

Pet Owners Level of Awareness and considerations before owning a Pet– an Analytical Study

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Abstract:

India is experiencing a vast growth in its pet industry in the last few years. The knowledge about the pets and increasing awareness about pets and the various pet care products are the major force behind this growth. Majority of pet owners consider their pets as their family members. Pet owners spend extra care and money for pet health, food, veterinary services and on various accessories and they treat pet as their own children. Lifestyle change and change in pattern of consumption along with rise in the income of the households has triggered the growth of pet market in India. The additional factors driving pet market are growing pet humanization, urbanization among people and change in tastes and preferences of consumers. There exists a chance of rise in pet ownership in the rear future. This arises a common thought on the awareness of those pet buyers about the pet industry and various consideration before owning a pet. This study reveals the level of awareness of pet owners before owning a pet in Coimbatore District.

Keywords:

Pet Industry, Pet Ownership and Awareness.

Introduction

India is experiencing a vast growth in its pet industry in the last few years. The knowledge about the pets and increasing awareness about pets and the various pet care products are the major force behind this growth. Majority of pet owners consider their pets as their family members. Pet owners spend extra care and money for pet health, food, veterinary services and on various accessories and they treat pet as their own children. Lifestyle change and change in pattern of consumption along with rise in the income of the households has triggered the growth of pet market in India.

The additional factors driving pet market are growing pet humanization, urbanization among people and change in tastes and preferences of consumers. There exists a chance of rise in pet ownership in the rear future. This arises a common thought on the awareness of those pet buyers about the pet industry and various consideration

before owning a pet. This study reveals the level of awareness of pet owners before owning a pet in Coimbatore City.

Objective:

The study is designed with the following objective:

- ✓ To analyze the level of awareness and considerations of pet owners before buying a pet..

Statement of the Problem

Pets are treated as one of our family member. The companionship and emotional support they provide to human reduces the stress levels and loneliness of many people. As a return the human is also as responsible to ensure that the pets are cared and maintained in an effective way. They need human support, pamperness, love and affection from us. Apart from these as a responsible owner we have to keep our pet healthy and give our utmost care in maintaining them. Some of the pet owners buy a pet just for fancy or in a hurry and are not aware of a pet's need and care before buying them. This leads to a lot of troubles for pet and also to the owners in the future. This study reveals the awareness level of pet owners before buying a pet

Scope of the study

Indian people are increasingly attached to their pets with animals such as dogs, cats and birds often regarded as part of the family. People became more aware of the hardships some animals suffer, motivating many animal lovers to adopt stray cats or dogs as pets in India. The market is segmented based on the product type, animal type, pricing and sales channels. In line with most nations the dog and cat foods occupy the most prominent position, with an estimated rise in the fish and other exotic animal populations. The study may benefit marketers, businesses, government and academicians. This study may be able to inform marketers to understand the various opportunities evolve in the pet industry and pet care services. For scholars and academic researchers, the current study forms a basis upon which future research on pet industry may be established. The findings may be resourceful in providing viable information to academicians, researchers and consumers on various concepts related to pet products and services industry.

Research Methodology:

✓ Method of Data Collection:

Primary data collection is used in this study by using well structured questionnaire.

✓ Sample Size:

Sample size consists of 130 respondents. The respondents are the pet owners and breeders in the area of the study

✓ Sampling Techniques:

In this research convenience sampling technique is used to collect the data from the respondents. This sampling technique is extremely speedy, easy and cost effective .

✓ **Statistical tools used.**

- Percentage Analysis
- Likert-Scale Analysis
- Mean
- Rank Analysis

The collected data was carefully scrutinized, tabulated and analyzed using simple statistical techniques like percentages, Likert's Scaling techniques, Mean Score and Rank analysis..

✓ **Limitations of the study:**

- The sample size is limited to 130 respondents and hence the result of the study cannot be taken as universal.
- The study was conducted only in Coimbatore city and therefore, several potential samples outside the city were neglected.

✓ **Analysis and Interpretation:**

I. Considerations before choosing a pet:

The following table shows the details of the considerations of the respondents before choosing their pets.

