



How do pet owners make decisions?

The case of pet food purchase

Presented by Corinne Lamour

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Agenda

1. Marketing Research Background on:
 - Pet ownership
 - Consumer's food purchasing characteristics
2. Research Question & Objective
3. Methodology
4. Results & Discussions
5. Conclusion & Managerial Implications
6. Limits & Future Research



Marketing Research

Background: Pet ownership

- Pets as friends, family members, extended self¹
- Animal companionship preference to human's one²
- Dogs as catalysts for social interactions³



Marketing Research

Background: Pet ownership

- Prestige status, comfort, protection, love, health, companionship⁴
- Selfish behaviour⁵



Marketing Research

Background: Human food purchasing characteristics

- Complex situation > foreign body in organism⁶
- Suspicion & mistrust > purchase avoiding⁷
- Perceived risk & anxiety > Need for reassurance⁸
- Health risk > brand loyalty⁹

⁶ Sirieux, 1999

⁷ Loisel & Oble, 2001

⁸ Gallen, 2001

⁹ Roselius, 1971



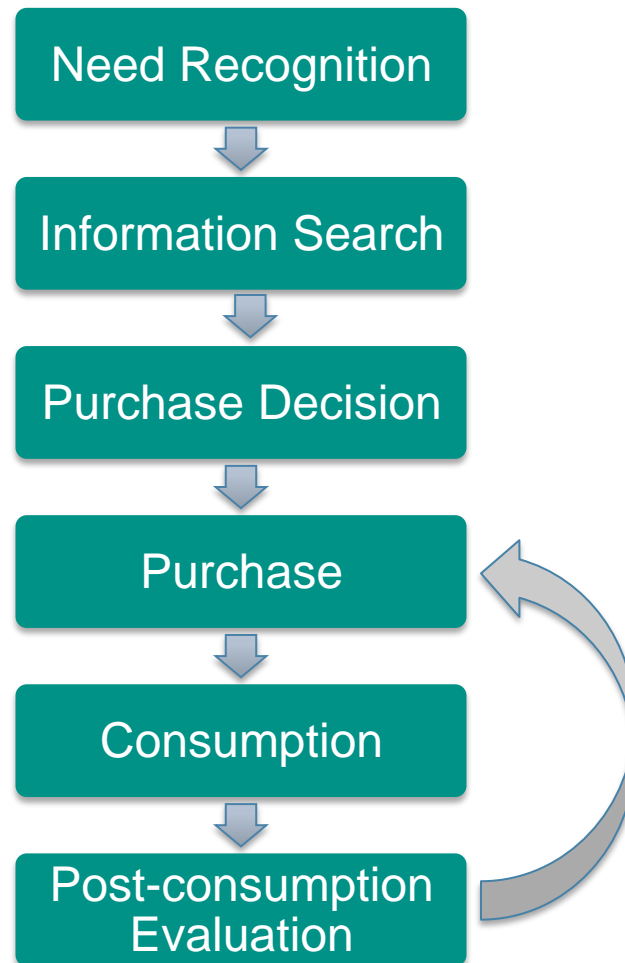
Marketing Research

Background: Pet food purchasing characteristics

- Pet owners are less price sensitive, more brand loyal, more 'serious'¹⁰
- Vets influence the most pet food purchases¹¹
- High perceived risk + owner's attachment to pet favor compliance with vet prescription¹²

Marketing Research

Background: Consumer's Decision Making Process





Marketing Research

Background: Consumer's Decision Making

- Importance of knowing consumer purchasing characteristics re.:
 - Product
 - Price
 - Place
 - Promotion



Research Questions

How do **YOU** know & measure
Pet owners
Purchasing characteristics?





Research Objective

- Recommend a relevant but simple tool to **measure** basic **purchase** decision characteristics



Tool Requirements

- Describes, Explains, Measures
- Segments
- Considers cognition & emotion
- Includes a complete spectrum of consumption characteristics
- Is simple & easy-to-use
- Is usable in cross-cultural context



Methodology choices

- Consumer purchasing decision style approach
- Consumer Styles Inventory¹³ (CSI)
- Basic consumption characteristics
- Quantitative survey
- Questionnaire

CSI: 8 (+1) dimensions



Perfectionist

Brand conscious

Novelty conscious

Hedonist

Price conscious

Impulsive

Confused

Brand loyal

Prescription
conscious

CSI: 46 statements



- For each statement:
 - ✓ Strongly disagree
 - ✓ Disagree
 - ✓ Neither agree nor disagree
 - ✓ Agree
 - ✓ Strongly agree



CSI: statements examples for “perfectionist”

- Getting very good quality is very important to me
- When it comes to purchasing pet food I try to get the very best or perfect choice
- In general I usually try to buy the best overall quality



CSI: statements examples for “brand conscious”

- The well-known national pet food brands are best for me
- The more expensive pet food brands are usually my choices
- The higher the price of a pet food the better its quality



CSI: statements examples for “novelty conscious”

- To get variety I shop different stores and choose different pet food brands
- It’s fun to buy pet food that is new



CSI: statements examples for “hedonist”

- Pet food shopping is not a pleasant activity to me
- Shopping the stores for my pet wastes my time
- I enjoy pet food shopping just for the fun of it



CSI: statements examples for “price conscious”

