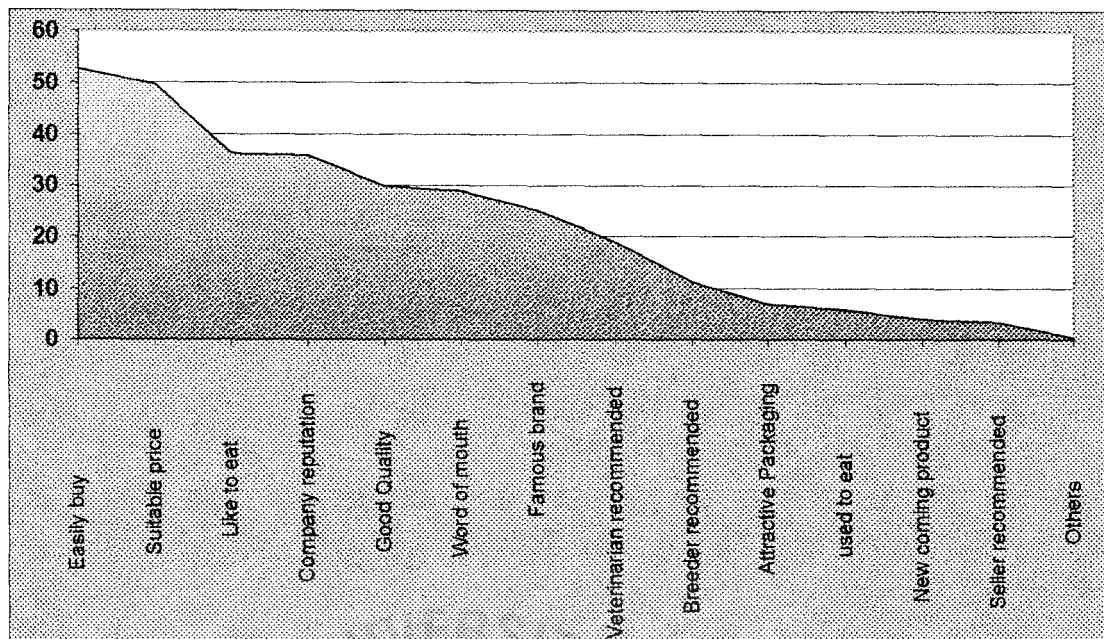
Figure 4.9. The Pareto Chart of Reason to Choose Any Dog Food Brand.

Table 4.18. The Output of Reason to Choose Any Dog Food Brand.

```
Group $R_SEGME  Reason of each product
     (Value tabulated = 1)


                                              Pct of   Pct of
Dichotomy label              Name    Count  Responses  Cases

Suitable price               PRICE_SU   136    16.1    49.6
Easily buy                   BUY_EAS    144    17.0    52.6
Like to eat                  DIKE_EAT    99    11.7    36.1
New coming product           NEWCOMIN    11     1.3     4.0
used to eat                  USED_EAT    16     1.9     5.8
Famous brand                 FAMOUS      69     8.2    25.2
Company reputation           COMP_REP    98    11.6    35.8
Veterinarian recommended     VET_REC     52     6.1    19.0
Breeder recommended          BRE_REC     31     3.7    11.3
Seller recommended           SEL_REC      9     1.1     3.3
Word of mouth                WOM         79     9.3    28.8
Good Quality                 GOOD_QLY    82     9.7    29.9
Attractive Packaging         GOOD_PAC    19     2.2     6.9
Others                       OTHERS2      1      .1      .4

                  Total responses   846   100.0   308.8

126 missing cases;   274 valid cases
```

45

The reason to buy decision of dog food is depending on many factors. First major consideration is convenience to buy as 52.6%. Next consideration point is price suitable as 49.6%.
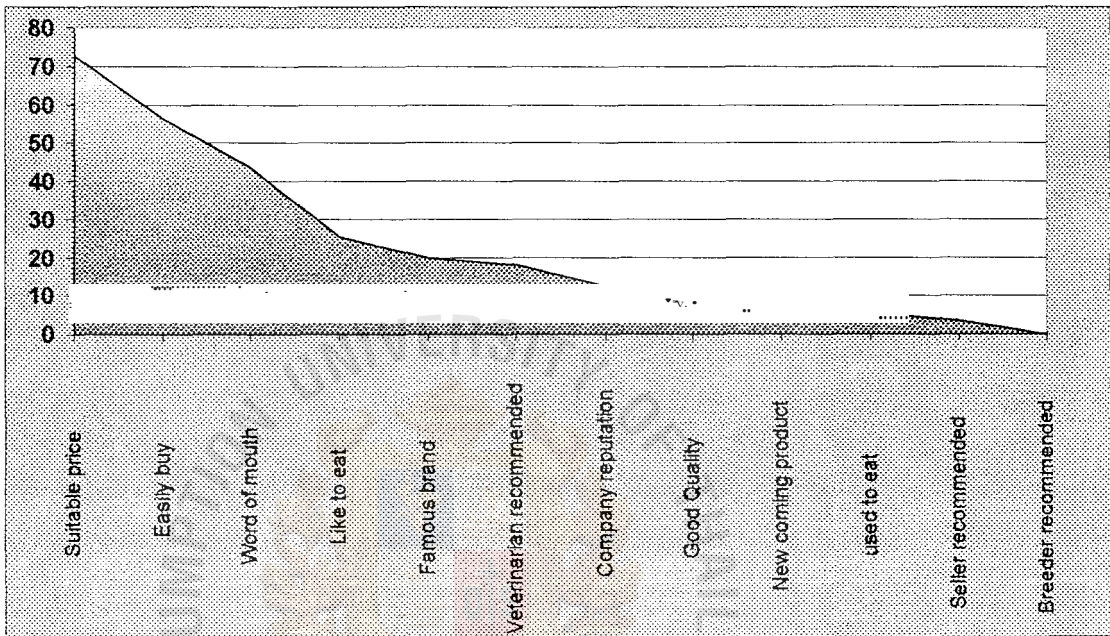
Figure 4.10. The Pareto Chart of Reason to Choose Any Dog Food's Low End Brand.

In the low end's products view, Most of people consider on price as 72.7%. And 56.4% is in the easily buy.

The reason to buy decision of dog food is depending on many factors. First major

consideration is convenience to buy as 52.6%. Next consideration point is price suitable

as 49.6%.
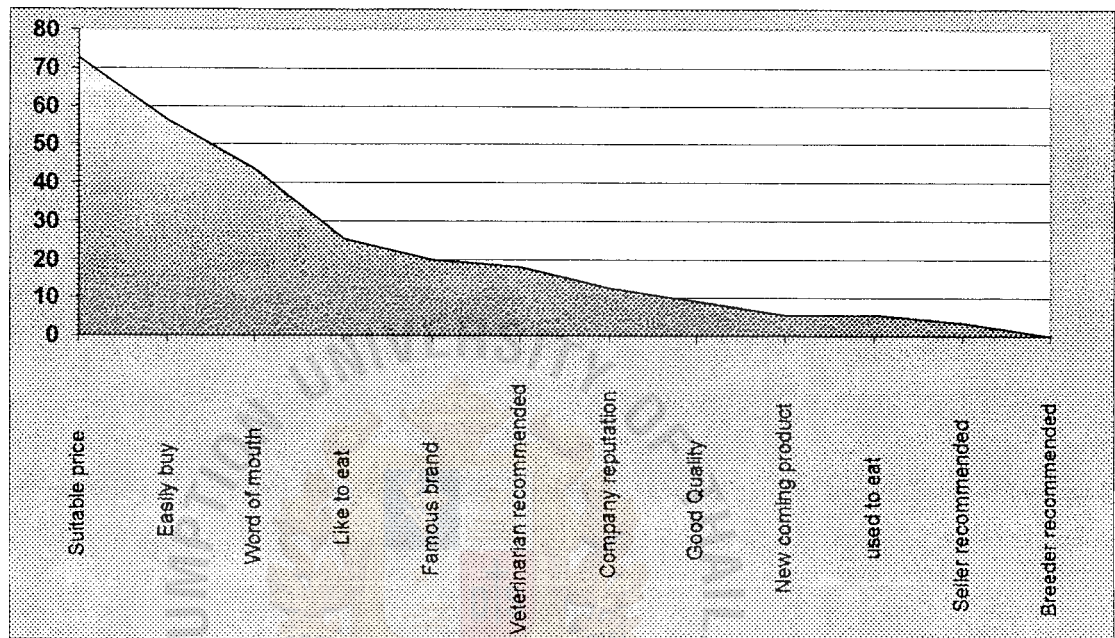
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In the low end's products view, Most of people consider on price as 72.7%. And

56.4% is in the easily buy.
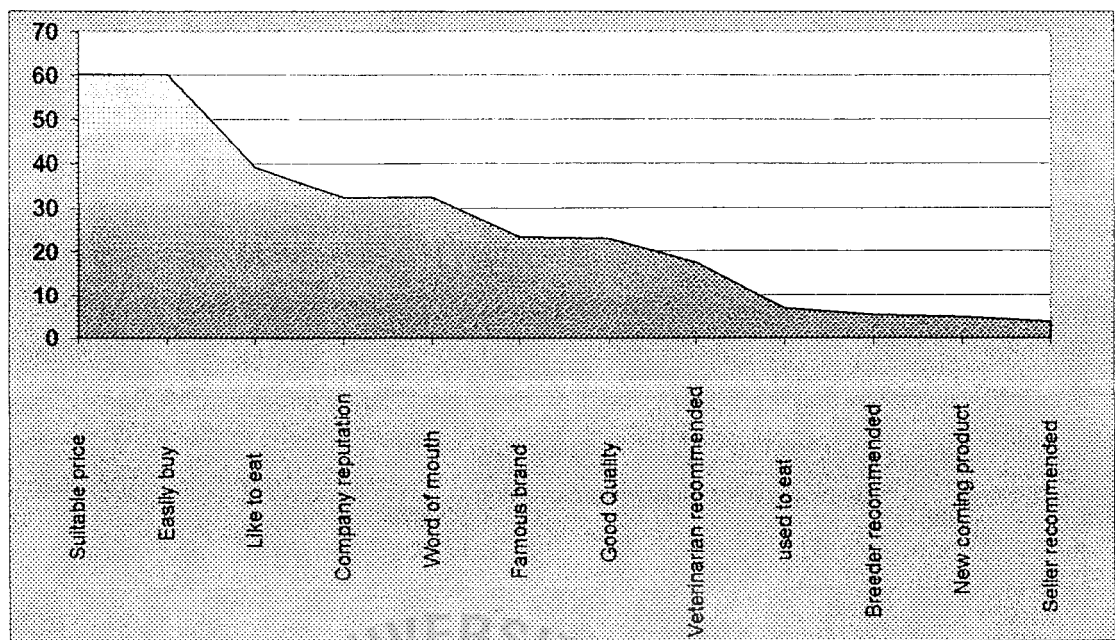
Figure 4.11. The Pareto Chart of Reason to Choose Any Dog Food's Mid End Brand.