Table - 1: Considerations before choosing a pet

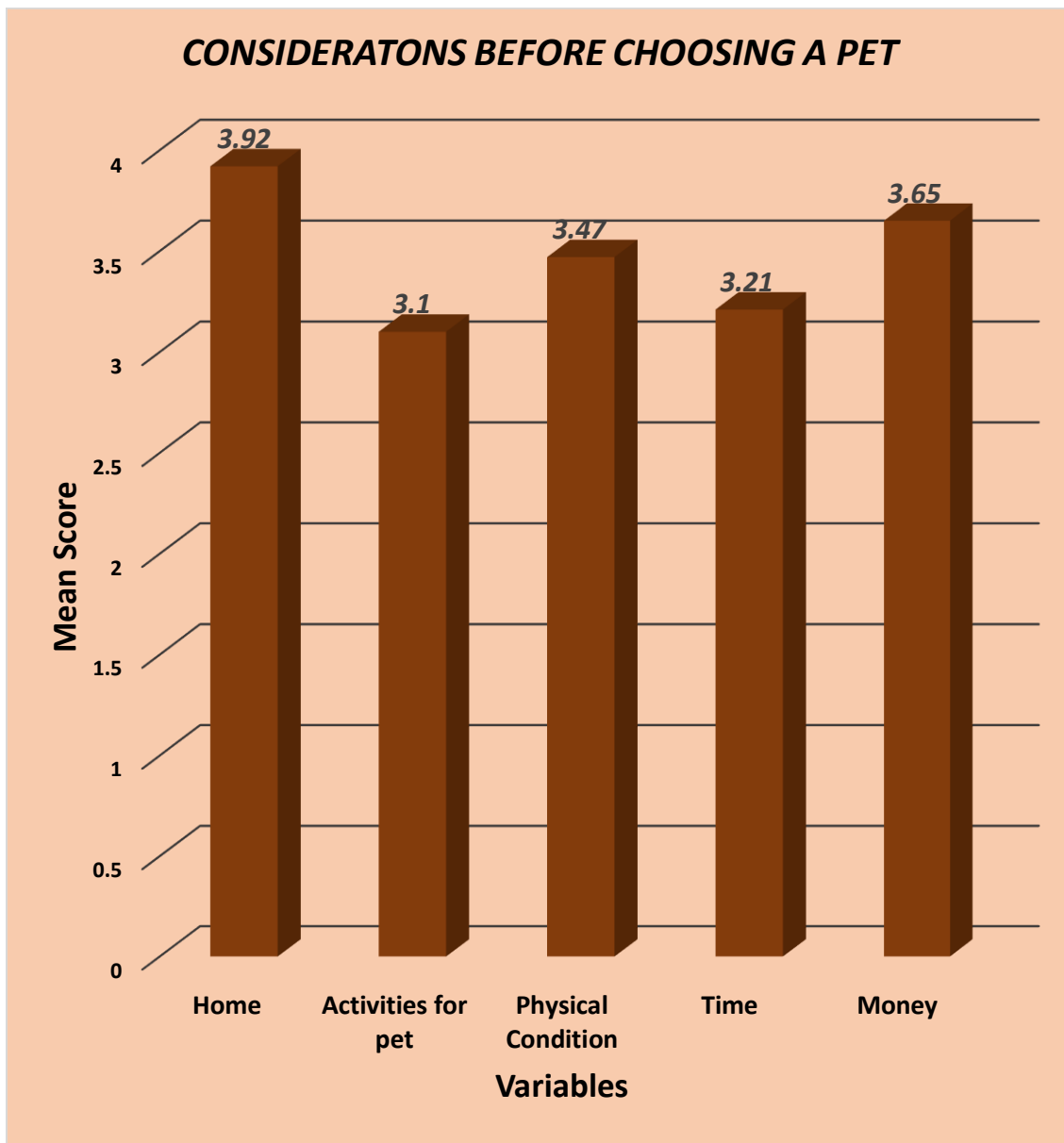
Considerations	Very High	High	Moderate	Low	Very Low	Total	Total Score	Mean	Rank
Home	49(245)	37(148)	29(87)	15(30)	-	130	510	3.92	1
Activities for pet	25(125)	27(108)	37(111)	18(36)	23(23)	130	403	3.1	5
Physical Condition	40(200)	33(132)	22(66)	18(36)	17(17)	130	451	3.47	3
Time	38(190)	28(112)	26(78)	21(42)	17(17)	130	418	3.21	4
Money	45(225)	33(132)	23(69)	20(40)	9(9)	130	475	3.65	2

Source: Primary data.

The above table represents the consideration of variables by the respondents before owning a pet. It shows that the consideration of home (510) is ranked first, consideration of money(475) is ranked second, Physical condition(451) of pet is ranked at third place, time(418) to be spared for pet is ranked at fourth place and the various activities for the pet(403) are ranked at fifth place.

