

A Market Survey On Pets And Pet Related Products With Special Reference To Tamilnadu

Dr.Saikumari.V¹, Vijay Chandrasekar C K², Vinuvarshit³, Vasanthen S L⁴, Nanda Kumar N⁵

Email: ¹hod.Mba@Eec.Srmrmp.Edu.In

¹professor, Head Of The Department, Department Of Management Studies, Eec (Chennai)
^{2,3,4,5} Research Scholar, Department Of Management, Easwari Engineering College (Chennai)

Abstract:

Over The Past Decade, The Pet Industry Has Been Seeing A Booming Growth. The Main Consumers Are Millennials And Generation Z, In Their Adulthood. The Owners Have Taken ALiking To Pet Owning And Caring To A Far Greater Extend. People See Their Animal Companion As An Extension Of Their Family. This Sudden Interest Over Animal Companionship Created A Demand And A Huge Market For The Products And Services Related To Pets. Indian Consumers' Way Of Spending For Their Pets Due To Their Strong Bond/Connection And Humanization. In This Paper, We Are Going To Learn About The Existing Market And New Opportunities By Conducting A Survey On How Much An Owner Is Willing To Spend For Their Pet Monthly. AndHow Many Are Interested To Get Into The Hobby Of Pet Keeping In Tamilnadu. There Are Vast Opportunities In The Pet Industry When It Comes To Sales Of Pets, Pet Products And Pet Related Services. This Study Discloses The Evolving Market And Current Trends In ThePet Industry.

Keywords

Pet Industry, Pet Market , Pet Owners , Animal Companion , Pets , Pet Products , Price , Service Industry

1. Introduction

Animal Companions Are Found In HouseholdsThroughout India. The Number Of Households With Cats And Dogs Is Approximately 2 Million And 16.5 Million Respectively In 2019.Pets Are An Important Part Of Consumer's Daily Lives. And This Interaction Of Owners With Their Pets Attracts More Market Demand And Supply. When It Comes ToOther Expenditure For Pets, Vaccination Accounts The Highest .The Pet Care Market Valued About 81 Billion Rupees In Year 2019 Is To See Continuous Growth ,Making It The Fastest Growing Pet Industry In The World. This Was Due To The Consumer Behaviour Or Urge To Have Animal Companions, Specifically Seen In Metropolitans. And India Is One Among The Highest For The Dog Population.

In Terms Of Market Value Indian Pet Industry Has Come A Long Way And Is Still Seeing Exponential Growth Day By Day .The Reason Behind The Growth Is That People See Their Animal Companions/Pets As An Extension Of Their Family. Veterans From The Pet Industry Believes That This Is Just A Beginning And Adoptions And Interest Over Pets MeansProgress.

2. Objectives Of The Study

1. To Understand Customer Perception On Pets , Average Expenditure Of Animal Companions,Consumers Willingness To Spend .
2. To Explore Various Opportunities Booming In The Pet Industry.

3. Need For The Study

The Purpose Of The Study Is To Understand TheConsumer Behaviour Towards Buying A PetAnd Spending For Their Pets Special Reference To Tamilnadu, Data Gathered From A Specialized Survey. And To Understand The

Convenient Mode Of Purchase And To Evaluate. This Study Will Help The Marketers To Understand Their Customers Needs And Various Opportunities In The Pet Industry

4. Scope Of The Study

The Study Covers The Behaviour Of Consumers Towards Pets, Pet Related Products And Services And The Willingness To Spend For Their Pets In The Region Of Tamilnadu. The Study Is Segmented Based On Age, Product Type, Region(District),Price And Expenditure. The Findings Front He Study Will Be Valuable To Academicians, Researchers, Marketers As Well As The Consumers.

5. Limitations Of The Study

The Main Constraints Were

- 1.Since The Study Is In Reference WithTamilnadu , The Data Gathered From OtherRegions Were Neglected And Analysed Based On Tamilnadu.
- 2.The Sample Size Is Limited , Hence The Study Can't Be Taken As Universal.
- 3.The Study Is Based On The Assumption That The Data Given By The Respondents Is Correct.

6. Methodology Of The Study

The Primary Data For The Research Was Collected Using A Structured Questionnaire,The Sample Set Size Was 100 Respondents Randomly From Tamilnadu. The QuestionnaireWas Prepared In A Way To Gather Data Necessary For The Study .The Collected Data Was Carefully Scrutinized And Analyzed UsingVarious Statistical Methodologies .

7. Statistical Tools And Techniques

The Various Tools Used To Analyze TheGathered Data Are Percentage Analysis, One Way Anova .To Understand In Detail The Research Is Classified Based On Age Groups,Districts,Gender And Price.