As same the low end's products, the major consideration are suitable price and easily buy as 60.3 equally. But the other consideration is more interesting.
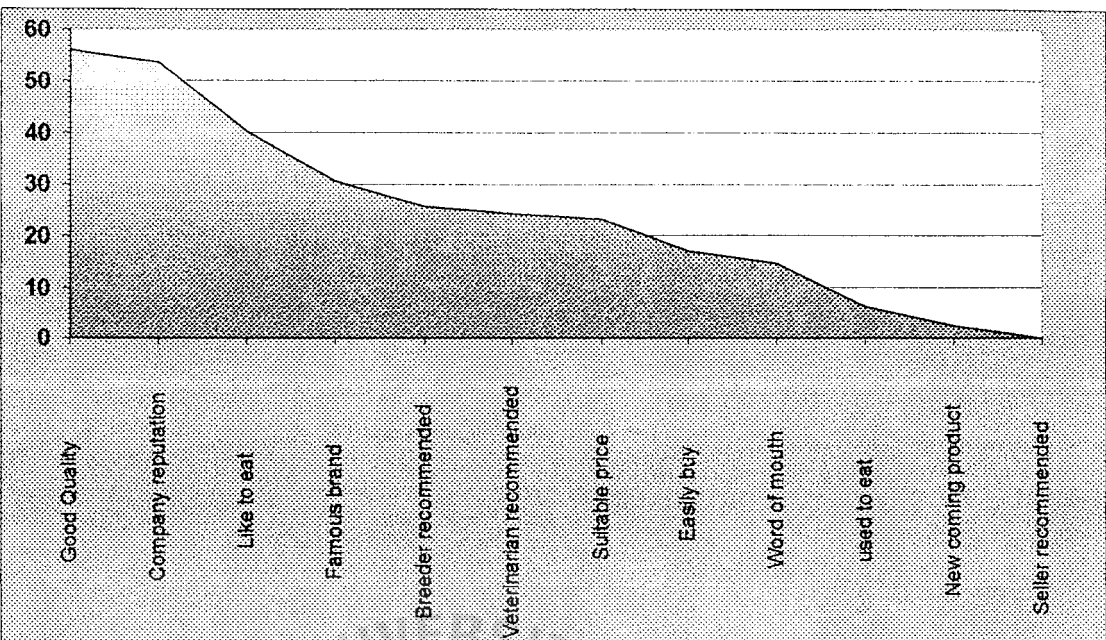
Figure 4.12. The Pareto Chart of Reason to Choose Any Dog Food's High End Brand.

The most important of high end's products is quality. People can spend more money for get the best products.

Table 4.19. The Output of Reason to Choose Each Positioning Dog Food Brand.

```
          * * *   C R O S S T A B U L A T I O N   * *

  $R SEGME (tabulating 1)  Reason of each product
by $SEGMENT (tabulating 1)  Product Segmentation

                 $SEGMENT

          Count  ILow ends Mid ends High end
          Row pct I product  product s produc  Row
          Col pct Is        s        is       Total
          Tab pct ILOW ENDSIMID ENDSIHIGH ENDI
$R SEGME
          PRICE SU I    40  I   114  I    19  I   136
  Suitable price   I  29.4  I  83.8  I  14.0  I  49.6
                   I  72.7  I  60.3  I  23.2  I
                   I  14.6  I  41.6  I   6.9  I

          BUY EAS  I    31  I   114  I    14  I   144
  Easily buy       I  21.5  I  79.2  I   9.7  I  52.6
                   I  56.4  I  60.3  I  17.1  I
                   I  11.3  I  41.6  I   5.1  I
```

48

Table 4.19. The Output of Reason to Choose Each Positioning Dog Food Brand.
(Continued)

```
LIKE_EAT  I    14  I    74  I     33  I     99
 Like to eat        I  14.1  I  74.7  I  33.3  I  36.1
                    I  25.5  I  39.2  I  40.2  I
                    I   5.1  I  27.0  I  12.0  I


          NEWCOMIN  I     3  I     9  I     2  I     11
New coming product  I  27.3  I  81.8  I  18.2  I   4.0
                    I   5.5  I   4.8  I   2.4  I
                    I   1.1  I   3.3  I    .7  I


           USED EAT I     3  I    13  I     5  I     16
used to eat         I  18.8  I  81.3  I  31.3  I   5.8
                    I   5.5  I   6.9  I   6.1  I
                    I   1.1  I   4.7  I   1.8  I


             FAMOUS I    11  I    44  I    25  I     69
Famous brand        I  15.9  I  63.8  I  36.2  I  25.2
                    I  20.0  I  23.3  I  30.5  I
                    I   4.0  I  16.1  I   9.1  I


           COMP REP I     7  I    61  I    44  I     98
Company reputation  I   7.1  I  62.2  I  44.9  I  35.8
                    I  12.7  I  32.3  I  53.7  I
                    I   2.6  I  22.3  I  16.1  I


            VET REC I    10  I    33  I    20  I     52
Veterinarian recomme I  19.2  I  63.5  I  38.5  I  19.0
                    I  18.2  I  17.5  I  24.4  I
                    I   3.6  I  12.0  I   7.3  I


            BRE_REC I     0  I    10  I    21  I     31
Breeder recommended I    .0  I  32.3  I  67.7  I  11.3
                    I    .0  I   5.3  I  25.6  I
                    I    .0  I   3.6  I   7.7  I


            SEL_REC I     2  I     7  I     0  I      9
Seller recommended  I  22.2  I  77.8  I    .0  I   3.3
                    I   3.6  I   3.7  I    .0  I
                    I    .7  I   2.6  I    .0  I


                WOM I    24  I    61  I    12  I     79
Word of mouth       I  30.4  I  77.2  I  15.2  I  28.8
                    I  43.6  I  32.3  I  14.6  I
                       8.8  I  22.3  I   4.4  I


           GOOD_QLY I     5  I    43  I    46  I     82
Good Quality        I   6.1  I  52.4  I  56.1  I  29.9
                    I   9.1  I  22.8  I  56.1  I
                    I   1.8  I  15.7  I  16.8  I


           GOOD_PAC I     2  I    16  I     3  I     19
Attractive Packaging I  10.5  I  84.2  I  15.8  I   6.9
                    I   3.6  I   8.5  I   3.7  I
                    I    .7  I   5.8  I   1.1  I
```

49

Table 4.19. The Output of Reason to Choose Each Positioning Dog Food Brand.
          (Continued)

```
          OTHERS2   I     1 I      0 I      0 I     1
  Others           I 100.0 I    .0 I    .O I    .4
                   I   1.8 I    .0 I  .O   I
                   I    .4 I    .0 I  .O   I
                   +       +      + - - - +
          Column        55     189       82      274
          Total       20.1    69.0     29.9    100.0

Percents and totals based on respondents

274 valid cases; 126 missing cases
```
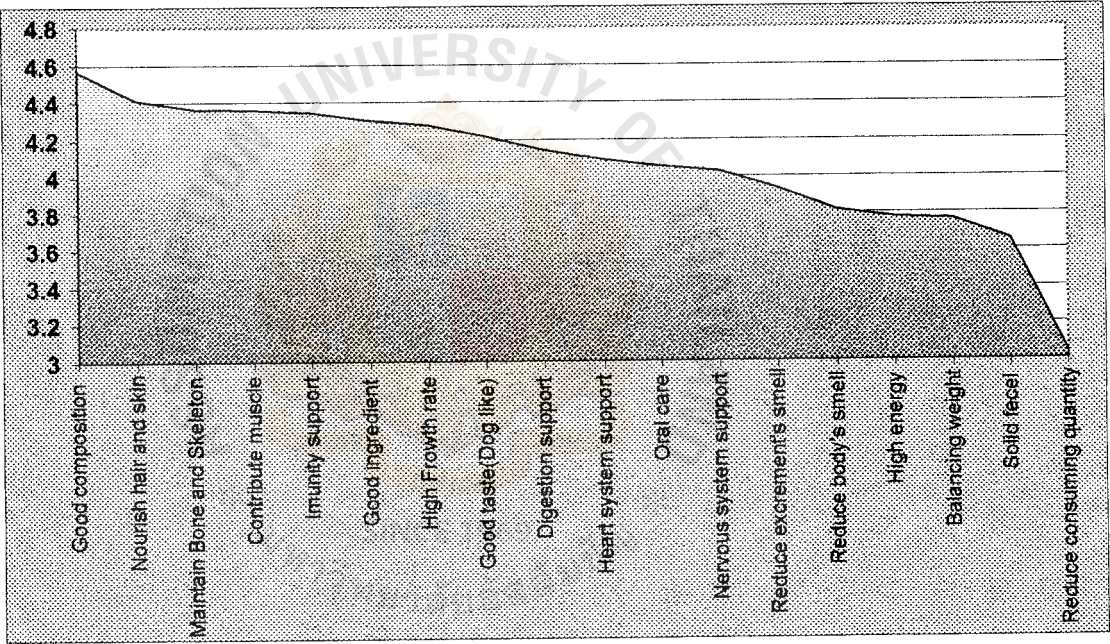

Figure 4.13. The Pareto Chart of Product Expectation.

50

Table 4.20. The Output of Product Expectation.

