

**YANGON UNIVERSITY OF ECONOMICS  
DEPARTMENT OF MANAGEMENT STUDIES  
MBA PROGRAMME**

**CONSUMER BEHAVIOR AND CUSTOMER SATISFACTION  
OF PET FOOD IN MYANMAR**

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EMBA II - 12  
EMBA 18<sup>TH</sup> BATCH**

**MAY, 2024**

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**CONSUMER BEHAVIOR AND CUSTOMER SATISFACTION  
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**ACADEMIC YEAR (2019-2024)**

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Yangon University of Economics

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This thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA).

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# ACCEPTANCE

This is to certify that the thesis entitled “**Consumer Behavior and Customer Satisfaction of Pet Food in Myanmar**” has been accepted by the Examination Board for awarding a Master of Business Administration (MBA) degree.

## Board of Examiners

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**MAY, 2024**

## **ABSTRACT**

This study aims to examine the factors influencing consumer behavior towards pet food in Myanmar and to analyze the effect of consumer behavior on customer satisfaction towards pet food in Myanmar. The sample size is 383, from 76,600 pet owners and pet lovers from all over Myanmar. These sample size is calculated by Raosoft Sample Size Calculator. This study applies a simple random sampling method to select the respondents. The primary data are collected through structured questionnaires with 5-point Likert Scale. The online survey method is used. Secondary data is gathered from relevant textbooks, previous research papers, journals and articles, and other related information resources from internet websites. This study reveals that marketing stimuli, environmental stimuli, buyer characteristics, and the buying decision process have positive and significant effects on consumer behavior. Consumer behavior has a positive significant effect on customer satisfaction. Therefore, pet food providers need to improve and update their service to attract more customers to buy their products while increasing sales and profits, and need to realize that product ordering and delivery services offer many benefits to them especially.

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## **LIST OF ABBREVIATIONS**

4Ps	Marketing Mix (Product, Price, Place and Promotion)
MALA	Myanmar Animal Lover Association

# CHAPTER 1

## INTRODUCTION

Consumer behavior focuses on how consumers decide to spend their available resources on consumption-related items, including who influences their decision to buy, who is in the target market, what they buy when they buy, where they buy, why they buy, and how they buy. The study of consumer behavior focuses on how people, groups, and organizations choose, acquire, use, and discard products, services, concepts, or experiences to fulfill their needs and desires (Kotler, 2016). The way that a consumer's feelings, attitudes, and preferences influence their purchasing decisions is known as consumer behavior. Numerous factors influence on the behavior of consumers. These are personal factors, marketing stimuli (4Ps), environmental stimuli, buyer characteristics, buyer decision process, product quality, product value and awareness. Among them, marketing stimuli, environmental stimuli, buyer characteristics, and buyer decision process are influencing on customer behavior, Qin (2015).

Marketing stimuli comprise elements of external marketing, including product, price, place, promotion, personal, process and evidence, among other things (Khan, 2022). The traditional 4 Ps of marketing—product, pricing, location, and promotion—make up the marketing mix. When the four aspects are combined, they are also known as marketing mix elements. The marketing mix is a set of controllable variables that can be used to influence the buyers' responses (Singh, 2012). Marketing stimuli are external marketing components that have a triggering and motivating effect on customers' purchasing behavior. Marketing stimulus is one of the most crucial things to consider while observing consumer behavior. These elements inspire and influence a person to purchase or refrain from purchasing a particular product (Helm & Gritsch, 2014).

Environmental stimuli are any physical or social elements in our environment that can affect behavior or provoke reactions from people (Qin, 2015). Environmental stimuli have a big impact on how customers behave. From the environmental stimuli, economic and social influences contribute to the details of customer decision-making. Economic stimulus is action by the government to encourage private sector economic activity. Economic factors that influence consumer behavior are personal income, family income, income expectations, savings, liquid assets of the consumer, consumer credit, and other

economic factors (Ramya & Ali, 2016). The American Psychological Association (2018) defined social stimuli are any agent, event, or situation with social significance, particularly an individual or group, that elicits a response relevant to interpersonal relationships. Social stimuli are any movement, expression, gesture, or sound, any reaction, made by human which produces a response in another (Allport, 1924). The social factors influencing consumer behavior are family, reference groups, roles, and status.