Hence, the respondents are maximum aware of the consideration of home and minimum aware of the various activities for the pet.

CHART – 1: Considerations before choosing a pet



II. Needs to be considered before owning a pet**Table - 2: Needs to be considered before owning a pet**

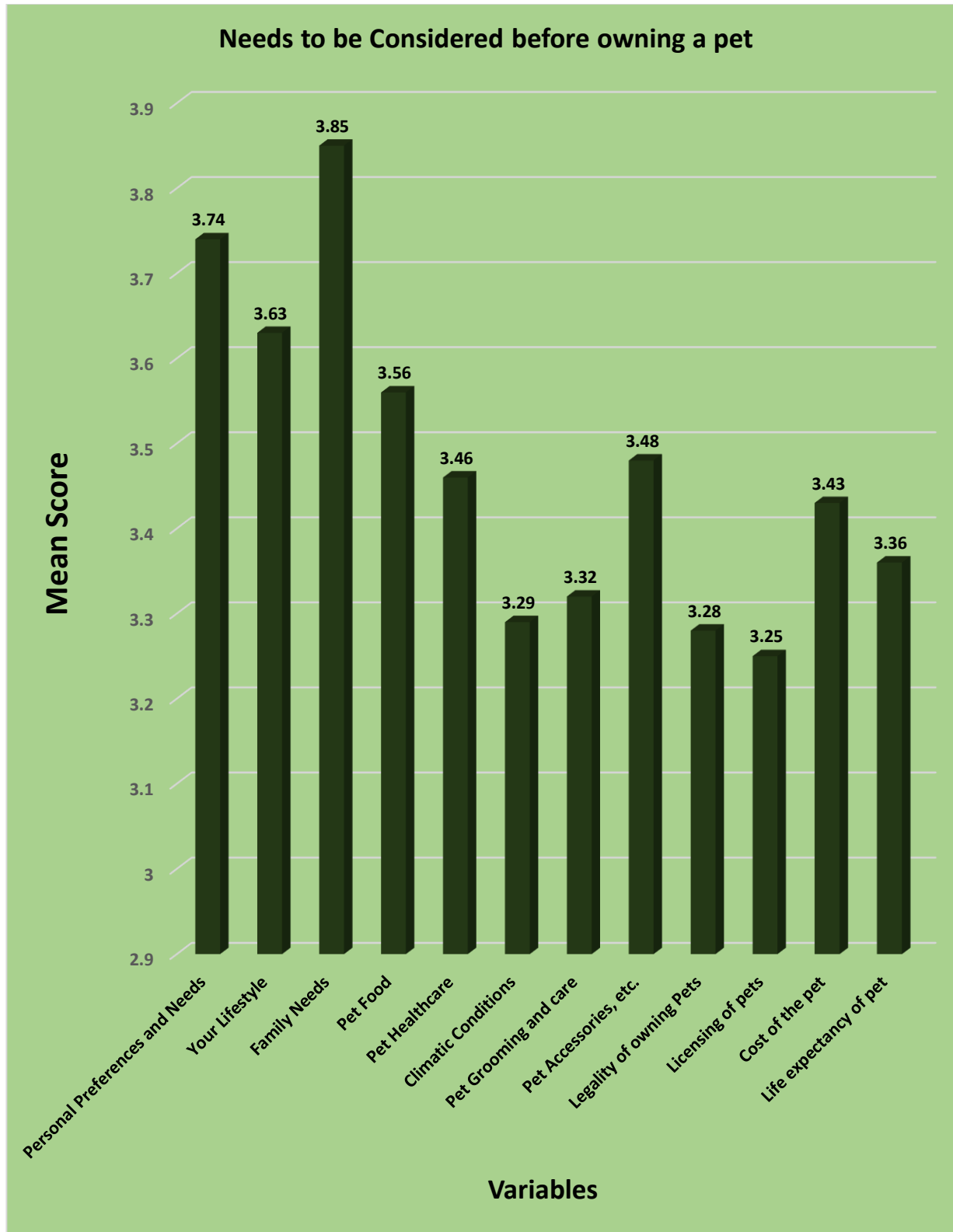
	Considerations (Variables)	Highly Aware	Aware	Neutral	Not Aware	Highly Not Aware	Total	Total Score	Mean	Rank
I	Your Needs:									
	Personal Preferences and Needs	48(240)	29(116)	28(84)	21(42)	4(4)	130	486	3.74	2
	Your Lifestyle	46(230)	26(104)	29(87)	23(46)	6(6)	130	473	3.63	3
	Family Needs	51(255)	32(128)	26(78)	19(38)	2(2)	130	501	3.85	1
II	Pet Needs:									
	Pet Food	44(220)	24(96)	30(90)	25(50)	7(7)	130	463	3.56	4
	Pet Healthcare	40(200)	26(104)	30(90)	22(44)	12(12)	130	450	3.46	6
	Climatic Conditions	33(165)	24(96)	37(111)	20(40)	16(16)	130	428	3.29	10
	Pet Grooming and care	31(155)	31(124)	32(96)	21(42)	15(15)	130	432	3.32	9
	Pet Accessories, etc.	41(205)	23(92)	34(102)	22(44)	10(10)	130	453	3.48	5
III	Available Pets:									
	Legality of owning Pets	32(160)	23(92)	38(114)	24(48)	13(13)	130	427	3.28	11
	Licensing of pets	31(155)	27(108)	30(90)	28(56)	14(14)	130	423	3.25	12
	Cost of the pet	37(185)	27(108)	33(99)	21(42)	12(12)	130	446	3.43	7
	Life expectancy of pet	30(150)	34(136)	30(90)	25(50)	11(11)	130	437	3.36	8