Good composition	4.568345
Nourish hair and skin	4.411552
Maintain Bone and Skeleton	4.365591
Contribute muscle	4.357143
Immunity support	4.342857
Good ingredient	4.299639
High Growth rate	4.275000
Good taste(Dog like)	4.215328
Digestion support	4.139286
Heart system support	4.091241
Oral care	4.050542
Nervous system support	4.025362
Reduce excrement's smell	3.932143
Reduce body's smell	3.814286
High energy	3.772563
Balancing weight	3.761733
Solid feces	3.653430
Reduce consuming quantity	3.036364

The most important expectation on dog food is good composition, 4.568345.

Easily notice preferences are next expectation as Nourish hair and skin, 4.41152,

Maintain bone and skeleton, 4.365591, Contribute muscle, 4.365591.
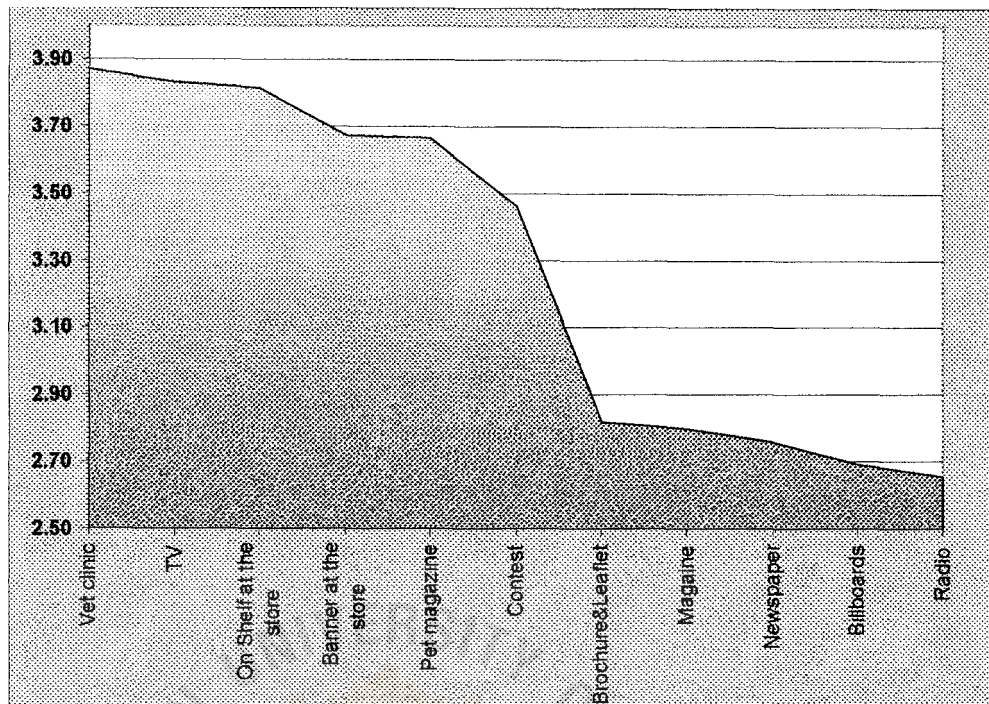
Figure 4.14. The Pareto Chart of Attractive Level of Advertising Channel.

Table 4.21. The Output of Attractive Level of Advertising Channel.

Vet clinic	3.870722
TV	3.834586
On Shelf at the store	3.81749
Banner at the store	3.676692
Pet magazine	3.665441
Contest	3.463035
Brochure Leaflet	2.818898
Magazine	2.797794
Newspaper	2.75969
Billboards	2.692607
Radio	2.653846

Major attractive channels are Vet clinic, TV and product on shelf at the store. Vet clinic is the best advertising channel, its level is 3.870722. The level of TV attractive is 3.834586. Product on shelf at the store is 3.81749.

52
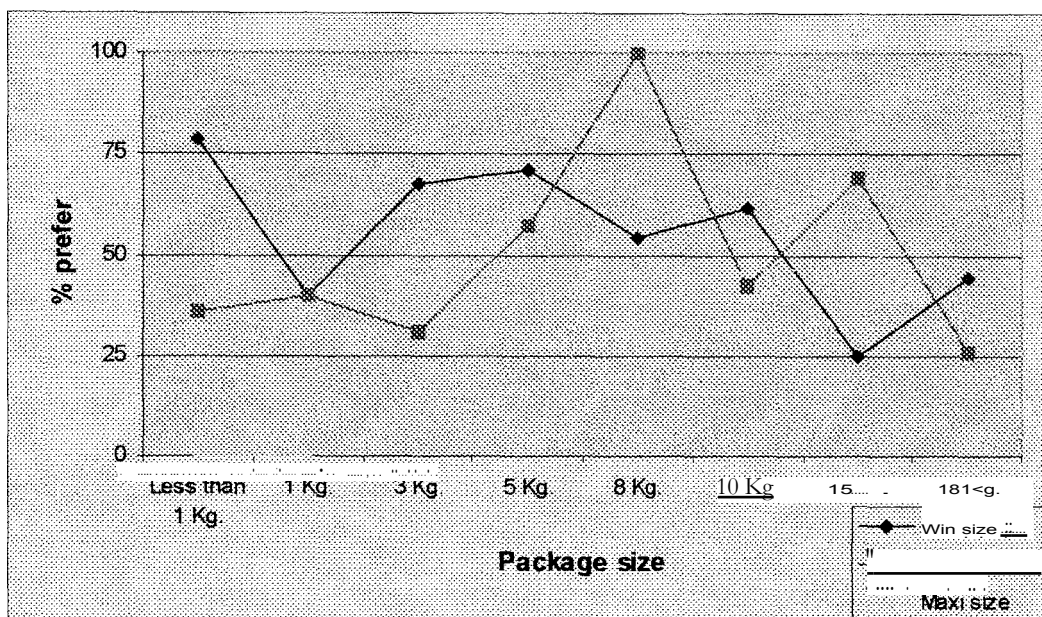
Figure 4.15. The Relation Dog Size and Dog Food's Package Size.

Table 4.22. The Relation of Dog Size and Appropriate Packaging.

```
                    *  CROSSTABULATION*  9,
Page 1 of 2
                   PACKSIZ

            Count  ILess tha  1 Kg.     3 Kg.     5 Kg.     8 Kg.
            Row pct In 1 Kg.                                        Row
            Col pot I                                        5      Total
            Tab pct I    1  I      2  I   3  I      4  I      I
$SIZE       - - -  + - - - + - - - + - - - + - - - +---------+
            MIN SIZE I   11  I    27  I    37  I    33  I    2  I   151
  Dog's Mini size   I  7.3  I  17.9  I  24.5  I  21.9  I  1.3  I  54.5
                    I 78.6  I  67.5  I  71.2  I  54.1  I 40.0  I
                    I  4.0  I   9.7  I  13.4  I  11.9  I   .7  I
                    + - - - + - - - + - - - + - - - + - - - +
            MED SIZE I   5  I    16  I    16  I    35  I    5  I   131
  Dog's Medium size  I  3.8  I  12.2  I  12.2  I  26.7  I  3.8  I  47.3
                    I 35.7  I  40.0  I  30.8  I  57.4  I 100.0 I
                    I  1.8  I   5.8  I   5.8  I  12.6  I  1.8  I
                    + - - - + - - - + - - - + - - - 9 - - - +
            MAX_SIZE I   0  I     0  I     5  I     9  I    2  I    69
  Dog's Maxi size    I   .0  I    .0  I   7.2  I  13.0  I  2.9  I  24.9
                    I   .0  I    .0  I   9.6  I  14.8  I 40.0  I
                    I   .0  I    .0  I   1.8  I   3.2  I   .7  I
                    + - - - + - - - + - - - + - - - + - - - +
            Column     14      40        52        61         5      277
            Total       5.1    14.4      18.8      22.0       1.8    100.0


                   PACKSIZ

            Count  110 Kg.   15 Kg.   18 Kg.
            Row pct I                           Row
            Col pct I                           Total
            Tab pot I    6  I     7  I     8  I
$SIZE
            MIN_SIZE I  16  I    13  I    12  I   151
  Dog's Mini size   I 10.6  I   8.6  I   7.9  I  54.5
```

53

Table 4.22. The Relation of Dog Size and Appropriate Packaging. (Continued)

```
         61 5  I  25.1  I  44.4
                           1    4 7

           HEDSIZE      2  I      5  ■              131
             sioo.e
                     I  42.3  I  69.2  I  2S.9
                     I   4.0  I  13.0  I   2.5
                     + - - - -
           M;",X_SIZE  I    12  I    24  I    17  I    69
  Dog's Maxi size      I  17.4  I  34.8  I  24.6  I  24.9
                       I  46.2  I  46.2  I  63.0  I
                       I   4.3  I   8.7  I   6.1  I

           Column        26       52              277
            Total         9.4     18.8      9.7   100.0

Percents and totals based on respondents
```

277 valid cases; 123 missing cases

The mini-size's appropriate packages are variety as 78.6% for less than 1 Kg., 67.5 % for 1 Kg., 71.2% for 3 Kg., 54.1% for 5 Kg., 40% for 8 Kg., 61.55% for 10 Kg., 25.4% for 15 Kg. and 44.4% for 18 Kg. The medium-size's appropriate packages are mainly on medium packages as 35.7% for less than 1 Kg., 40 % for 1 Kg., 30.8% for 3 Kg., 57.4% for 5 Kg., 100% for 8 Kg., 42.3% for 10 Kg., 69.2% for 15 Kg. and 25.9% for 18 Kg. The maxi-size's appropriate packages are mainly on large packages as 0% for less than 1 Kg., 0 % for 1 Kg., 9.6% for 3 Kg., 14.8% for 5 Kg., 40% for 8 Kg., 46.2% for 10 Kg., 46.2% for 15 Kg. and 63% for 18 Kg. The 50% of preferable is the appropriate package's criteria, which can reduce the over size of variety packages.