Buyer characteristics also influence consumer behavior. Buyer characteristics refer to the personal and social characteristics that influence individual and group buying behavior (Kotler et al., 2018). Buyer characteristics include the buyer's age, gender, income, education level, and occupation. The American Psychological Association (2018) defined buyer characteristics are the personality traits of consumers that can influence the planning of advertising campaigns. Most studies of consumer characteristics go beyond age, sex, income, and neighborhood of residence and use established psychological techniques to analyze motives behind buying decisions.

Buyer decision process is the decision-making process used by consumers regarding the market transactions before, during, and after the purchase of a good or service. (Engel et al., 1968). Buyer decision process can be seen as a particular form of a cost-benefit analysis in the presence of multiple alternatives. The buyer decision process directly shapes consumer behavior. There are five fundamental phases in the decision-making process for consumers. This is how buyers assess their options before making a purchase. Consumer behavior plays a significant role in customer satisfaction (Schiffman & Kanuk, 2004).

Consumer behavior refers to the behaviour and thought processes of people who purchase products and services for their own consumption (Engel et al., 1995). Consumer behavior refers to the mental and emotional processes and observable behavior of consumers during the search, purchase and consumption of a product or service (Loudon et al., 1993). Consumer behavior is the study of study of the behaviors and activities of individuals and groups that buy, use, and discard products and services, including behavioral, emotional, and mental reactions of the consumer that either precede or follow these activities (Hoyer et al., 2018). Consumer behavior is the study of how consumers make decisions about what they need, want, and desire and how they buy, use, and dispose of goods and services (Kardes et al., 2014).

Customer satisfaction is defined as an assessment of how happy customers are with a company's products, services, and capabilities (Kolter et al., 2016). Customer satisfaction data, including surveys and ratings, can help a company decide how best to improve or change its products and services. Customer satisfaction is a critical factor influencing consumer buying behavior. Satisfied consumers are more likely to make repeat purchases, exhibit brand loyalty, and engage in positive word-of-mouth marketing. Although the determination of customer satisfaction has different expectations and effectiveness, customer satisfaction is an essential factor in determining the needs of other customers in the future about their experience (Walsh & Mitchell, 2010).

The pet food market in Myanmar has become popular due to an increased social culture surrounding pets since the 2010s, which significantly increased during the COVID-19 pandemic. According to the various pets, both local and foreign breeds, in Myanmar, there are a variety of dietary needs. Among them, cats and dogs are the most popular pets in Myanmar. Pet food in Myanmar comprises various forms of foreign-imported options and domestically produced or home-cooked alternatives. There are also many pet-loving groups in Myanmar where pet owners and pet lovers share their experiences with each other. This study examines the influence of marketing and environmental stimuli, as well as buyer characteristics and the decision-making process, on consumer behavior, and how consumer behaviour effect on customer satisfaction with pet food.

## **1.1 Rationale of the Study**

Customer satisfaction is important for every industry because it generates brand loyalty, favorable word-of-mouth, less negative publicity, a competitive edge, customer retention, emotional connection, financial impact, and regulatory compliance. In the pet food industry, pet food customers are pet owners and pet lovers. Satisfied customers are likely to purchase again. A company's sales go up when customers are happy. Customer satisfaction is critical for understanding consumer behaviour. Customer satisfaction is crucial as it directly impacts business success by influencing customer loyalty, repurchase intentions, and positive word-of-mouth referrals (Kotler et al., 2016).

Understanding consumer behavior in the market is a crucial aspect of modern business. Consumer behavior is influenced by a variety of factors, such as marketing stimuli (product, price, place, and promotion), environmental stimuli, buyer characteristics, and

the buyer decision process. Consumers' requirements, interests, and reasons for making purchases are important factors to understand consumer behaviour. By analyzing consumer behavior, pet food business can improve marketing efforts, and overall business strategies to better meet the needs and preferences of pet owners. Overall, consumer behavior plays a significant role in driving growth and the success of the pet food industry.

Marketing stimuli (product, price, place, and promotion) are important in the pet food industry for influencing consumer behavior. Consumers consider the quality, ingredients, and nutritional value of pet food products when making purchasing decisions. Price can influence perceived value and affordability, impacting purchase decisions. Accessibility and convenience are key factors for pet owners when choosing where to buy pet food. Promotional activities also play a role in shaping consumer perceptions and preferences in the pet food market.

Environmental stimuli are important for consumer behavior in the pet food industry of Myanmar. Environmental stimuli influence how consumers perceive the quality, value, and suitability of pet food products, ultimately impacting their choices and brand loyalty. Economic factors are important in the pet food industry because they impact consumer purchasing power, pricing strategies, and market demand. Social factors are also important in the pet food industry because they influence consumer preferences, purchasing decisions, and market trends. Additionally, environmental cues can capture emotional responses and associations, influencing customer satisfaction with pet food in Myanmar.

