

The Customer Decision Making for Using the Service of a Pet Shop in Bangkok

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This research aimed to study the influences of customer demographic factors and marketing factors on their decision making in using the service of pet shop; 2) customer behavior in using the service of the pet shop. A quantitative research approach was employed in this study. The main study was carried out over the three-month period from June to August 2017. The research sample consisted of 439 customers who lived in Bangkok and had experiences of using the service of a pet shop. The data were collected via a questionnaire and were then analyzed with descriptive and inferential statistics. The research results indicated that: 1) the demographic factors that had an influence on the customer decision marking were ages and average income per month and the marketing factors affecting their decision making the most was the performance of staff in providing the service, followed by the price of the service. It was also found that the customer usually used the service of the pet shop when they ran out of their pet products such as pet food, bought the products or used the service that cost less than 1,000 Baht, received the information of the pet service via internet, made a decision to use the service by themselves, normally used the service once a month, in the evening and during the weekends or holidays, and chose only the pet shop that was located near their house.

Keywords: pet shop; decision making, demographic factors, marketing factors, customer behavior.

Field of the research: Marketing

Introduction

Now a day, economy still on going expansion. meanwhile, living is full of challenge that peoples are hasty and stressful. Animal husbandry is a choice to treat stressful and lonely release because all of pets let enjoy and can maintain mental health indirectly. All of these reason, pets were played a great role in life. Can see it from be more caring that affected to pet business industry still going expansion. Originally, pet business consist of pharmacy and treatment but now a day more over with instant food, toy, appliance and body decorated to relate respond the owner demand. Expect that feed shop, equipment and pet service such as take a bath, cross-cutting, dog care and product that popular whether it be feed, medicine, shampoo, vaccine and other that related with pet will more popular. The growth up of product and service on pet market value in Thailand will increasing about 3-30 percentage that between as 5000 million baht but between 2010-2012 will increase to 5000 million baht which spent the time just only 2 year and still continually to growth up moreover the owner behavior will change that they will care them pet both

with physical and mental as well. So that, this market must be reserving which Thailand Animal Health product Association mention that Thailand there are 9 millions of cat for 19 percentage and dog for 65 percentage and other pets for 16 percentage. Market value for there are 10,500 million baht consist of foods, sweet, clothes and toy. Service market value for there are 10,000 million baht consist of hospital/clinic, spa, dog shower, training school, hotel, dog cremation service and other by random order.

Research Objective

1. To studied individual factors that affected to consumer's decision on feed shop, equipment and pet service in Bangkok, Thailand.
2. To studied individual factors that affected to marketing mix on consumer's decision on feed shop, equipment and pet service in Bangkok, Thailand.

Literature Review

The studied of Consumer's Decision on feed shop, equipment and pet service in Bangkok, Thailand. Researcher was studied the theory and concept also to related documents for created conceptual framework and documentary research.

Somchai Karnpoh who studied the possibility to do business on pet service in Khonkane Province under name's MaMah Spa Dog because was awarded on business opportunity. Begin with data analysis of industry holistic, internal analysis, external analysis and competition analysis. Then, data analysis on marketing possibility, administration and financial that in each process can be applying and good for image that different from other shop. The research result showed that this project is interesting and value added from GBBBBBB baht for M year also to more income for continually with growth up M percentage. Payback period for 8.ML per year, Net Realizable value :BO:,ELV baht and has return on investment for GB.O8 that higher than average capital as E.VB.

Dusadee Puriwittayawattana was studied on the Factors Affecting Decision on Selecting Pet Shop. Aimed to study Factors Affecting Decision on Selecting Pet Shop and also to planed pet marketing. Sampling is 100 populations in Bangkok, Bangkok. All 100 questionnaires have been returned. Finding found that most of the sampling are single women who are students, and whose age is between 18-23 years old. The highest education is Bachelor degree. The average income is 10,000-20,000 THB.

Methodology

Population and Sampling are peoples who live in Bangkok perimeter both with Male and Female who has ages between 16-25 years old until more than 65 years old who were serviced by pet shop in Bangkok and perimeter at least 1 time. Sample size by Yamane calculated on confidential level 95 percentage, discrepancy 5 percentage. The sampling there are 400 peoples by simple random sampling and purposive sampling as well.