Table 4.23. The Appropriate Distribution Channel Frequency.

```
Group $DISTRIB  Distribution channel
    (Value tabulated = 1)


                                          Pct of   Pct of
Dichotomy label                 Name    Count  Responses  Cases


Pet shop                        PET SHOP   170    34.3     60.7
Vet. Clinic                     VET CLIN    34     6.9     12.1
Department store                DEPARME    142    28.6     50.7
Super store                     SUPER ST   119    24.0     42.5
Convenient store                CONVE ST    19     3.8      6.8
Others                          OTHER       12     2.4      4.3

                      Total responses      496   100.0    177.1

120 missing cases; 280 valid cases
```

Thais mostly like to buy the dog food at pet shop, 60.7%. The second is
department store, 50.7%. The third is superstore, 42.5%. The fourth is Veterinarian
clinic, 12.1%. The last is convenience store, 6.8%. And 4.3% is for the others.

Table 4.24. The Reason to Buy at Each Distribution Channel.

```
Group $D_REASO  Distributin reason
    (Value tabulated = 1)


                                          Pct of   Pct of
Dichotomy label                 Name    Count  Responses  Cases


Cheap                           CHEAP      105    17.0     37.5
Convenient buying               CONV_BUY   241    39.1     86.1
Pet Products vareity            P PRO VA   136    22.0     48.6
Products information support    PRO INFO    69    11.2     24.6
Others Products vareity         0 PRO VA    64    10.4     22.9
Others                          OTHER6       2      .3       .7

                      Total responses      617   100.0    220.4

120 missing cases; 280 valid cases
```

86.1% need convenience to buy. 48.6% need to buy the other pet product in
distribution channel. 37.5% concern on price. 24.6% would want the product
information to help in their decision. 22.9% need to buy other products also. 0.7% is
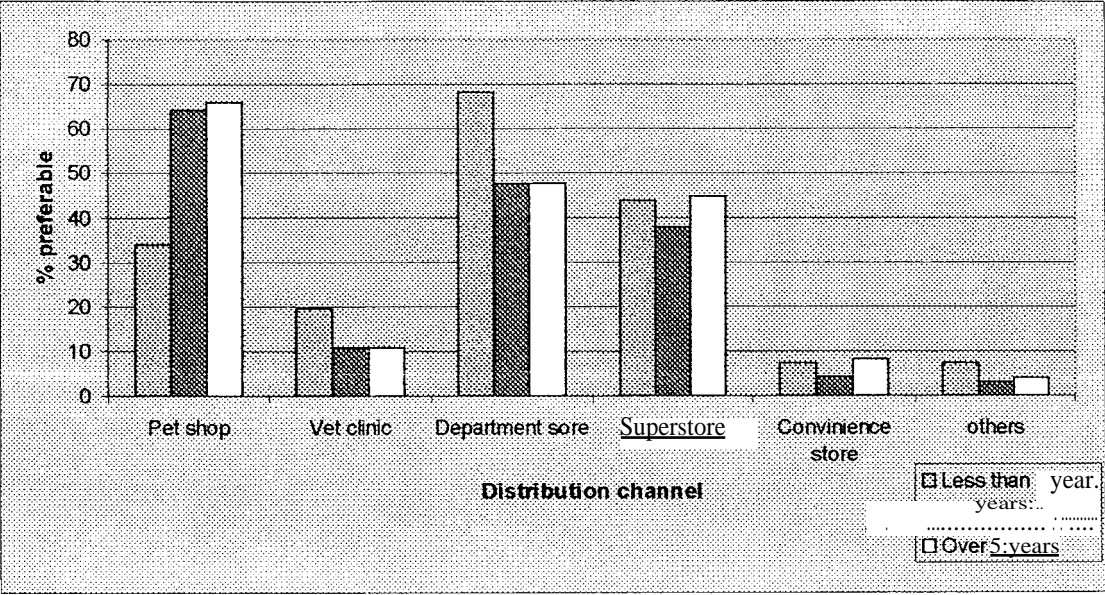others.

55

Figure 4.16. The Relation of Feeder Experience and Distribution Channel.

Table 4.25. The Output of Feeder Experience and Distribution Channel Relation.

```
                   * * *   C R O S S T A B U L A T I O N      *
   FEED EXP   Feeding time
by $DISTRIB (tabulating 1)  Distribution channel
                $DISTRIB
             Count  IPet shop Vet. Cli Departme Super st Convenie
             Row pct I         nic      nt store ore       nt store
Row
             Col pct I
Total
             Tab pct IPET SHOPIVET CLINIDEPARTMEISUPER STICONVE STI
FEED EXP     - - - - + - - - - +       +        +        +        +
                  1  I    14   I    8  I    28  I    18  I     3  I
   Less than 1 year  I  34.1  I 19.5  I 68.3  I 43.9  I  7.3  I
                     I   8.2  I 23.5  I 19.7  I 15.1  I 15.8  I
                     I   5.0  I  2.9  I 10.0  I  6.4  I  1.1  I
                     + - - - - +       +        +        +        +
                  2  I    59   I   10  I    44  I    35  I     4  I
   1-5 year          I  64.1  I 10.9  I 47.8  I 38.0  I  4.3  I
                     I  34.7  I 29.4  I 31.0  I 29.4  I 21.1  I
                     I  21.1  I  3.6  I 15.7  I 12.5  I  1.4  I
                     + - - - - +       +        +        +        +
                  3  I    97   I   16  I    70  I    66  I    12  I
   More than 5 year  I  66.0  I 10.9  I 47.6  I 44.9  I  8.2  I
                     I  57.1  I 47.1  I 49.3  I 55.5  I 63.2  I
                     I  34.6  I  5.7  I 25.0  I 23.6  I  4.3  I
                     + - - -   +       +        +                 +
             Column      170        34       142      119       19
             Total       60.7      12.1      50.7     42.5      6.8

Page 2 of 2
```

56

Table 4.25. The Output of Feeder Experience and Distribution Channel Relation.
         (Continued)

```
SDISTRIB
              Count  IOthers
              Row pct I              Row
              Col pct I             Total
              Tab pct IOTHER5  I
FEED EXP
                 1  I      3  I     41
  Less than 1 year   I    7.3  I   14.6
                    I   25.0  I
                    I    1.1  I


                 2  I      3  I     92
  1-5 year          I    3.3  I   32.9
                    I   25.0  I
                    I    1.1  I


                 3  I      6  I    147
  More than 5 year   I    4.1  I   52.5
                    I   50.0  I
                    I    2.1  I


              Column       12       280
               Total      4.3    100.0

Percents and totals based on respondents
```

280 valid cases; 120 missing cases

The starter would like to buy at department store, 68.3%. The feeder who feed for

1-5 year and more than 5 year have the same behavior. They like to buy at professional

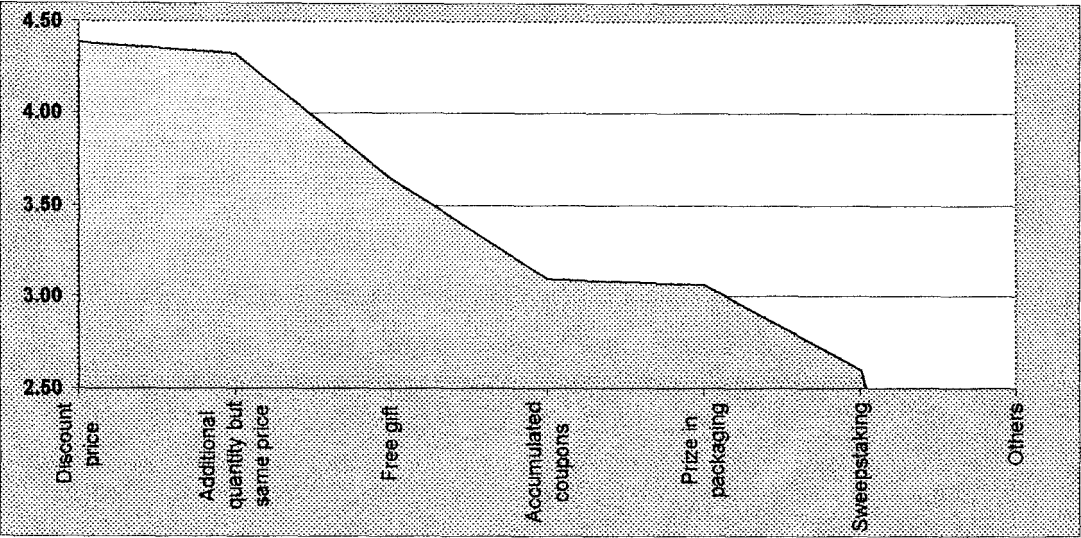distribution as pet shop, 64.1% for 1-5 years and 66% for over 5 years.

Figure 4.17. The Pareto Chart of Promotion Expectation.

Table 4.26. The Output of Promotion Expectation.

		Statistics						
		Additional quantity but same price	Prize in packaging	Accumulated coupons	Sweepstaking	Free gift	Discount price	Others
N	Valid	278	267	264	264	269	272	
	Missing	122	133	136	136	131	128	400
Mean		4.3201	3.0599	3.0909	2.5985	3.6468	4.3824	
Std. Error of Mean		4.71E-02	7.07E-02	7.40E-02	7.70E-02	8.82E-03	5.13E-02	