Source: Primary data

The above table represents about the awareness of respondents towards the various aspects like respondents' needs, pets needs and availability of pets. Overall the respondents prefer their needs first and then pets needs and followed by the availability of pets. Many respondents prefer family needs more and it is ranked at first place. The personal preferences and needs are ranked second, respondent's' lifestyle is ranked at third place. Pet food and accessories are ranked at fourth and fifth places. Pet healthcare is preferred at sixth place. Cost of the pet is ranked at seventh place, followed by life expectancy of the pet at the eighth place. Pet grooming and care is ranked at ninth place and climatic conditions are ranked at tenth place. Legality of owning pets and licensing of pets are ranked at eleventh and twelfth places.

On the whole the respondents are highly aware of their needs first. They are also aware of pet food, healthcare, accessories. The respondents are less aware of the legality of owning pets and Licensing of the pets.

CHART – 2: Needs to be considered before owning a pet



III. Awareness towards Pet Food

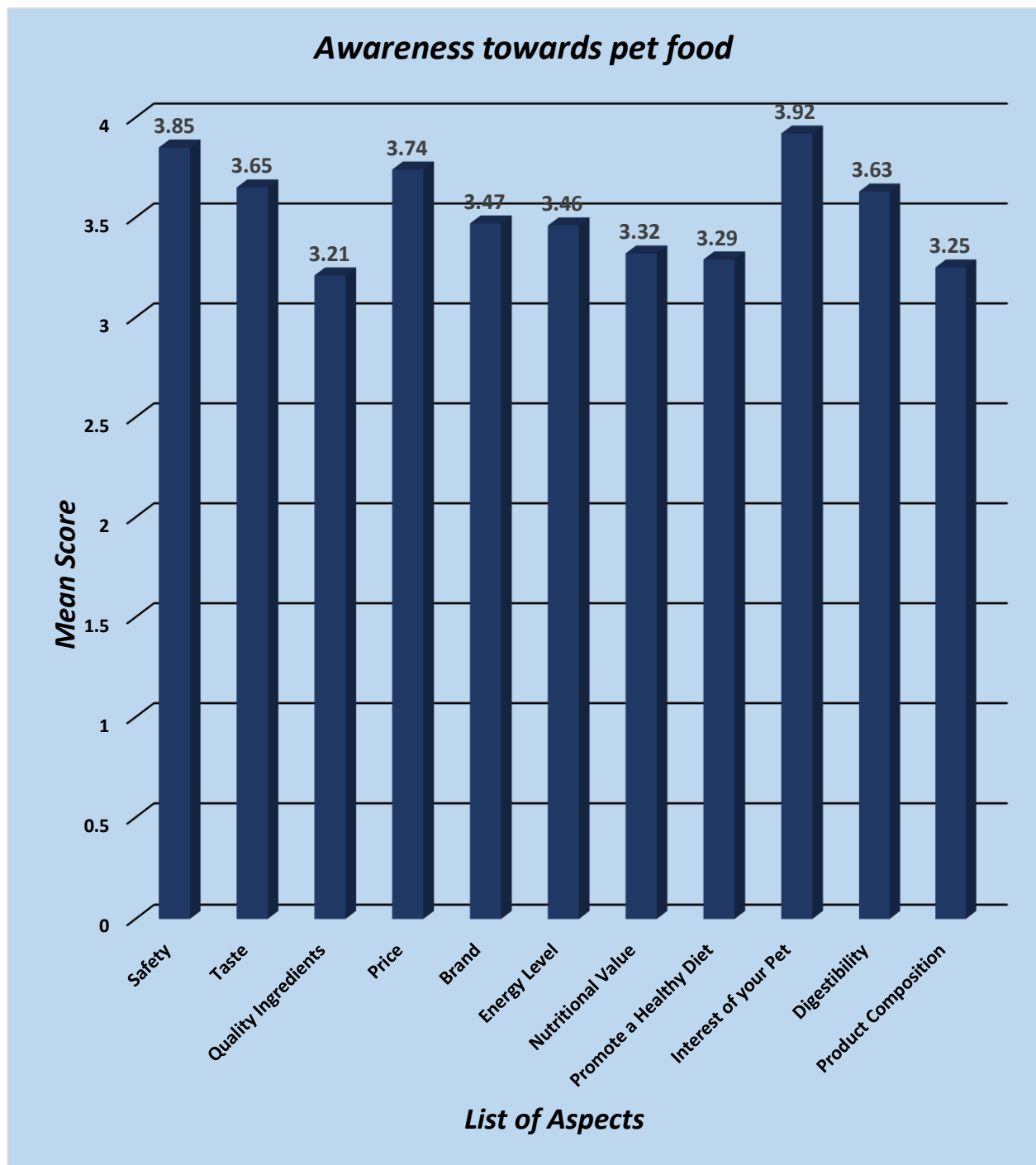
Table - 3: Awareness towards Pet Food

List of Aspects	Highly Aware	Aware	Neutral	Not Aware	Highly Not Aware	Total	Total Score	Mean	Rank
Safety	51(255)	32(128)	26(78)	19(38)	2(2)	130	501	3.85	2