Buyer characteristics are important in the pet food industry in Myanmar because buyer characteristics influence the preferences, needs, and behaviors of consumers. Understanding the preferences, purchasing behavior, and demographics of pet owners allows companies to tailor their products and marketing strategies effectively. Factors such as pet age, breed, health conditions, and owner demographics impact the type of pet food purchased, preferred flavors or ingredients, and willingness to pay. This ensures that pet food businesses can meet the specific needs and demands of the local market, leading to increased sales and customer satisfaction.

The buyer decision process is important in the pet food industry to it helps understand how consumers evaluate, choose, and purchase pet food products. By analyzing elements like problem recognition, information gathering, alternative evaluation, purchasing decision, and post-purchase assessment, pet food companies can identify

opportunities to influence consumer behavior through targeted marketing, product innovation, pricing strategies, customer support, ultimately maximizing sales and satisfaction.

In Myanmar, the pet food industry is a vibrant and expanding sector. Customer satisfaction in particular plays a significant role in the dynamics and variables that influence consumer behavior and market performance. The examination of how consumer behavior influences customer satisfaction is one of the most significant insights. Analyzing the effect of consumer behavior on customer satisfaction towards pet food in Myanmar is an interesting topic for the pet food industry in Myanmar.

## **1.2 Objectives of the Study**

The objectives of this study are

1. To examine the factors influencing consumer behavior towards pet food in Myanmar
2. To analyze the effect of consumer behavior on customer satisfaction towards pet food in Myanmar

## **1.3 Scope and Method of the Study**

This study mainly focuses on the factors influencing consumer behavior towards pet food in Myanmar. This study focuses on the Myanmar Animal Lover Association (MALA) group, and the members can be represented by pet owners and pet lovers from all over Myanmar. Primary survey data is collected from active members of MALA in 2024.

Both primary and secondary data are used in this study. To collect the primary data, sample size is 383 among 76,600 by using Raosoft Sample Size Calculator. Simple random sampling method is applied to select the respondents. Online survey method is used in this study. Structured questionnaires with a 5-point Likert scale is used to collect data. The data collection period was from the 3<sup>rd</sup> week to the 4<sup>th</sup> week of February 2024. Secondary data is gathered from relevant textbooks, previous research papers, journals and articles, and other related information resources from internet websites. Data analysis is applied by both the descriptive statistics and the linear regression analysis.



#### **1.4 Organization of the Study**

This study is structured into five chapters. Chapter one represents the introduction, rationale, objectives, scope, methods, and organization of the study. Chapter two reviews relevant literature, theoretical background, empirical studies, and the conceptual framework of the study. Chapter three illustrates the pet food industry in Myanmar, type of pet food in Myanmar, reliability test, profile of the respondents, marketing stimuli from pet food companies and pet food shops, reason and role of pets from respondents, buying behaviour of pet food customers. Chapter four presents the analysis of influencing factors on consumer behavior of pet food in Myanmar and the analysis of the effects of consumer behavior on customer satisfaction of pet food buyers in Myanmar. Chapter five discusses the major findings, suggestions and recommendations, and needs for further research.

## **CHAPTER 2**

### **THEORETICAL BACKGROUND**

This chapter reviews the relevant literature, and theoretical background which present influencing factors on consumer behavior, consumer behavior, and customer satisfaction. Moreover, the empirical studies and the conceptual framework of the study have been explored through an extensive review of books, articles, previous papers, journals, and web pages.

#### **2.1 Consumer Behavior**

Consumer behavior is a process aimed at understanding how customers choose, purchase, and dispose of goods, services, ideas, or experiences to meet their needs and wants (Kotler & Keller, 2006). The study of people, groups, or organizations and the methods they employ to choose, acquire, and discard goods, experiences, or concepts in order to meet their wants is known as consumer behavior. It also examines the effects that these methods have on the consumer and society (Kuester, 2012). Consumer behavior refers to the purchasing habits of end customers, including individuals and households, who buy goods and services for their personal use (Kotler & Armstrong, 2003).