Mostly of respondent concern on discount price 4.3824. The second concerning is in the price perception, additional quantity but same price 4.3201.
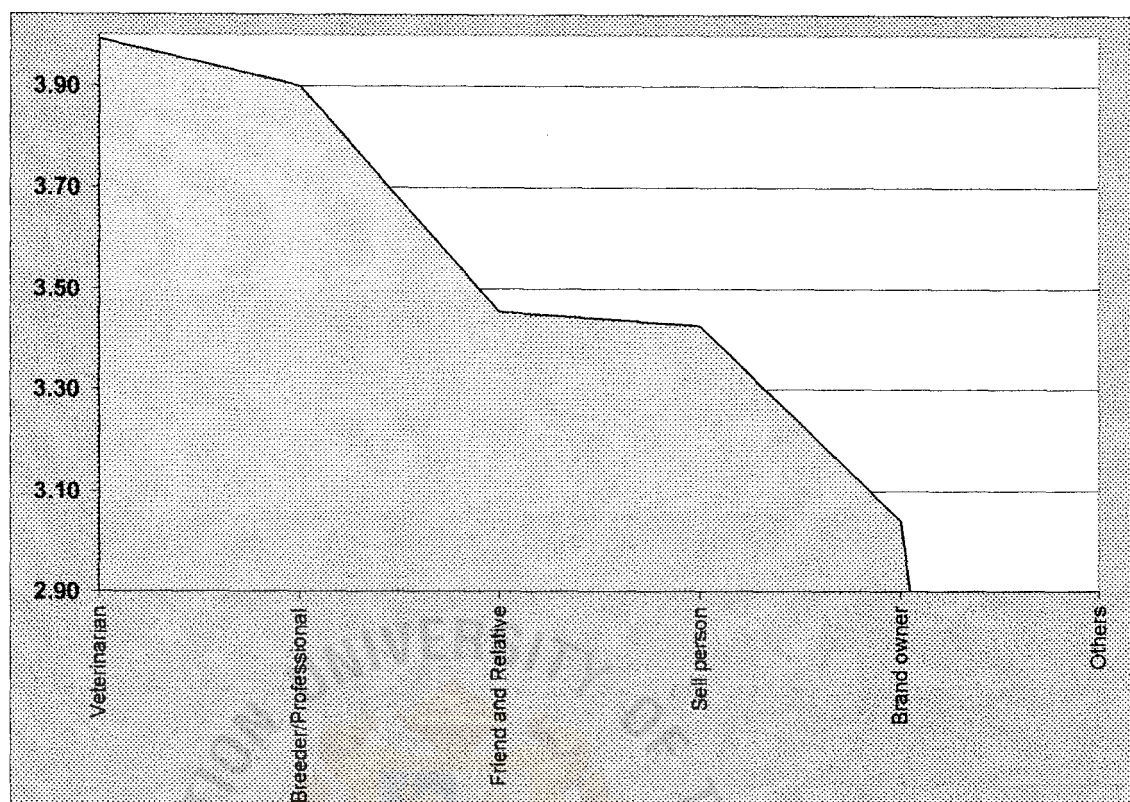
58

Figure 4.18. The Pareto Chart of Influenced Recommender.

Table 4.27. The Output of Influenced Recommender.

Statistics							
		Veterinarian	Breeder / Professional	Sell Person	Friend and Relative	Brand owner	Others
N	Valid	273	270	270	271	270	
	Missing	127	130	130	129	130	400
Mean		3.9927	3.9	3.4259	3.4539	3.0407	
Std. Error of Mean		7.06E-02	6.41E-02	6.28E-02	7.05E-02	6.73E-02	

The veterinarian is the best recommender, whom buyer most believe (3.9927).

The breeder or professional (3.9000) is the second important recommender.
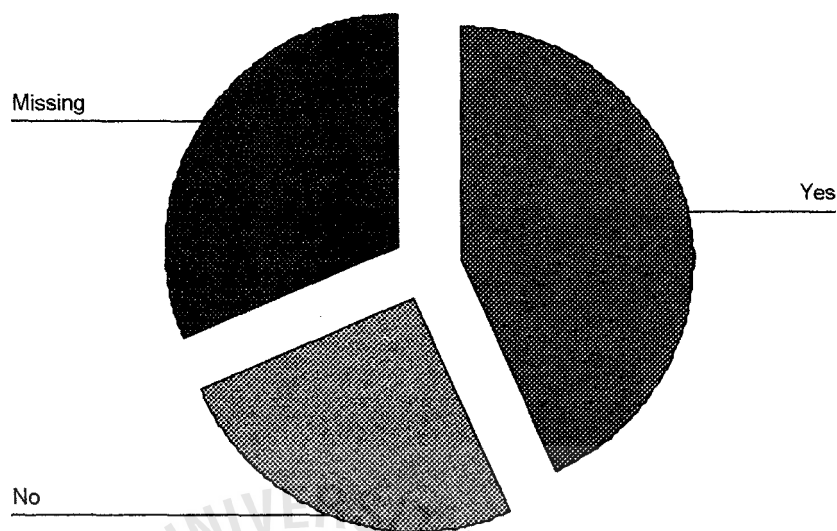
Test the sample immediately

Figure 4.19. The Proportion of Immediately Tested New Dog Food.

Table 4.28. The Proportion Output of Immediately Tested New Dog Food.

Test the Sample Immediately		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	173	43.3	63.1	63.1
	no	101	25.3	36.9	100.0
	Total	274	68.5	100.0	
Missing	System	126	31.5		
Total		400	100.0		

43.3% of respondent test the sample of new dog food immediately. 25.3% do not test immediately. 31.5% is still in consideration situation.

Table 4.29. The Relation Output between Testing Behavior and Dog Size.

```
                  * * *   C R O S S T A B U L A T I O N   * * *
                     TEST
              Count  IYes       No
              Row pct I                          Row
              Col pct I                          Total
              Tab pct I     1  I      2  I
$SIZE
          MIN_SIZE  I   100  I     45  I    145
 Dog's Mini size    I  69.0  I   31.0  I   52.9
                    I  57.8  I   44.6  I
                    I  36.5  I   16.4  I

          MED SIZE  I    80  I     54  I    134
 Dog's Medium size  I  59.7  I   40.3  I   48.9
                    I  46.2  I   53.5  I
                    I  29.2  I   19.7  I

          MAX_SIZE  I    31  I     38  I     69
 Dog's Maxi size    I  44.9  I   55.1  I   25.2
                    I  17.9  I   37.6  I
                    I  11.3  I   13.9  I

              Column      173      101      274
              Total       63.1     36.9    100.0

Percents and totals based on respondents

274 valid cases; 126 missing cases
```

The maxi size's feeder do not need to change the dog food, so 55.1% never test the new dog food. 40.3% of medium size never test the new dog food. And 31.0% of small size never test the new dog food.

Table 4.30. The Reason of Refuse to Test the New Dog Food Immediately.

```
Group $NTREA  Untest reason

   (Value tabulated = 1)
                                           Pct of  Pct of
Dichotomy label            Name    Count  Responses Cases

Effect on dog              EFFECT     70    44.9    68.6
Non-reputation             NONAME     62    39.7    60.8
Inconvenient to buy        UNCONVEN   21    13.5    20.6
Others                     OTHER10     3     1.9     2.9
                                      ------  -----.  ----.
                 Total responses     156   100.0   152.9
298 missing cases; 102 valid cases
```

68.6% afraid the new dog food able to effect their dogs. 60.8% concern on

reputation of dog food brand and relation (factory, company, distributor, etc.). 20.6%

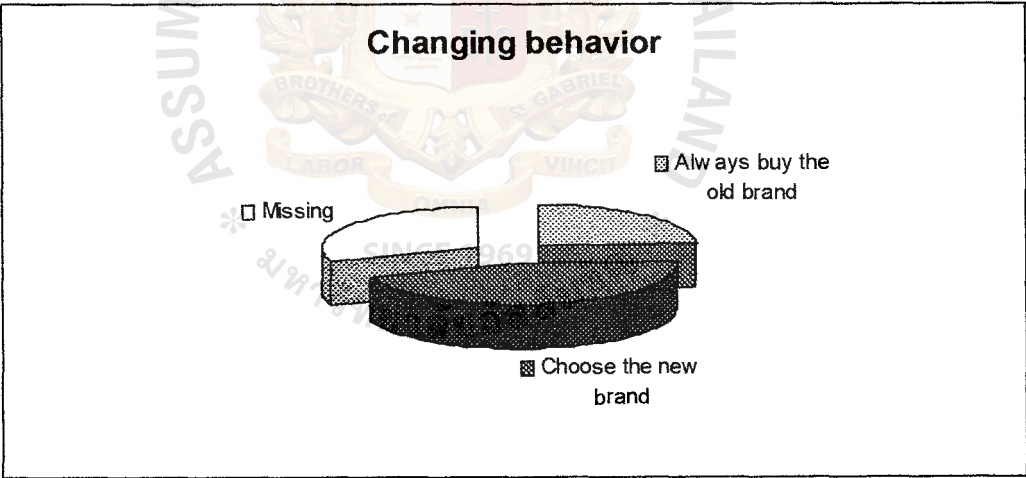would concern on buying continent after test, if their dog like the new dog food.

Figure 4.20. The Next Time Buying Behavior.

Table 4.31. The Output of the Next Time Buying Behavior.

Changingbehavior

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always buy the old brand	95	23.8	34.2	34.2
	Choose the new brand	183	45.8	65.8	100.0
Missing	Missing	122	30.5		
Total		400	100.0		

23.8% have high brand awareness and equity response. 45.8% could easily switch to the other brand, if they have a reason.

Table 4.32. The Output of Switching to New Dog Food Brand Reason.

```
Group $CHANRE Changing reason

    (Value tabulated = 1)
                                        Pct of  Pct of
Dichotomy label                 Count Responses  Cases

Unavailable                      103    20.4     55.4
Others recommended                93    18.5     50.0
Need more preference              84    16.7     45.2
Dog do not like to eat            60    11.9     32.3
Products effect on dog health     50     9.9     26.9
expire products                   21     4.2     11.3
Products spoiled before expired date 33  6.5     17.7
Unreasonable price                57    11.3     30.6
others                             3      .6      1.6

            Total responses      504   100.0    271.0

214 missing cases; 186 valid cases
```

55.4% would switch to other brand, if it is unavailable. 50.0% believe the recommendation from others one. 45.2% switch when they need more preference. 32.3% use the dog take's behavior to be the indicator. 30.6% concern on unreasonable price.

V. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

After analyzing the 400 respondent data by SPSS software, it is found that the customer of dog food have identified behavior. The independent factors are personal information and dog favor. The dependent factors are customer attitude on dog food.

5.1.1 Personal Information

Mostly of the dog feeder is new generation, which have the equal sex proportion and the dog-feed behavior is decreasing when they are older which have more duty and work. The education results support the new generation favor in dog feeder. So most of the dog feeders are educated with bachelor degree and cannot earn by themselves.

The personality information of dog feeder show that dog feed is just a hobby. The real customers cannot earn for dog expense by themselves. The products are for teenager group, which is very sensitive and have not good brand royalty behavior.