- I buy pet food as much as possible at sale prices
- The lower price pet food are usually my choice
- For that product category I look carefully to find the best value for the money



CSI: statements examples for “impulsive”

- I should plan my pet food shopping more carefully than I do
- I am impulsive when purchasing pet food
- Often I make careless pet food purchases I later wish I had not



CSI: statements examples for “confused”

- There are so many pet food brands to choose from that often I feel confused
- Sometimes it’s hard to choose which stores to shop pet food
- The more I learn about pet food, the harder it seems to choose the best



CSI: statements examples for “loyal”

- I have favorite pet food brands I buy over and over
- Once I find a pet food or brand I like, I stick with it
- I go to the same stores each time I shop pet food



CSI: statements examples for “prescription conscious”

- When purchasing pet food I rather follow the vet's prescription
- I usually consult an expert for this product category
- I am the only one who decides on which pet food or brand I give to my pet



CSI: explaining variables

- ✓ Sociodemographic characteristics
- ✓ Owner's attachment to his pet

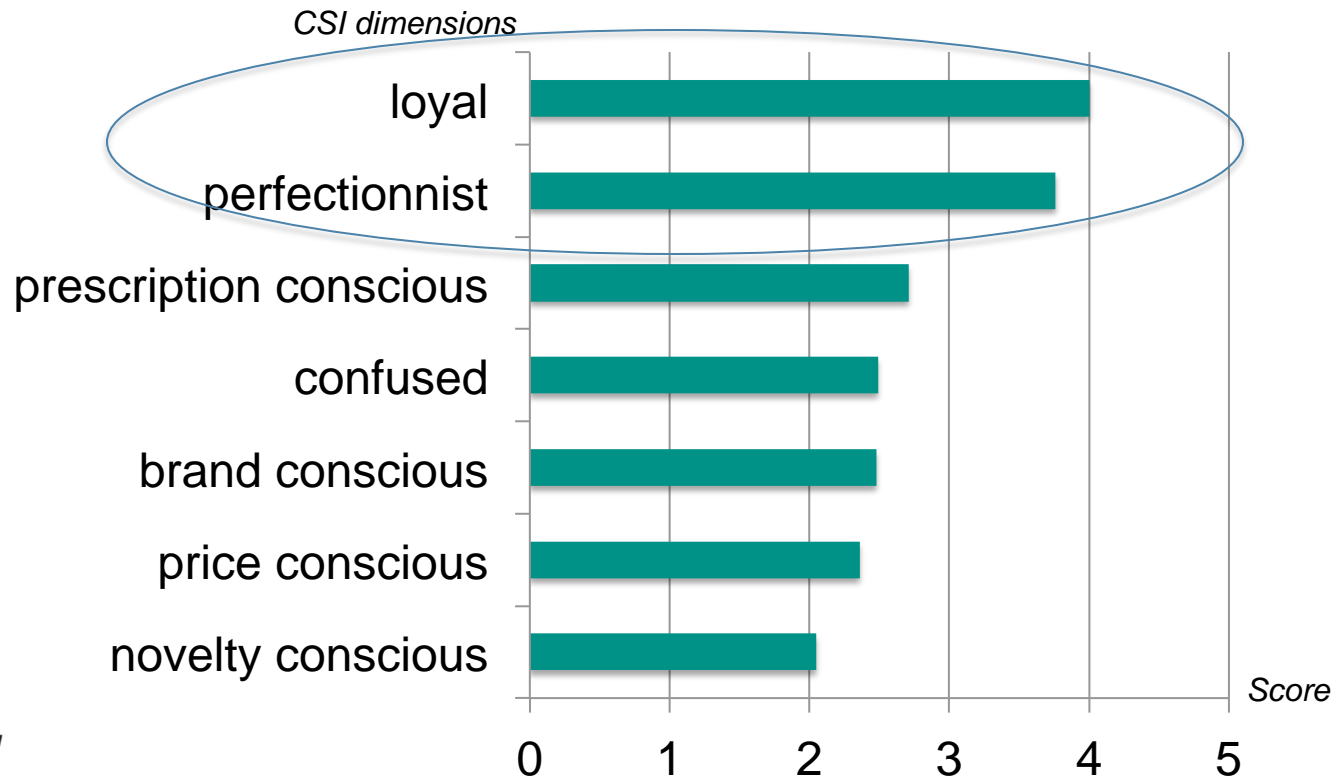


Field survey context

- 410 French pet owners
- In the street
- Random interviews
- Ran by author & students
- Autumn 2012
- Factor & means statistical analysis (SPSS & Amos)



Field survey results (1)





Field survey results (2)

- Women
- >65 years old
- Retired or unemployed
- Attached to their pets

... Are the most **loyal**...



Conclusion

- Consumer Inventory Style
 - ✓ Relevant
 - ✓ Simple
 - ✓ Valid & reliable





Managerial Implications (1)

- CSI allows you to:
 - ✓ **Know** the predominant purchasing criteria of pet owners
 - ✓ **Segment** your pet food market
 - ✓ **Adapt** your marketing strategy to your targeted customers



Managerial Implications (2)

- On the French market :
 - Put **loyalty** programs in place
 - Focus on **quality** pet food
 - Less worries about price, innovation nor ads



Limits & Future Research

- Only one field survey
 - Potentially results will vary in other cultures
- need to replicate this survey in emerging markets