Analyzing consumer behavior help to understand consumers better and create high-demand products. Understanding consumer behavior enables businesses to better position their products in the market by enhancing customer satisfaction. By analyzing consumer behavior, marketers gain valuable insights into the factors influencing purchase decisions, such as personal preferences, needs, motivations, and external influences like social, cultural, and economic factors. Consumer behavior is regarded as a highly complex phenomenon due to its wide range of priorities and post-purchase activities (Hansen et al., 2004). Consumer behavior is a complex process that encompasses the activities individuals undertake when searching for, selecting, purchasing, using, evaluating, and disposing of products and services to fulfill their needs, wants, and desires (Belch, 2004).

Consumer behavior involves the processes and activities individuals undertake when seeking, choosing, buying, using, evaluating, and disposing of products and services to fulfill their needs and desires (Solomon et al., 2016). Consumer behavior examines how individuals choose to allocate their resources on consumption-related items. It considers

who influences their buying decisions, identifies the target market, and analyzes what consumers purchase, when and where they make their purchases, why they decide to buy, and how they go about the buying process. The importance of consumer behavior lies in its role as a foundation for effective marketing strategies, guiding businesses in understanding and meeting the needs and desires of their target audience, thereby fostering customer satisfaction and loyalty (Solomon, 2017).

Consumer behavior is the analysis of how consumers choices regarding what to purchase what to buy, when to buy it, and how to do so (Solomon et al., 2019). In addition to buying patterns, consumer behavior encompasses the way consumers perceive different brands, make choices between them, decide what to purchase, and are influenced by marketing efforts, personal preferences, societal and economic pressures, and cultural factors. By analyzing consumer behavior, marketers gain a deeper understanding of consumers and can develop products that are in high demand. Consumer behavior will also allow businesses to better place their products in the market and provide outstanding customer service, which will result in gaining customer loyalty.

## **2.2 Influencing Factors on Consumer Behavior**

There are many factors influencing consumer behavior. From the factors affecting consumer behavior, this study focuses on most influencing factors of marketing stimuli (4Ps), environmental stimuli (economic and social), buyer characteristics (attitude, personality, and motivation), and buyer decision process. The Black Box Model serves as the foundation for factors impacting customer attributes, marketing stimuli, environmental stimuli, and buyer decision-making processes (Qin, 2015).

### **2.2.1 Black Box Model**

Consumer behavior is connected to the Black Box Model by illuminating the internal processes that happen between stimuli (like marketing efforts) and the response (the purchase decision) (Kotler et al., 2016). This consumer behavior model, known as the stimulus-response or "black box" model, emphasizes the consumer as a thinker and problem solver who reacts to a variety of external and internal factors when making purchasing decisions (Sandhusen, 2000). The black box model illustrates how stimuli, buyer characteristics, and decision-making processes interact to produce buyer responses.

These stimuli are categorized as either interpersonal (between individuals) or intrapersonal (within an individual).

**Table (2.1) Black Box Model**

Environmental Factors		Buyer's Black Box		
Marketing Stimuli	Environmental Stimuli	Buyer Characteristics	Decision Process	Buyer's Response
Product	Economic	Attitudes	Problem recognition Information search Alternative evaluation Purchase decision Post-purchase behavior	Product Choice
Price	Technological	Motivation		
Place	Political	Perceptions		
Promotion	Socio-cultural	Personality		
	Demographic	Lifestyle		
	Natural	Knowledge		

Source: Sandhusen (2000)

Consumers react to various external factors, which include the marketing mix and other environmental elements within the market. The marketing mix, consisting of the 4Ps (product, price, place, and promotion), is a deliberate and crafted set of stimuli by the company. On the other hand, the environmental stimuli are shaped by the economic, political, and cultural conditions of a society.

The internal aspects that influence consumer choices are often referred to as the "black box." This box encompasses a range of factors that exist within an individual's mind. These factors include the consumer's characteristics, such as their beliefs, values, motivations, and lifestyle. Additionally, the decision-making process itself is a part of this black box, as consumers recognize a problem they need to solve and assess how a purchasing decision might address that problem. As consumers react to external stimuli, their black box processes these choices based on internal factors and ultimately determines their response - whether to make a purchase or not.

The model also assumes that the consumer's response is the outcome of a deliberate, logical decision-making process, independent of what transpires within the black box, or the consumer's thinking. Many marketers doubt this belief and believe that consumers can be influenced by emotional or irrational factors when making purchasing decisions.

### **2.2.2 Marketing Stimuli**

The marketing mix concept was first introduced by Borden in 1950, and it later became known as the 4Ps (Gronroos, 1997). The traditional representation of marketing activities is commonly referred to as the marketing mix. This concept involves categorizing various tools into four main groups, known as the four Ps: product, price, place, and promotion. These are the most important components for achieving sales goals and generating profits (Goldsmith, 1999).