5.1.2 Dog Favor

According to economic crisis, the dog feeder would like to reduce the unnecessary cost by liking to feed the mini-size of dog, which can eat less than bigger size. The teenager group pays much attention on luxury dog, so the most popular dog species is Foreign species. Dog market has about 58.0% growth rate in this year, which measure by the puppy dog feed and is the most expensive period of feeding. And then when the dog is old, it could cause of higher expense. Most of dog-feeder try to get rid them before reaching this period, so the company should not pay a lot of attention on old dog food. The dog food market is the expanding market, which is very wide. The dog-feeder's behavior would like to feed just only hobby and not a lot of amount. Feeding experience also effects on customer behavior. The starting period to feed dog or new coming, less than 1 year feeding experience, have a specific behavior, which is exactly

64

different with the more experience group. The new coming is very sensitive and convinces easily.

5.1.3 Customer Attitude

Dog feeders are educated from dog food provider continuously, so most of dog feeders prefer to feed their dog with pellet dog food. Because they need the convenient life-style. Additionally, the rushing of lifestyle is the most important of pellet dog food's selection behavior, so dog feeder would like to prevent the problem of dog health by selecting the pellet dog food. So most of dog feeders see the pellet dog food as products for feeder. Then the marketer has to identify the dog food as consumer products, and marketing strategies have to hit on buyer expectation. The feeding experience is not too important factors of customer to choose the pellet dog food, which supports the convenience of customer expectation. The relation between amount of dog and pellet dog food also supports the convenience expectation, which feeder need more convenience when they feed more dogs. Additionally, the dog species is very important factor to choose the pellet dog food. The foreign species, which is expensive and need feeder caring, are usually fed by pellet dog food that is good for health.

As the other products, dog food can be classified to 3 levels. Each level is differing in the raw material, which can locate the price. The low ends product is produced by the by-products of chicken and corn, which is very cheap but dog cannot absolutely digest. The mid ends products used both by-products and chicken meat, which have the better condition. The high ends products used only chicken meat and rice, which is very good for dog health. The buyer does not perceive the product performance directly. So mostly of customer cannot classify the products level. Every dog food's brand has to educate the customer continuously. Just only high end products' customer can understand the differing, which show that most of high end's customer

choose because of good quality and concern on company reputation. The minor concerning are dog like, brand awareness and royalty, recommending, price and easy buy. The high end's target group is very concerned on dog health, so they do not like to focus on new coming brand and pricing war strategies products. On the others hand with low end target group mainly concern on price. The easy buy is the next concerning point. The minor factors are word of mouth, dog liked, brand awareness and royalty. The mid end target group has the mix behavior between high end and low end, who concern on both price and quality. The same point of mid, low and high end product is the seller recommended negligible. The same point of mid and low end product is the breeder recommended negligible, which is absolutely opposite with high end product. The high end product's target group has more brand awareness and royalty than other groups.

The dog feeders expect on variety field of preferences of dog food quality. The easily noticed effect is the main indicator of product's quality. The most important preference of quality is composition, which is easy to notice on the side of dog food's package and easy to reduce the risk from low quality products before buying. Hair and skin, bone and skeleton, muscle is the next indicator after buying. Most of products expectation could not be justified equally from each people. The product preference is perceived as the quality amount, which is up to each attitude. So the image of products before buying decision is very important. Every brand usually emphasize on building up their image via variety of media. Veterinarian clinic is the most attractive for dog food buyer, because the veterinarian has the professional image on animal. The widely advertising channel as TV is also important effect to buyer decision. Product on shelf at the store and Banner in the store can effect on products selection. Pet magazine is the next attractive channel of dog food. Importantly, Thais have not good reading behavior,

so the channel that has to require too much reading skill is not attractive for dog feeder as Brochure&leaflet, Newspaper, Billboards. So the advertising strategies of dog food should be easy to understand and graphical perception.

The packaging size is the one factor to win the market. Too much variety of packaging size is the high cost to stock. Less variety of packaging sizes is also hard to satisfy customer expectation on packaging size absolutely. So the suitable of packaging size is very important factors. The packaging size should be depending on dog food formula, which is for each size of dog. The consuming rate of each species of dog can indicate the suitability of packaging size. Additionally, the small packaging size of dog food is important for every dog food formula, because it could support testing behavior when buyer would like to change the dog food brand. The suitable packaging sizes for maxi size dog are 5 Kg., 10 Kg. and dog farm needs the package as large as possible. The suitable packaging sizes for medium size dog are 1 Kg., 5 Kg., 8 Kg. and large package for dog farm as 15 Kg. The suitable packaging sizes for mini size dog are less than 1 Kg., 3 Kg. and large package for dog farm as 10 Kg.

The distribution channel is also important factor to gain the customer expectation. According to research, the pet shop is the most popular for dog food's buyer. Because the pet shop can respond to the most important customer expectation, as convenient to buy and also respond to the next important customer expectation, as pet products variety. The customers concern on the convenience too much, especially the loading process because the dog food is heavy. Most pet shops have the labor for loading and delivery. Additionally, there are a variety of pet products in shop. So the big package could sell best in this channel. The second important distribution channel is department store, where customer can buy other products conveniently. This channel are advantage on products variety, customers usually visit, convenient for parking and attractive place.

But on the other hand, this channel is a disadvantage on price, products information support and loading process. So the small packaging products are very suitable for this channel. The next important channel is super store, which always use the pricing war strategies. So this channel is advantage on price. The suitable products should be the low end products, which target customers mostly concerned on price. The veterinarian clinic is not a good distribution channel, which is opposite with advertising channel result. So the suitable product for this channel should be a niche product, small package, which could build up the good image for brand. The feeding experience could effect on distribution channel choosing. The important difference is attitude on pet shop and department store. The new feeders (less than 1 year) like to buy dog food at department store, where they never mind on price and like to buy something for dog usually as they can. But more feeding experienced people like to buy at pet shop, 66%, where they are very concerned on price and convenience.

The promotion activity could increase selling volume, but the good strategies have to hit on customer expectation. The first customer expectation on promotion activity is discount price. Most customers would like to reduce expense and increase their power of money. So the next expectation is additional quantity but same price, which is also the monetary strategy style, but it may not be attractive on other brand's customer. Free gift is the next attractive one. The three most attractive promotion activities could action immediately, which customer can perceive while buying. But on the other hand the later action of promotion activities as accumulated coupons, prize in package, sweepstaking are not too attractive. The promotion could not only mean product activity, but also be communication with customer. So the channel to communication as advertising channel is very important. The method of communication as recommended -people is also important and should run continuously. Most customers believe on veterinarians, who

68

are not concerned with selling products. The next attractive people is breeder or professional. Other recommended people are not too attractive as friend and relative, sales-person and brand owner. So the suitable win-win business should apply to each recommended channel.

For the new brand, most of dog feeders would not like to switch the brand, because they are not confident on it and afraid on problem after use. So the sample of dog food is very important to switching the brand bending method. Most customers are satisfied to test the sample immediately. But some customers refuse to test the sample immediately, which they would like more confidence on quality of products, company reputation, and conveniently buying place. So the brand owner has to build up the communication to increase their brand royalty simultaneously. According to research, the maxi size's dog feeder, which have great consuming rate, do not like to test the sample, because the maxi dog is very sensitive on changing condition and they always are foreign species. Additionally, it is very hard to treat, when they are sick. So the brand owner has to build up the maxi's size confidence on the promotion activity.

The feasibility of new brand's dog food is quite good. The new brand can be sold not too hard, because customers do not concern on brand awareness and royalty too much Most customers could switch to the new brand, if they have any inspiration. By the way, the brand owner has to run the stock carefully, because a product unavailable is the main causes to switch to the other brand.

5.2 Recommendations

Marketing Plan:

The marketing mix is the best way to describe the marketing strategies, which is the weapon to win the market. Importantly, this plan is for new coming importer who has concern on High end products.

(1) **Product**

Firstly, the products selection is most important, because the quality of products is the most important customer decision criteria. The quality of products can come from 2 ways. First is good preference of itself, it contains a lot of preference which can meet with customer need. Second is long duration products and good preserving of the products, because by the nature of importing food, it has to stay in the transportation process for a long time and the manufacturer climate nature is not the same as receiver climate. So the suitable products in good preference and preserve level are the most important to consideration. According to preference of quality products, Thais are mainly concerned with easily noticeable effect as hair, skin, bone, skeleton and muscle. But the purchaser just notice, they cannot perceive them by themselves, so the products' communication in promotion field may be more important than its real quality. Moreover, the specialist dog food can access the niche customer satisfaction. The special dog food should point into the easily noticed wealth of dog, and treat dog when sick with purpose food.

The suitable package is important on customer accessing, which depends on size of dog. The too much variety of packages- can make the decision confused, and it also is the cost of new importer to stock and risk

damage. The new importer has to launch the suitable package for each size dog's formula. In mini size, it consume less amount, so the suitable package should be less than 1 Kg., 3 Kg. and large package for dog farm as 10 Kg. In Medium size, 1 Kg., 5 Kg., 8 Kg. and large package for dog farm as 15 Kg. are the most suitable. In Maxi size, 5 Kg., 10 Kg. and dog farm needs the package as large as possible. Additionally, the package should support the preserving food system, such as nitrogen refills, zip lock.

According to the imported nature, there are waste time on transportation process, which can damage the quality of products. So the importer has to ask to co-operate with exporter to ship only new products and perfect package.

(2) **Price**

The customer, who is concerned on high end's products, does not pay too much attention on price. The suitable price of new imported brand should be cheaper or equal to existing brand, but should mainly focus on trading promotion. The more profitability to seller can hardly convince to sell and promote. The Thai customers have a convenient to buy behavior, and product on shelf in the store is the good way for advertising.

For recommending motivator, the veterinarian is the target group. The free products for dog admitted in some famous clinic and special price in ordinary clinic.

The new brand should set up the commitment with the seller. The accumulated sale point can create the royalty to buy. Some of the sale volume as 5% for new brand should return to seller and breeder, who can sell or use more than minimum rate. The return may not be in cash. The

travel package, which the company can take some deduction for traveling agent can save the returning budget. But if the seller would like the return in cash, 3-4% is the most suitable.

The transportation cost is the one of handicap to gain the margin, because the gasoline and labor cost is increasing now. So the logistics strategies should apply. The special deduction applies when any consumer orders in minimum rate or full vehicle load. 1-1.5% of total price is the suitable of this special deduction. This price strategy can support the company transportation cost and the seller has to stock our products, which can reduce the products disappearing from their shelf.

