

## 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.