Research methodology and research equipment

Part 1 Questionnaire on personal data such as gender, age, status, career, income per month and education level. The questionnaire is check-list. Part 2 is decision behavior for pet service in Bangkok and perimeter by check-list. Part 3 is the questionnaire on mix market factors that affected to service on equipment and pet service in Bangkok and perimeter. There are questions in 7 parts consist of mix market factors, product, price, channel for sale, marketing, personal, physical and service factor. The questionnaire is rating scale for there are 5 levels as Likert scale which are lowest is 1, low is 2, middle is 3, high is 4 and highest is 5. The indicator to meaning of mean score on petshop service are 1.00-1.49 is lowest problem, 1.50-2.49 is low problem, 2.50-3.49 is middle problem, 3.50-4.49 is high level and also to 4.50-5.00 is highest problem. Part 4 is other recommendation for improve pet shop service in Bangkok and perimeter with open-end question.

Findings

Part 1 Individual factor of the sampling found that Almost of the sampling is female who are between 26-35 years old, Single status, graduated in bachelor degree, personal of private organization and has income between 10001-20000 baht per month.

Part 2 Decision behavior data on pet shop service in Bangkok and perimeter.

The research result found that almost of the sampling who were serviced and pay less than 1000 baht. Communicated by internet and decide to service by themselves. Service frequency 1 time per month. They would love to service the nearest home shop on weekend cover with Saturday Sunday and holiday at 16.00 o'clock at noon until closing.

Table 1 The importance level of mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand

mix market service	Mean	SD	Level
1. Product	4.08	0.51	high
2. Price	4.23	0.65	high
3. Channel	4.02	0.54	high
4. Marketing	3.88	0.61	high
5. Personal	4.29	0.63	high
6. Physical	4.02	0.68	high
7. ผู้แทน	4.21	0.71	high
Totally	4.10	0.62	high

From table 1 showed that The importance level of mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand. Almost of the sampling concern on mix market service factors in each factor all high level. When was considered in each factors by random order from high to low which are personal, price, process, product, channel, physical and marketing.

Part 3 Mix Market service that affected to pet shop service decision in Bangkok and perimeter. Part 4 compared the different of individual factors that affected to mix market service of pet shop service in Bangkok and perimeter by independent sample t-test, anova for hypothesis test at confidential level 95 percentage that showed in table no.2 that has statistical hypothesis which are H0 individual factors that affected to mix market for service decision are not different and H1 is individual factor that affected to mix market for service decision are different.

Part 4 Comparison the different between individual factor that affected to mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand. Statistic in this research are Independent Sample t-test, ANOVA for hypothesis test at the confidential level of 95 percentage that showed in table 2 and has statistical hypothesis consist of

H₀: Individual factor that differently were affected to mix market service factors toward service decision are not different.

H₁: Individual factor that differently were affected to mix market service factors toward service decision are different.

Table 2 the different result comparison of individual factor toward mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand.

Individual Factors	mix market service factors						
	Product	Price	Channel	Marketing	Personal	Physical	Process
1. Gender	-	* (.00)	* (.00)	* (.00)	-	* (.00)	-
2. Ages	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)
3. Status	* (.00)	* (.00)	* (.00)	-	* (.00)	* (.01)	* (.00)
4. Education	* (.00)	* (.00)	-	* (.00)	-	* (.00)	* (.00)
5. Occupation	* (.00)	-	* (.00)	-	* (.02)	* (.00)	* (.00)
6. Income per Month	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)

Note * Statistic Significant at .05

From table 2 The different result comparison of individual factor toward mix market service factors toward service decision. When was considered with individual factor in each part found that

1. Gender factor when was compared the different result comparison of individual factor toward mix market service factors toward service decision with gender found that the different samplings gender were affected to mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok,

Thailand are different with statistic significant at .05 cover with price, channel, marketing and physical.

2. Ages factor when was compared the different result comparison of individual factor toward mix market service factors toward service decision with Ages found that the different samplings Ages were affected to mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand are different with statistic significant at .05 cover with price, channel, marketing, personal, physical and process.

3. Status factor when was compared the different result comparison of individual factor toward mix market service factors toward service decision with Status found that the different samplings Status were affected to mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand are different with statistic significant at .05 cover with price, channel, marketing, personal, physical and process.

4. Education factor when was compared the different result comparison of individual factor toward mix market service factors toward service decision with Education found that the different samplings Education were affected to mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand are different with statistic significant at .05 cover with price, channel, marketing, personal, physical and process.

5. Occupation factor when was compared the different result comparison of individual factor toward mix market service factors toward service decision with Occupation found that the different samplings Occupation were affected to mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand are different with statistic significant at .05 cover with price, channel, marketing, personal, physical and process.

6. Income per month factor when was compared the different result comparison of individual factor toward mix market service factors toward service decision with Income per month found that the different samplings Income per month were affected to mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand are different with statistic significant at .05 cover with price, channel, marketing, personal, physical and process.

