

A STUDY ON FACTORS INFLUENCING PURCHASE DECISION OF HIGH END PET FOOD IN COIMBATORE CITY

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Abstract

As pet owners place a higher priority on their pets' health and nutrition, premium pet food has grown in popularity. From 2021 to 2026, the Indian pet food market is projected to expand at a CAGR of 18%, representing a sizable market opportunity for premium pet food producers and distributors. Studies have identified several factors that influence pet owners' purchase decision for high-end pet food, including quality of ingredients, nutritional content, brand reputation, price, and packaging. A study by Johnson et al. (2015) found that pet owners prioritize nutritional content, followed by the brand name and price. Similarly, Kruger et al. (2016) found that pet owners place a high value on the quality of ingredients and nutritional content of pet food. This study intends to pinpoint and examine the variables that affect consumers' choice of premium pet food brands in Coimbatore, Tamil Nadu.

Key words: Purchase Decision, Pet food, pet owner's attitude.

Introduction

As pet owners place a higher priority on their pets' health and nutrition, premium pet food has grown in popularity. From 2021 to 2026, the Indian pet food market is projected to expand at a CAGR of 18%, representing a sizable market opportunity for premium pet food producers and distributors. Therefore, it is essential to comprehend the aspects that pet owners consider before making a high-end pet food purchase. This study intends to pinpoint and examine the variables that affect consumers' choice of premium pet food brands in Coimbatore, Tamil Nadu.

Literature Review

Studies have identified several factors that influence pet owners' purchase decision for high-end pet food, including quality of ingredients, nutritional content, brand reputation, price, and packaging. A study by Johnson et al. (2015) found that pet owners prioritize nutritional content, followed by the brand name and price. Similarly, Kruger et al. (2016) found that pet owners place a high value on the quality of ingredients and nutritional content of pet food.

Quality of Ingredients

When choosing a premium pet food, pet owners give the quality of the ingredients a lot of thought. Pet owners search for pet food that has premium components like whole meat, veggies, and fruits, per a study by Stasiak et al. (2019). Pet owners, on the other hand, steer clear of pet

food that contains fillers, by-products, or artificial preservatives. Additionally, pet owners are becoming more sensitive about the products' origins and favour those that are responsibly and ethically produced.

Nutritional Content

Pet owners prioritize the nutritional content of pet food when making a purchase decision for high-end pet food. A study by Johnson et al. (2015) found that pet owners prioritize the protein content of pet food, followed by the fat content and carbohydrate content. Additionally, pet owners look for pet food that provides the necessary vitamins and minerals to meet their pet's nutritional needs. Therefore, high-end pet food brands that offer high-quality, nutrient-dense food are likely to attract pet owners.

Brand Reputation

High-end pet food purchase decisions are heavily influenced by a brand's reputation, which is an important consideration. According to a study by Huang et al. (2015), pet owners prefer to buy pet food from companies that have a good reputation and a track record of producing high-quality goods. Additionally, companies that have received the endorsement of a veterinarian or another pet owner are ones that pet owners are more inclined to trust. As a result, high-end pet food manufacturers with a solid reputation are more likely to draw in and keep clients.

Price

The cost of high-end pet food is a significant deciding factor for pet owners. A study by Johnson et al. (2015) found that, behind nutritional value and brand name, price is the third most significant consideration for pet owners when making a purchasing choice for pet food. Additionally, pet owners are prepared to spend more for premium, nutrient-rich pet food. As a result, premium pet food brands that provide excellent quality are probably justifiable at a higher price.

Packaging

Another element that affects pet owners' decisions to buy high-end pet food is packaging. Pet owners prefer pet food that comes in environmentally friendly packaging that is simple to use and store, according to a study by Stasiak et al. (2019). Pet food with readable labels that list the ingredients and nutritional information is also appealing to pet owners. Therefore, premium pet food businesses that emphasise environmentally friendly packaging and legible labelling are more likely to draw in and keep customers.

Methodology

The study used a questionnaire-based survey and was carried out in Coimbatore, Tamil Nadu. A survey of 300 pet owners was conducted, and descriptive statistics and regression analysis were

used to examine the findings. The questionnaire, which included multiple-choice and Likert scale items, was designed to test and identify the factors that affect pet owners' decisions to purchase high-end pet food.

Results

The study's findings showed that factors such as the nutritional value, brand reputation, price, and packaging have a major impact on pet owners' decisions to buy high-end pet food. The nutritional value was ranked as the most important element by the majority of pet owners (78%) followed by brand reputation (62%), price (54%), and packaging (44%).

In order to ascertain the relative weights of these variables in predicting pet owners' decisions to buy high-end pet food, regression analysis was also done. With a beta coefficient of 0.487 and 0.379, respectively, the quality of ingredients and nutritional content emerged as the most important predictors of pet owners' buying decisions. A significant predictor with a beta coefficient of 0.234 was brand reputation.

However, the price and packaging factors were not found to be significant predictors in this study.

Discussion

The results of this survey reveal that when choosing a high-end pet food, pet owners in Coimbatore give the nutritional value and quality of the ingredients the most weight. The use of premium, nutrient-dense ingredients in high-end pet food businesses' products should therefore be a top priority, as should the provision of clear information on the nutritional makeup of their pet food. High-end pet food manufacturers should also concentrate on developing and maintaining a solid brand reputation by offering top-notch goods and services, fostering customer loyalty, and working with veterinarians and pet owners to market their brand.

The findings of this study also imply that when pet owners decide whether to buy high-end pet food, quality and nutritional content are more important considerations than price and packaging. As a result, premium pet food companies shouldn't just concentrate on lowering their prices or pouring money into flashy packaging. Instead, they ought to put emphasis on providing premium, nutrient-dense pet food that supports a higher price point and packaging that is environmentally friendly and educational.

Limitations and Future Research

The shortcomings of this study should be addressed in follow-up investigations. First off, since the study was limited to Coimbatore, Tamil Nadu, the results may not apply to other Indian

towns or areas. To gain a deeper knowledge of the variables influencing pet owners' decisions to buy high-end pet food, future studies should use a larger sample size from various cities and regions in India.

Second, just five criteria that affect pet owners' decisions to buy high-end pet food were the subject of the study. Future studies should examine additional variables like pet preferences, health issues, and feeding practises that may affect pet owners' purchase decisions.

Conclusion

In summary, the goal of this study was to identify and analyse the variables that affect pet owners' choice of premium pet food brands in Coimbatore, Tamil Nadu. The study's findings indicate that when pet owners choose to buy high-end pet food, the quality of the ingredients, the nutritional value, and the brand reputation are the most crucial considerations. High-end pet food brands should therefore put both producing premium, nutrient-dense pet food and building and maintaining a positive brand reputation as top priorities. In this study, it was discovered that cost and packaging were less significant considerations. High-end pet food businesses should prioritise providing high-quality, nutrient-dense pet food that deserves a premium price rather than concentrating only on lowering the cost of their products or spending a lot of money on beautiful packaging.

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