Age Category :

Based On Income As Factor, Age Has Been Categorized Into Three Segments As (Shown In Figure 7.1.1):

- Category 1 - 18 Below (3.5%)
- Category 2 - 18-25 Years (84.5%)
- Category 3 - 25 Above (12.0%)

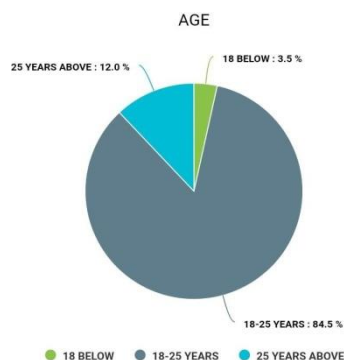


Figure 7.1.1: Age Category

Hence The Majority Of The Respondents Are From Category Two. Followed By Category Three.Based On The Categories The Following Tests Will Be Carried Out On Expenses For The Animal Companions By The Pet Owners.

Gender And Pet Comparison :

Based On Gender Male , Female, The Type Of Pet Owned Is Being Classified And The Percentage Is Being Analysed As Shown Below(Figure 7.2.1 ,7.2.2, 7.2.3) . Each Figure Represents Male And Type Of Pets Owned, Female And Type Of Pets Owned And Percentage Analysis Between Them Respectively.

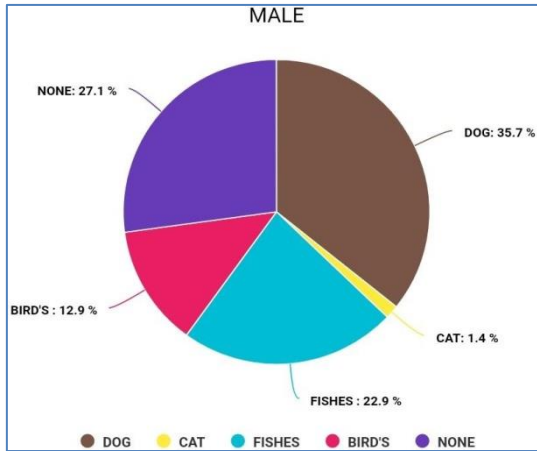


Figure 7.2.1 : Male And Pet Types

From The Above(Fig 7.2.1) , The Data Can Be Interpreted As The Percentage Of Males Owning Dogs, Cats , Fishes, Birds And None Are 35.7% ,1.4%,22.9%,12.9% And 27.1% Respectively .

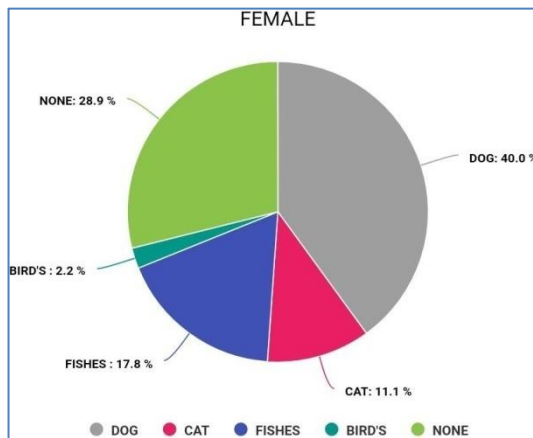


Figure 7.2.2 : Female And Pet Types

From The Above(Fig 7.2.2) , The Data Can Be Interpreted As The Percentage Of Males Owning Dogs, Cats , Fishes, Birds And None Are 40.0%,11.1%,17.8%,2.2% And 28.9%

Respectively.

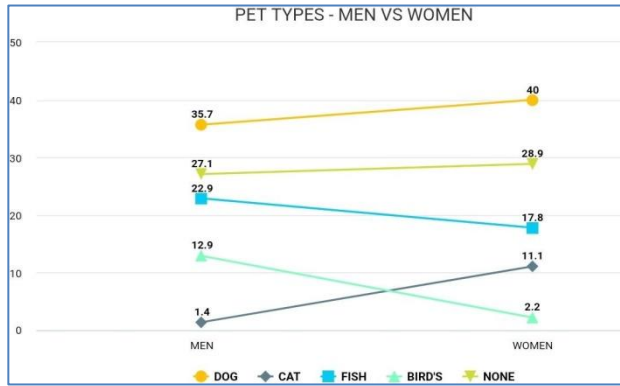


Figure 7.2.3 : Pet Types - Men Vs Women

From The Above Line Chart (Fig 7.2.3), The Data Is Compared Between Men And Women Based On Type Of Pets .Comparing Dogs, Cats,Fish, Birds And None Owned , Men 35.7% ,1.4%,22.9%,12.9 And 27.1% With Women 40%, 11.1%, 17.8%, 2.2% And 28.9% Respectively.

From This We Can Come To A Conclusion That Women Own More Dogs ,Cats .And Men Like Fishes And Birds. And Overall,Women Are Not Into Owning Pets Compared To Men .