Part 5 Studied the relation between individual factor and service behavior of feed, equipment and pet shop service in Bangkok, Thailand with Pearson Chi-square for confidential hypothesis test of confidential level for 95 percentage that showed in table 3 which has statistical hypothesis are

H₀: Personal factor not affected to service behavior

H₁: Personal factor are affected to service behavior

Table 3 Analysis result of the relation between individual factor and service decision behavior of feed, equipment and pet shop service in Bangkok, Thailand

Individual Factors	Service Behavior								
	Cause of Service	Kind of service	Expense per month	Communication Channel	Decision Stakeholder	Service Frequency	Date to service	Time to service	Location
1. Gender	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.01)	* (.00)	-
2. Ages	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)
3. Status	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)
4. Education	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.03)
5. Occupation	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.01)	* (.00)	* (.01)
6. Income per Month	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.00)	* (.02)

Note * Statistic Significant at .05

From table 3 The different result comparison of individual factor toward mix market service factors toward service decision. When was considered with individual factor in each part found that 1. Gender factor when was compared the different result comparison of individual factor toward mix market service factors toward service decision with gender found that the different samplings gender were affected to mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand are different with statistic significant at .05 cover with cause of service, kind of service, expense per month, communication channel, decision stakeholder, service frequency, date to service and time to service.

2. Ages factor when was compared the different result comparison of individual factor toward mix market service factors toward service decision with Ages found that the different samplings Ages were affected to mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand are different with statistic significant at .05 cover with cause of service, kind of service, expense per month, communication channel, decision stakeholder, service frequency, date to service, time to service and location.

3. Status factor when was compared the different result comparison of individual factor toward mix market service factors toward service decision with Status found that the different samplings Status were affected to mix market service

factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand are different with statistic significant at .05 cover withcause of service, kind of service, expense per month, communication channel, decision stakeholder, service frequency, date to service, time to service and location.

4. Education factor when was compared the different result comparison of individual factor toward mix market service factors toward service decision with Education found that the different samplings Education were affected to mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand are different with statistic significant at .05 cover withcause of service, kind of service, expense per month, communication channel, decision stakeholder, service frequency, date to service, time to service and location.

5. Occupationfactor when was compared the different result comparison of individual factor toward mix market service factors toward service decision with Occupation found that the different samplings Occupation were affected to mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand are different with statistic significant at .05 cover withcause of service, kind of service, expense per month, communication channel, decision stakeholder, service frequency, date to service, time to service and location.

6. Income per monthfactor when was compared the different result comparison of individual factor toward mix market service factors toward service decision with Income per month found that the different samplings Income per month were affected to mix market service factors toward service decision of feed, equipment and pet shop service in Bangkok, Thailand are different with statistic significant at .05 cover withcause of service, kind of service, expense per month, communication channel, decision stakeholder, service frequency, date to service, time to service and location.

Mix Market service factors

1. Gender factor when was compared the personal factors different that affected to mix market divided with gender showed that the sampling gender are different were affected to mix market of pet shop service decision in Bangkok and perimeter are different in statistic significant at .05 consist of price, channel for sale, marketing and physical.
2. Age factor when was compared the personal factors different that affected to mix market divided with age found that the sampling ages are different were affected to mix market of pet shop service decision in Bangkok and perimeter are different in statistic significant at .05 consist of product, price, channel for sale, marketing, personal, physical and process.
3. Status factor when was compared the personal factors different that affected to mix market divided with status found that the sampling status are different were affected to mix market of pet shop service decision in Bangkok and perimeter are different in statistic significant at .05 consist of product, price, channel for sale, personal, physical and process.

4. Education level factor when was compared the personal factors different that affected to mix market divided with education level found that the sampling education level are different were affected to mix market of pet shop service decision in Bangkok and perimeter are different in statistic significant at .05 consist of product, price, marketing, personal, physical and process.
5. Career factor when was compared the personal factors different that affected to mix market divided with career found that the sampling career are different were affected to mix market of pet shop service decision in Bangkok and perimeter are different in statistic significant at .05 consist of product, price, channel for sale, personal, physical and process.
6. Income per month factor when was compared the personal factors different that affected to mix market divided with income per month found that the sampling income per month are different were affected to mix market of pet shop service decision in Bangkok and perimeter are different in statistic significant at .05 consist of product, price, channel for sale, marketing, personal, physical and process.