Taste	45(225)	33(132)	23(69)	20(40)	9(9)	130	475	3.65	4
Quality Ingredients	38(190)	28(112)	26(78)	21(42)	17(17)	130	418	3.21	11
Price	48(240)	29(116)	28(84)	21(42)	4(4)	130	486	3.74	3
Brand	40(200)	33(132)	22(66)	18(36)	17(17)	130	451	3.47	6
Energy Level	40(200)	26(104)	30(90)	22(44)	12(12)	130	450	3.46	7
Nutritional Value	31(155)	31(124)	32(96)	21(42)	15(15)	130	432	3.32	8
Promote a Healthy Diet	33(165)	24(96)	37(111)	20(40)	16(16)	130	428	3.29	9
Interest of your Pet	49(245)	37(148)	29(87)	15(30)	-	130	510	3.92	1
Digestibility	46(230)	26(104)	29(87)	23(46)	6(6)	130	473	3.63	5
Product Composition	31(155)	27(108)	30(90)	28(56)	14(14)	130	423	3.25	10

Source: Primary data.

The above table depicts about the awareness of the respondents towards the pet food. On the whole the Interest of the pet is ranked first. Safety of the pet food is ranked second, Price of the pet food is ranked at third place. Taste of the food is ranked at fourth place, followed by digestibility of the pet food ranked at fifth place. The brand of the pet food is ranked at sixth place and the energy level the pet gained from the food is ranked at seventh place. The nutritional value is ranked at eighth place and the food to promote a healthy diet for the pet is preferred at ninth place. Product composition is ranked at tenth place and at last the quality ingredients is ranked at eleventh place.