Buying A Pet Reference To Age:

In The Below Given Bar Chart (Fig 7.3.1) , The Amount Of Money Spent To Buy A Pet With Reference With Age Is Given.

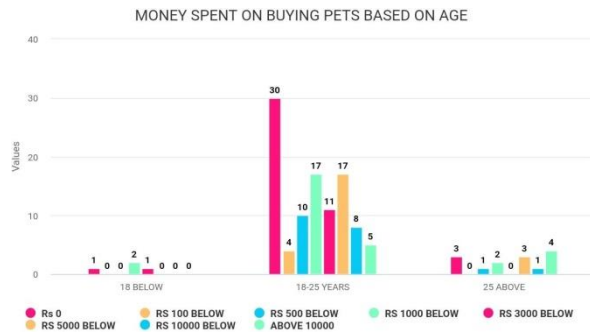


Figure 7.3.1 : Money Spent To Buy A Pet

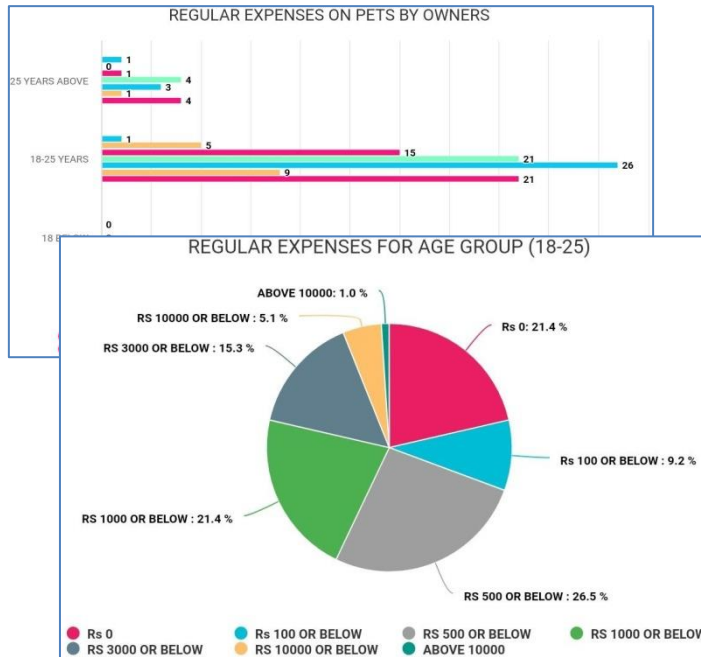
Age Category One And Three Are Neglected Because This Paper Is Based On Millennials And Generation Z. Hence Category Two , Age Group Between 18-25 Years Has Been Focused. The Above Data Shows That 30.6% Are Not Interested In Spending To Buy A Pet , This Category Consists Of Both Adaptations And Non Buyers.17.34% Of People Are Interested To Buy The Pets For Rs.1000 Below And Rs.5000 Below .10.2% To Buy For Less Than Rs.100. 11.22% Are Interested To Buy For Rs.3000 Below. 8.16% To Buy Their Pets For 10000 Below. 5.1% Of The Respondents Are Ready To Buy Pets For Rs.10000 And Above.

From This Data We Can Interpret That The Major Population Is Interested In Buying Pets Between Rs.3000- Rs.5000.

Regular Expenses For Pets:

The Regular Expenditure Of Pets Play A Major Role In The Pet Industry Which Consists Of Health Care, Food Products , And Other Pet Related Products. In The Below Given Chart(Fig7.4.1) , The Data About The Willingness To Spend For Animal Companions Is Compiled.

Figure 7.4.1 : Regular Expenditure For Pets



The Above Bar Chart(Fig 7.4.1) Holds The Overall Values Of All Age Categories, But SinceThe Paper Is Focused On Millennials And Generation Z , Categories One And Two Are Eliminated And The Data Is Scrutinized To Get The Below Data (Fig 7.4.2).

Figure 7.4.2: Regular Expenditure (18-25yrs)

The Figure 7.4.2 Represents The Age Category Two (18 - 25 Years) , Representing The Millennials And Regular Expenditure For Their Animal Companions.

21% Of The Respondents Are Not Spending For Their Pets And This Group Consists Of The Non Pet Owners. 9.2% Of The Pet Owners Are Having A Regular Expense Below Rs.100. Whereas 26.5% Of The Respondents Spend Rs.500 Or Below For Their Pets .21.4% , 15.3% , 5.1 % Are Willing To Spend Below 1000, Rs.3000, Rs.10000 Respectively. And 1% Of The Respondents Are Spending 10000 And Above For Their Animal Companions.

Anova Test 1:

Hypothesis:

Null Hypothesis H_0 = There Is NoSignificant Difference Between Number Of Pets And Age Of Pets.