Dog food is the one kind of consumer product, which is naturally very sensitive on price. The brand owner has to maintain the selling price, which every shop should sell in the same price. So the company's selling price should set up at the consumer price, but have any deduction for each customer. Especially, 20% for distributor and special 5% for banner advertising and special shelf positioning, 20% for vet clinic and special 5% for dog admitted, 20% for breeder and special 5% for co-operate advertising, 10% for special direct consumer, 15% for special events. The special price is not fixed but depending on sales officer, who has to estimate the capability to access the purpose of each channel.

For company financial strategies support, the special deduction should be set up for cash customer as 2-5%, which depends on interest.

The high end of dog food expectation is more concerned on quality of product than volume, so the commission of sales officer should not create. But the selling capability will return on annual bonus.

The mark up price of product should concern on every cost, so the total mark up equation as following.

(3) **Place**

Distribution channel is very important. Most Thais are concerned on conveniece, and do not have high brand awareness. So the amount and location of distribution channel should satisfy customer behavior. Additionally, the distribution channel should support the market positioning.

For new brand, the new dog feeder is easier to catch up than the existing customer. So Department store is the most attractive, which can respond to the variety of customer needs. There are a lot of costs to place each product on this channel, so the product selection is very important. The suitable products should be the small package, which customer could easily buy and carry, because they do not go to Department store for only to buy the dog food. The advantage on Department store channel is suitable location. The Department store is always located on residential area that is full of mid and high-end customer, which is the same of High end dog food target.

The marketer could not look over the pet clinic channel, where the veterinarian is the most important recommended for changing the dog food brand. The company should set up the win-win situation for veterinarian, pet clinic and dog food brand, because the pet clinic is not the good channel to buy but good to be the information provider, branding royalty and brand's confidential to buy. So the company cannot expect the direct profit and sale volume, which just provide the indirect profit. The special price should be set up for some pet clinic, which would like to use the dog food for dog

admitted and actually allowed the company to set up the promotion material in them.

The dog farm can provide the same purpose as pet clinic. The company should give a lot of concentration on its channel. The dog farms have a high requirement and actually are a good advertising channel simultaneously. We can offer the dog food special price and advertising budget support, which can increase the business alliance relationship.

The most profitable distribution channel is pet shop, which can sell in the most sale value and the product on shelf can be the one way of advertising. The main aim of this channel strategies is only profit providing. The high margin and the returning profit should set up.

The company should promote the product often by joining the exhibition. This channel not only builds up brand awareness and royalty, but it also is the good channel to sell. The company can directly sell to the consumer and get the feed back information simultaneously, which actually support the customer relation management.

The high end product should not concentrate on the super store, which is concerned on selling the low-end product. Eventhough, there is high sale volume it can damage the brand positioning.

(4) Promotion

Most of consumers concern on price, which can be satisfied by discount price and additional quantity but same price methods. These methods mainly focused on increasing the customer's value of money. On the other hand, it actually effects on the logistic cost, which is the most important variable cost (on the imported brand). These methods could be

efficient, when the dog could increase consuming rate. So the suitable time is very important. According to nature of pet consuming rate, the temperature is very important. The cold temperature could support the digestion and consuming rate. Additionally, dogs usually breed on the winter, when female dog would like a lot of food for itself and its puppy.

The good promotion strategies should be suitable for each distribution channel. The increasing the customer value of money is suitable for channel where it is able to sell high volume as pet shop and department store. But on the other channel, which is the good advertising channel but low sale volume, the free gift method should be better.

The advertising on public media can set up the brand awareness and loyalty. Pet magazines can access to the professional and dog lover, which is the low cost and high effective. In the wide view, the TV advertising is the most effective and efficient, which can access in every field of customers. But the company should focus on the time to launch the TV advertising. Most dog feeders feed dog for house keeping and friend. Their expectation is the safety when they do not live at home. Their behavior is not usually alive in their home at daytime. So this media should launch on after-work time.

The most important promotion strategies is free sample, which can easily attract the customer. The company has to support the sample products to every distribution channel. Additionally the company has to joining the pet exhibition to give the sample and perceive the customer feedback directly.

APPENDIX A

QUESTIONNAIRE

Assumption University

Number   ....

Date   ....

I am a graduate student of Assumption University. Now I am conducting a marketing research on Thai Consumer Attitude Toward Dog Food, which is a partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

I would like to ask for your kind cooperation in completing the questionnaires for a few minutes. This is in order to develop the dog food in every preference of quality to meet consumer behavior. I will ensure that the information given will be kept confidential.

Thank you very much.
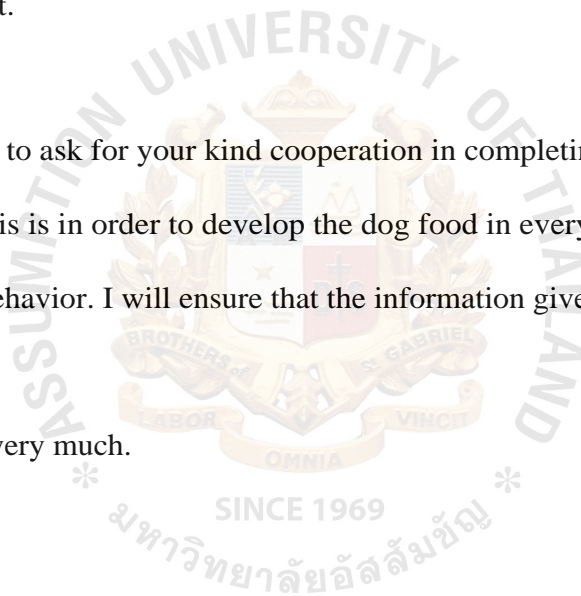
1. เพศ

   ❑ ชาย   ❑ หญิง

2. อายุ

   ❑ ต่ำกว่า 15 ปี   ❑ 35-44 ปี

   ❑ 15-24 ปี   ❑ 45-54 ปี

   ❑ 25-34 ปี   ❑ สูงกว่า 54 ปี

3. ระดับการศึกษา

   ❑ ประถมศึกษา

   ❑ มัธยมศึกษา

   ❑ อาชีวะศึกษา

   ❑ ปริญญาตรี

   ❑ ปริญญาโท

   ❑ อื่นๆ (โปรดระบุ)_____

4. ระดับรายได้ต่อเดือน

   ❑ ต่ำกว่า 10,000 บาท   ❑ 30,001-40,000 บาท

   ❑ 10,001-20,000 บาท   ❑ 40,001-50,000 บาท

   ❑ 20,001-30,000 บาท   ❑ มากกว่า 50,000 บาท

5. คุณเลี้ยงสุนัขประเภทไหน? (ตอบได้มากกว่า 1 ข้อ)

   ❑ สุนัขขนาดเล็ก (น้ำหนักน้อยกว่า 10 กก.เช่น พุดเดิ้ล, ปอมเปอเรเนียน, มิเนเจอร์,ฯลฯ)

   ❑ สุนัขขนาดกลาง (10-30 กก. เช่น โกลเด้นฯ, ไซบีเรียน, บลูด็อก,ฯลฯ)

   ❑ สุนัขขนาดใหญ่ (มากกว่า 30 กก. เช่น เกรดเดน, ร็อทไวเลอร์, เซนต์เบอร์นาร์ด,ฯลฯ)

6. คุณเลี้ยงสุนัขประเภทไหน? (ตอบได้มากกว่า 1 ข้อ)

   ❑ สุนัขสายพันธุ์ไทยแท้

   ❑ สุนัขสายพันธุ์ต่างประเทศแท้

□ สุนัขพันธุ์ทาง

7. อายุของสุนัขที่คุณเลี้ยง? (ตอบได้มากกว่า 1 ข้อ)

□ 0-8 เดือน	□ 2-6 ปี
□ 8-12 เดือน	□ 6-7 ปี
□ 1-1.5 ปี	□ 7-8 ปี
□ 1.5-2 ปี	□ มากกว่า 8 ปี

8. จุดประสงค์ในการเลี้ยงสุนัข? (ตอบได้มากกว่า 1 ข้อ)

□ เพื่อเป็นเพื่อน

□ เพื่อส่งประกวด

□ เพื่อการพนันและแข่งขัน

□ เพื่อบริโภค

□ เพื่อธุรกิจ

□ เพื่อโชคลาภ

□ เพื่อเฝ้าบ้าน

□ ด้วยความเรียกร้องของสมาชิกในครอบครัว/คนใกล้ชิด

□ อื่นๆ (โปรดระบุ)_____

9. คุณเลี้ยงสุนัขทั้งหมดกี่ตัว (จำนวนในความรับผิดชอบที่ต้องซื้ออาหารให้)?

□ 1 ตัว

□ 2-5 ตัว

□ มากกว่า 5 ตัว

10. คุณเลี้ยงสุนัขมากี่ปีแล้ว?

□ เพิ่งเริ่มเลี้ยง เลี้ยงมาไม่เกิน 1 ปี

□ 1-5 ปี

□ มากกว่า 5 ปี

11. คุณเลือกใช้อาหารสุนัขประเภทไหนในการเลี้ยงสุนัข?

□ อาหารสุนัขอัดเม็ด   --- ไปที่ข้อ 12

□ อาหารสุนัขอัดเม็ดผสมกับอาหารอื่น

□ อาหารแช่แข็งสำหรับสุนัข

□ อาหารกระป๋องสำหรับสุนัข   ---จบการสัมภาษณ์

□ อาหารปรุงเอง

□ อื่นๆ (โปรดระบุ)_____

12. เพราะเหตุใดคุณจึงเลือกใช้อาหารสุนัขอัดเม็ด? (ตอบได้มากกว่า 1 ข้อ)

□ สุนัขชอบกิน

□ สุนัขเคยกินอยู่แล้วก่อนที่จะนำมาเลี้ยง

□ สะดวก

□ ดีต่อสุขภาพสุนัข

□ อื่นๆ (โปรดระบุ)_____

13. คุณใช้อาหารสุนัขอัดเม็ดจำนวนเท่าไรต่อเดือน?(ผู้สัมภาษณ์คำนวณจากจำนวนถุงที่ซื้อต่อเดือน)

□ น้อยกว่า 3 Kg.   □ 31-40 Kg.