CHART – 3: Awareness towards pet food



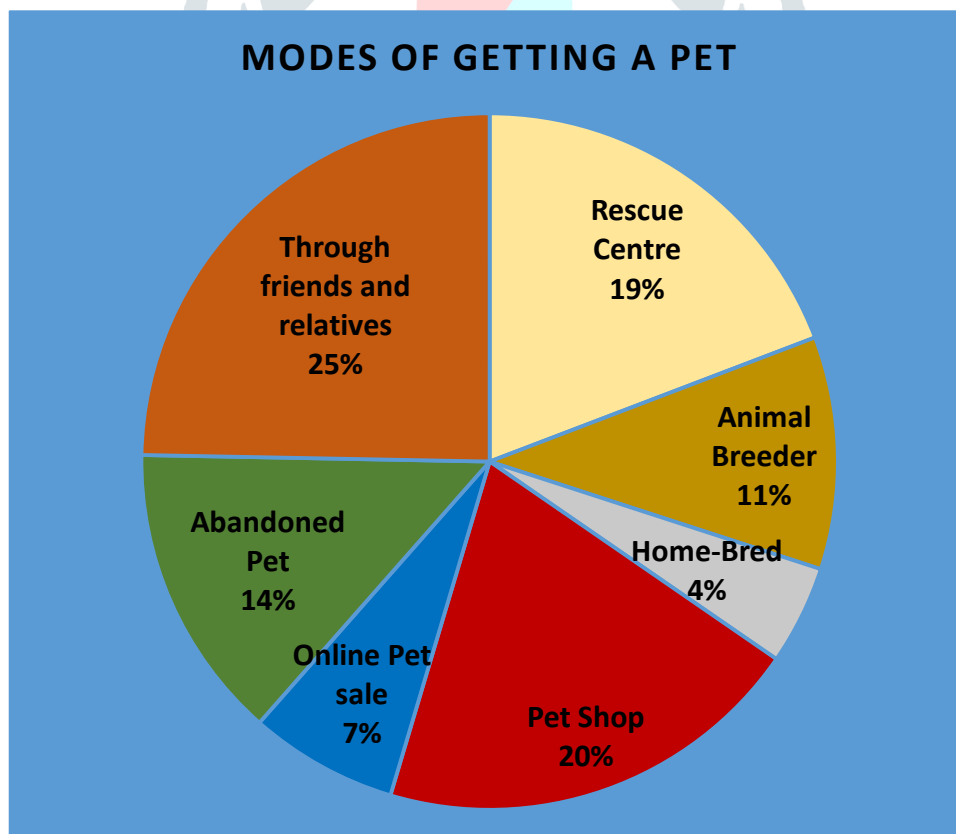
IV. Mode of getting your pet:

Table - 4: Mode of getting your pet

Modes	No of respondents	Percentages
Rescue Centre	25	19
Animal Breeder	14	11
Home-Bred	6	4
Pet Shop	26	20
Online Pet sale	9	7
Abandoned Pet	18	14
Through friends and relatives	32	25
Total	130	100

Source: Primary data

The above table depicts about various modes of aspect the respondents consider while getting or buying a pet. Maximum (25%) respondents get their pet through their friends and relatives, 20% of the respondents get their pets from pet shop, 19% of the respondents get their pets from rescue centres, 14% of the respondents prefer to own an abandoned pet, 11% of the respondents buy their pets from animal breeders, 7% of the respondents get their pet from online pet sale and the least 4% of the respondent bred the animals at their home.



Findings of the study

The findings based on the primary data collected through structured questionnaire are collectively given here. The study established on the pet owners awareness level towards owning a pet. The respondents are maximum aware of their home needs before owning a pet and minimum aware of the various activities for the pet. The respondents are highly aware of their personal needs first before owning a pet. They are also aware of pet food, healthcare, accessories. The respondents are less aware of the legality of owning pets and Licensing of the pets. The respondents considered the interest of the pet and the safety, digestibility while concerned about the pet food. Maximum respondents get their pet from their friends and relatives.

Conclusion:

Pet ownership in India is on the rise, Euromonitor International has projected India to be the fastest growing global pet market. The rise in pet ownership rates are driving demand for pet food, health products, and pet accessories. The Indian pet market is in a transition phase. It is moving from being completely unorganized to the early stages of getting organized. Big cities and towns both boast of high-end pet trainers, pet salons, pet hotels, pet groomers, and even restaurants catering to the needs of the pets. One among the many concerns that most pet parents face is how their pets will cope when they grow up with them. This study tells about the awareness level of those pet parents while owning a pet. If they are really aware of some specifications about pet like about pet, food, health care, services, etc will really helpful to nurture their pets in future. Pet owners are not ready to compromise with the good health of their pets and routine vet visits are in trend. They are researching more about a pet before buying it and ensuring utmost care and safety to their pets while they are growing. Pets are considered as one of the family member in recent trends in India, the pet owners are really responsible about owning a pet and they treat their pet as their own child. This bondage between human and their pet lead to a new era of humanization of pets and adopting them reduces stress level and moreover a good change is waiting to be made.