Alternate Hypothesis H_1 = There IsSignificant Difference Between Number Of Pets And Age Of Pets.

ANOVA

Do you have a pet and if yes, how many?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	126.429	5	25.286	11.649	<.001
Within Groups	238.769	110	2.171		
Total	365.198	115			

Figure 7.5.1 : Anova Test

Inference

From The Above Test(Figure 7.5.1) The Calculated Value Is Greater Than Table Value.

Therefore, There Is A Significant Difference Between The Number Of Pets And Age Of Pets.

Chi-Square Test 2:Hypothesis:

Null Hypothesis H_0 = There Is No Association Between How Much Do You Spent To Buy A Pet And Age Of Pet.

Alternate Hypothesis H_1 = There Is Association Between How Much Do You Spent To Buy A Pet And Age Of Pet.

Test Statistics		
	HOW MUCH DID/WILL YOU SPEND TO BUY A PET ?	AGE
Chi-Square	40.552 ^a	137.862 ^b
df	7	2
Asymp. Sig.	<.001	<.001

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 14.5.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 38.7.

Figure 7.6.1 : Chi Square Test

Inference:

From The Above Table(Figure 7.6.1), It Was Greater Than 0.05. So, Accept Alternative Hypothesis (H_1). The Result Shows That There Is An How Much Do You Spend To Buy A Pet And Age Of Pet.

CorrelationHypothesis:

Null Hypothesis H_0 = There Is No Significant Relationship Between Where DidYou Get The Pet And Mode Of Buying.

Alternate Hypothesis H_1 = There Is Significant Relationship Between Where Did You Get The Pet And Mode Of Buying.

Correlations

		Where did you get your pet?	Do you prefer :
Where did you get your pet?	Pearson Correlation	1	.413**
	Sig. (2-tailed)		<.001
	N	116	116
Do you prefer :	Pearson Correlation	.413**	1
	Sig. (2-tailed)	<.001	
	N	116	116

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 7.7.1 : Correlation

Inference:

From The Above Test(Figure 7.7.1), It Is Positively Correlated. Therefore, There Is An Association Between Where Did You Get The Pet And Mode Of Buying.

Kruskal Wallis Test Hypothesis:

Null Hypothesis H_0 = There Is No Significant Difference Between Regular Expenses Of Pet And Age Of Pet.

Alternate Hypothesis H_1 = There Is Significant Difference Between Regular Expenses Of Pet And Age Of Pet.

Test Statistics^{a,b}

	REGULAR EXPENSES FOR PETS ?
Kruskal-Wallis H	1.851
df	2
Asymp. Sig.	.396

a. Kruskal Wallis Test
b. Grouping Variable: AGE

Figure 7.8.1 : Kruskal Wallis Test

Inference:

From The Above Test(Figure 7.8.1), The Calculated Value Is Greater Than Table Value. Therefore, There Is A Significant Relationship Between Regular Expenses Of Pets And Age Of Pets..

8.Findings From The Analysis :

The Findings From The Primary Data Gathered Is Collectively Mentioned Here. From The Respondents It Was Clear That 21.4% Were Not Interested In Buying Pets And 76.4% Interested To Buy A Pet Or Already Have An Animal Companion .

Based On Gender , Women Are Likely To Get Dogs And Cats Compared To Men . And Men Are Likely To Get Fishes And Birds Compared To Women.

The Most Loved Pets Of Both Genders Are Dogs And Fishes , 31.4% And 19% Respectively.

When It Comes To Buying A Pet The Major Population Is Willing To Buy Pets For Rs.3000-Rs.5000. Around 34.68% Of The Respondents Fall Under This Category.

And Regular Expenses Between Rs.500 - Rs.1000. Around 47.95 Of The Respondents Fall Under This Category. There Is A Correlation Between Where The Pet Was Bought And The Preference Of Purchase. And Around 10.8% Of The Respondents Are Willing To Purchase Pets Online.

9. Suggestions

The Booming Pet Industry In Tamilnadu Has Given Opportunities To Various New Jobs ,Uch As Pet Cares, Pet Saloon And Other Pet Related Services. The Pet Owners Are Tightly Bonded With Their Animal Companions And Are Willing To Spend For Their Pets. Hence Various New Markets And Opportunities Have Risen. These Opportunities Should Be RealisedBy Society And Taken In Account.

Using Social Media To Market Their Products And To Check Reviews For The Products. Utilising The Opportunity By Creating An Online Platform For Selling Pets, Pet ProductsAnd Services Related To Pets.

10. Conclusion:

Tamilnadu Is Experiencing A Major Growth InPet Industry For The Past Decade, And It Continues To Grow Further .The TotalPopulation Of Tamilnadu Is 6.8crories And From The Study Is It Given That 78.6% Of The Respondents Are Interest In Having An Animal Companion .This Shows The Market Potential And Various Opportunities Raising With It.

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