□ 3-5 Kg.   □ 41-50 Kg.

□ 6-10 Kg.   □ 51-100Kg.

□ 10-20 Kg.   □ 101-500 Kg.

□ 21-30 Kg.   □ มากกว่า 500 Kg.

14. ปัจจุบันคุณเลือกซื้ออาหารสุนัขอัดเม็ดยี่ห้อใด?

□ A-po   □ Smart-Heart

□ Cp   □ Pedigree

❑ Alpo	❑ ANF
❑ Delight	❑ Royal canin
❑ Gusto	❑ Nature's Recipe
❑ Dogkin	❑ Proplan
❑ Dogmate	❑ Science-diet
❑ Tiffany	❑ Nutro
❑ Nutra gold	❑ Euknauba
❑ ไม่ได้ระบุยี่ห้อที่ใช้	❑ อื่นๆ(โปรดระบุ)_____

15. เพราะเหตุใดคุณจึงเลือกซื้ออาหารสุนัขตามข้อ 13.? (ตอบได้มากกว่า 1 ข้อ)

❑ ราคาเหมาะสม

❑ หาซื้อง่าย

❑ สุนัขชอบกิน

❑ เป็นสินค้าใหม่น่าลอง

❑ สุนัขเคยกินอยู่แล้วก่อนที่จะนำมาเลี้ยง

❑ เป็นยี่ห้อที่มีชื่อเสียง

❑ เชื่อมั่นในคุณภาพของบริษัทที่ผลิต

❑ สัตวแพทย์แนะนำ

❑ ผู้เพาะเลี้ยงแนะนำ

❑ ผู้ขายแนะนำ

❑ เป็นยี่ห้อที่รู้จักกันทั่วไป (WOM)

❑ คุณสมบัติของสินค้าดี

❑ การบรรจุผลิตภัณฑ์ที่ดึงดูดความสนใจ

❑ มีสินค้าแถม

❑ อื่นๆ (โปรดระบุ)_____

16. คุณรู้จักอาหารสุนัขยี่ห้อใดบ้าง? (ตอบได้มากกว่า 1 ข้อ)

❑ A-po	❑ Tiffany
❑ Cp	❑ Nutra gold
❑ Smart-Heart	❑ ANF
❑ Pedigree	❑ Royal canin
❑ Alpo	❑ Nature's Recipe
❑ Delight	❑ Proplan
❑ Gusto	❑ Science-diet
❑ Dogkin	❑ Nutro
❑ Dogmate	❑ Eukanuba
❑ อื่นๆ (โปรดระบุ)_____	

17. คุณมีความคิดเห็นเกี่ยวกับคุณสมบัติเหล่านี้ของอาหารสุนัขอัดเม็ดอย่างไร?

1 = ไม่สำคัญ, 5 = สำคัญอย่างมาก

	5	4	3	2	1
สารอาหารเหมาะสม					
ผลิตจากวัตถุดิบชั้นดี					
บำรุงขนและผิวหนัง					
เสริมสร้างกล้ามเนื้อ					
เติบโตเร็ว และสมบูรณ์					
บำรุงกระดูกและโครงสร้าง					
ลดกลิ่นมูล					
ดูแลสุขภาพช่องปาก					
ทำให้น้ำหนักสมดุล					
พลังงานสูง					
บำรุงประสาท					
บำรุงหัวใจ					

ย่อยและดูดซึมสารอาหารได้ง่าย				
ลดกลิ่นตัว				
เพิ่มภูมิต้านทานโรค				
ลดปริมาณการบริโภค				
อุจจาระแข็ง				
รสชาติดี (สุนัขชอบบริโภค)				

❑ อื่นๆ (โปรดระบุ)_____

18. คุณให้ความสนใจอาหารสุนัขอัดเม็ดจากสื่อเหล่านี้อย่างไร?

1 = ไม่สนใจ, 5 = น่าสนใจอย่างมาก

	5	4	3	2	1
TV					
วิทยุ					
หนังสือพิมพ์					
นิตยสารสัตว์เลี้ยง					
นิตยสารทั่วไป					
ป้ายโฆษณาตามท้องถนน					
ชั้นวางสินค้าในร้านขายอาหารสัตว์					
ป้ายต่างๆในร้านขายอาหารสัตว์					
คลีนิคสัตวแพทย์					
งานประกวด/แสดง สัตว์เลี้ยง					
ใบโบรชัวร์ และ แผ่นพับต่างๆ					

❑ อื่นๆ (โปรดระบุ)_____

19. คุณนิยมเลือกซื้อขนาดบรรจุประมาณเท่าไร?

❑ น้อยกว่า 1 Kg.

❑ 1 Kg.

❑ 3 Kg.

❑ 5 Kg.

❑ 8 Kg.

❑ 10 Kg.

❑ 15 Kg.

❑ 18 Kg.

❑ อื่นๆ (โปรดระบุ)_____

20. โดยปกติคุณมักจะซื้ออาหารสุนัขที่ใด? (ตอบได้มากกว่า 1 ข้อ)

❑ ร้านขายอาหารสัตว์ (Pet shop)

❑ คลินิคสัตวแพทย์

❑ ห้างสรรพสินค้า (เช่น เซ็นทรัล, เดอะมอลล์, ฟิวเจอร์พาร์ค, ฯลฯ)

❑ Super store (เช่นโลตัส, บิ๊กซี, คาร์ฟูล, ฯลฯ)

❑ ร้านสะดวกซื้อทั่วไป

❑ อื่นๆ (โปรดระบุ)_____

21. เพราะเหตุใดคุณจึงซื้อตามสถานที่ข้อ 20. (ตอบได้มากกว่า 1 ข้อ)

❑ ราคาถูก

❑ สะดวก

❑ มีสินค้าสำหรับสัตว์เลี้ยงหลากหลายประเภทให้เลือกซื้อ

❑ สามารถสอบถามข้อมูลเกี่ยวกับสินค้าได้

❑ มีสินค้าอื่นๆ(นอกจากสินค้าสำหรับสัตว์เลี้ยง)หลากหลายประเภทให้เลือกซื้อ

❑ อื่นๆ (โปรดระบุ)_____

22. ความบ่อยในการซื้ออาหารสุนัขอัดเม็ดของคุณ?

 ❑ ทุกวัน

 ❑ มากกว่า 1 ครั้ง/สัปดาห์

 ❑ 1 ครั้ง/สัปดาห์

 ❑ 1 ครั้ง/2 สัปดาห์

 ❑ 1 ครั้ง/เดือน

 ❑ น้อยกว่า 1 ครั้ง/เดือน

23. คุณมีความคิดเห็นเกี่ยวกับกิจกรรมสนับสนุนการขายต่อไปนี้อย่างไร?

1 = ไม่สำคัญ, 5 = สำคัญอย่างมาก

	5	4	3	2	1
เพิ่มปริมาณแต่ไม่เพิ่มราคา					
รางวัลในบรรจุภัณฑ์					
สะสมคูปองส่วนลดจากบรรจุภัณฑ์					
สลากจับรางวัล					
ของแถม					
ลดราคา					

 ❑ อื่นๆ (โปรดระบุ)_____

24. บุคคลดังต่อไปนี้มีอิทธิพลต่อการเลือกซื้ออาหารสุนัขอย่างไรอย่างไร?

1 = ไม่มีอิทธิพลเลย, 5 = มีอิทธิพลอย่างมาก

	5	4	3	2	1
สัตวแพทย์					
ผู้เพาะพันธุ์/ผู้เชี่ยวชาญ					
ผู้ขายอาหารสุนัข					
เพื่อน/ญาติ ที่เลี้ยงสุนัข					
บริษัท/ผู้นำเข้า/ตัวแทนจำหน่าย					

❑   อื่นๆ (โปรดระบุ)_____

25. กิจกรรมร่วมกับสุนัขที่คุณมักจะปฏิบัติคือ? (ตอบได้มากกว่า 1 ข้อ)

    ❑   การไปตรวจรักษาโรคที่คลินิก

    ❑   การไปฉีดยาป้องกันโรคอย่างสม่ำเสมอที่คลินิก

    ❑   การเข้าร่วมงานประกวดสุนัข

    ❑   การตัดแต่งขนสุนัข

    ❑   อื่นๆ (โปรดระบุ)_____

26. ถ้ามีอาหารสุนัขยี่ห้อใหม่แจกฟรีให้ทดลอง, คุณจะ_____

    ❑   ทดลองใช้ทันที   ---ไปที่ข้อ 28.

    ❑   ไม่ทดลองใช้ทันที   ---ไปที่ข้อ 27.

27. เพราะเหตุผลใดคุณจึงไม่ทดลองใช้ทันที? (ตอบได้มากกว่า 1 ข้อ)

    ❑   กลัวมีผลเสียต่อสุนัข

    ❑   ยังไม่รู้จัก

    ❑   กลัวหาซื้อลำบากถ้าสุนัขเกิดชอบ   ---ไปที่ข้อ 28.

    ❑   อื่นๆ (โปรดระบุ)_____

28. เมื่ออาหารสุนัขหมด, คุณจะ_____

    ❑   เลือกใช้ยี่ห้อเดิมเสมอ (ถ้าสินค้าขาดตลาดก็จะรอ)   --จบการสัมภาษณ์

    ❑   เลือกใช้ยี่ห้ออื่น, เมื่อ_____   --ไปที่ข้อ 29

29. คุณจะเลือกใช้ยี่ห้อใหม่เมื่อ_____

- ❑ สินค้าที่ใช้อยู่ขาดตลาด
- ❑ มีผู้แนะนำให้ทดลอง
- ❑ ต้องการคุณสมบัติสินค้าที่ดีกว่าเดิม
- ❑ สุนัขเบื่อยี่ห้อเก่า
- ❑ สินค้ามีปัญหาและส่งผลกระทบต่อสุนัข　　　　　　--จบการสัมภาษณ์
- ❑ สินค้าที่ใช้อยู่หมดอายุเร็ว
- ❑ สินค้าเสียทั้งที่ไม่ได้หมดอายุ
- ❑ สินค้าราคาไม่เหมาะสม
- ❑ อื่นๆ (โปรดระบุ)_____

- ขอบคุณครับ/ค่ะ -

87

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