Service Behavior

1. Gender factor when was compared the personal factors different that affected to mix market divided with gender showed that the sampling gender are different were affected to mix market of pet shop service decision in Bangkok and perimeter are different in statistic significant at .05 consist of type of service, payment per month, communicate channel, decision stakeholder, service frequency, service date and time to service.
2. Ages factor when was compared the personal factors different that affected to mix market divided with Ages showed that the sampling Ages are different were affected to mix market of pet shop service decision in Bangkok and perimeter are different in statistic significant at .05 consist of type of service, payment per month, communicate channel, decision stakeholder, service frequency, service date, time to service and location.
3. Status factor when was compared the personal factors different that affected to mix market divided with Status showed that the sampling Status are different were affected to mix market of pet shop service decision in Bangkok and perimeter are different in statistic significant at .05 consist of type of service, payment per month, communicate channel, decision stakeholder, service frequency, service date, time to service and location.
4. Education level factor when was compared the personal factors different that affected to mix market divided with Education level showed that the sampling Education level are different were affected to mix market of pet shop service decision in Bangkok and perimeter are different in statistic significant at .05 consist of type of service, payment per month,

communicate channel, decision stakeholder, service frequency, service date, time to service and location.

5. Career factor when was compared the personal factors different that affected to mix market divided with Career showed that the sampling Career are different were affected to mix market of pet shop service decision in Bangkok and perimeter are different in statistic significant at .05 consist of type of service, payment per month, communicate channel, decision stakeholder, service frequency, service date, time to service and location.
6. Income per month factor when was compared the personal factors different that affected to mix market divided with Income per month showed that the sampling Income per month are different were affected to mix market of pet shop service decision in Bangkok and perimeter are different in statistic significant at .05 consist of type of service, payment per month, communicate channel, decision stakeholder, service frequency, service date, time to service and location.

Conclusion

The study of Consumer's Decision on feed shop, equipment and pet service in Bangkok, Thailand found that

1. Individual factor of the sampling found that Almost of the sampling is female who are between 26-35 years old, Single status, graduated in bachelor degree, personal of private organization and has income between 10001-20000 baht per month that related with Nitthana Thanitthanakorn and Umarin Srisasiwimol research that studied on service decision to pet sop in Bangkok and perimeter showed that almost of the sampling is female who are between 26-35 years old, Single status, graduated in bachelor degree and were personal of private organization.
2. Almost of the sampling will visited this shop when out of feed with payment lower than 1000 baht. Communicated by internet, decide to serviced by themselves, service frequency a time per month, would love to serviced the nearest pet shop in holiday cover with Saturday, Sunday and weekend between 16.01 o'clock till closed that related with research with Tatchaya Daraphisut who studied on Mix market that affected to pet service in area of Pattaya, Chonburi Province found that almost of the sampling usually visiting on Saturday at noon between 17.00 O'clock till shop closed.
3. Importance level of mix market factors that affected to service decision of pet shops in Bangkok and perimeter found that almost of the sampling are in high level of awareness on mix market factors. When consider in each factors with mean from high to roll which are personal, price, process, product, channel for sale, physical and also to marketing found that almost of the sampling focus on mix market in every factors in high level random order that personal is the highest level.

4. The comparison of individual factor differently that affected to service decision of pet shops in Bangkok and perimeter found that that different of age and income per month were affected to service decision of pet shops in Bangkok and perimeter consist of price, channel for sale, marketing, personal, physical and process that related with Sarawut Chinnarat research who studied the factors that affected to decision service of car care in Muang district, Rayong Province found that income per month factor that different were affected to mix market in the holistic of service decision of car care in Muang district, Rayong Province. This research similar to the research of Kritsana Yambangyang who was studied Mix market factors that affected to beauty clinic service in Suphanburi Province found that individual factors are different was affected to price, channel to service, marketing, personal, physical and different process.
5. The relation between individual factors and service behavior of pet shop service decision in Bangkok found that individual in every factors were affected to service decision. Except, gender factor that not affected to service decision of pet shop in Bangkok. The location factor are related with Sarawut Chinnarat research who studied on The factors that affected to Car Care Service in Muang District, Rayong Province found that individual factors were affected to dericed decision of car care in Muang District, Rayong Province almost every factors.

Recommendation

From the research result of Consumer's Decision on feed shop, equipment and pet service in Bangkok, Thailand found that The customer focus on mix market factors in personal for firstly. So that, Feed, equipment and pet service must be confident that the customer are has knowledge and ability enough for good counseling. Personal factors both with ages and income were affected to mix market factors in every factor. So that, should have promotion or marketing campaigned that suit with age and customer income for preserve the regular customer and motivate the new face customer as well.

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