A product refers to anything that a customer obtains or may obtain in order to fulfill a perceived need. Customers generally need satisfaction, not a physical product attribute (Hawkins et al., 2001). The price is the measurement of an item indicates its worth and the monetary amount required for its purchase. There are strong positive relationships between price and quality in most consumers' perceptions (Ramya & Ali, 2016).

Place or distribution refers to a network of interconnected entities that work together to ensure that a product is accessible and available for use or consumption by customers (Kotler & Armstrong, 2006). Place could be different online platforms, marketing channels, e-commerce marketplaces, or social media platforms. Promotion involves the activities designed to communicate the benefits of a product and convince target customers to purchase (Armstrong & Kotler, 2008). Promotion encompasses sales promotion, advertising, personal selling, public relations, and direct marketing (Borden, 1984). Promotion is important to the market exchange process, as it engages with current and potential stakeholders and the general public (Duncan, 2005).

### **2.2.3 Environmental Stimuli**

Environmental stimuli are external factors which play significant role in forming consumer behavior. The environmental stimuli are provided by economic, technological, political, socio-cultural, demographoc and natural circumstances. Among them, economic and social factors are the main environmental stimuli (Qin, 2015).

Economics is the social science that examines economic activities to understand the processes governing the production, distribution, and consumption of goods and services within an economy (Qin, 2015). A buyer's purchasing habits are closely linked to their economic situation or income. The economic condition influences a customer's purchasing power. Higher disposable income typically leads to buying more expensive and premium

products, whereas those with lower incomes tend to spend less. Economic fluctuations, inflation, and unemployment can impact consumer spending habits.

Apart from cultural factors, a consumer's behavior is also influenced by social elements like reference groups, family, and social roles and statuses (Qin, 2015). A customer's behavior is affected by social factors such as reference groups, family, and social roles and statuses. Consumer behavior is often influenced by social factors, including family, friends, peers, and social media. The social environment can include various factors such as friends, family, culture, education, religion, media, and community (Dhiman, 2023).

#### **2.2.4 Buyer Characteristics**

Buyer characteristics lead to the purchase of a product or service, which impacts an organization's profit maximization and sustainability (Kalaiarasan et al., 2018). Buyer characteristics are a set of psychological, social, personal, and cultural factors which influence purchase decisions. Buyer characteristics are personal traits shaping purchasing decisions. Buyer characteristics encompass attitudes, motivation, perceptions, personality, lifestyle, and knowledge, with attitude, motivation, and personality being particularly influential in shaping consumer behavior (Qin, 2015).

Attitude refers to a positive or negative disposition towards an object, event, or circumstance (Botha et al., 1997). Attitude also requires the favorable or unfavorable assessments individuals make of behaviors (Ajzen, 1991). Consumers with positive attitudes are more likely to share positive experiences through word-of-mouth and influence others in their social circles.

Motivation is the mechanism through which customers are compelled or motivated to fulfill specific needs (Sheth et al., 1999). Motivation encompasses the processes that energize and guide intentional actions (Hebb, 1949). Motivation is the incentive that triggers activity of a specific nature.

Personality refers to the unique psychological attributes that result in relatively stable and lasting reactions to one's surroundings. Each individual possesses a unique personality that impacts their purchasing patterns. Personality traits typically encompass qualities like self-assurance, assertiveness, independence, compliance, sociability, guardedness, and flexibility (Kotler & Keller, 2006).

### **2.2.5 Buyer Decision Process**

Every day, consumers make numerous purchasing choices. Businesses extensively study these decisions to understand what, where, how, and why customers buy, as well as how much they buy and when they make purchases. This analysis draws upon insights from psychology, sociology, social anthropology, and economics (Kotler & Armstrong, 2001). Numerous consumer choices are influenced by a mix of personal experience, marketing efforts, and non-commercial sources of information (Schiffman & Kanuk, 2004).

The buyer decision process is a multiple-stage process (De Bruyn & Lilien, 2008). There are five stages when making decisions. Problem recognition, the initial stage, is where consumers recognize a need or desire for a particular product, and it could be triggered by internal factors or external factors. Information search, the second stage, is in which consumers actively seek information to satisfy their needs. Evaluation of alternatives, the third stage, consumers evaluate different options available, and comparing factors such as price, quality, features, and brand reputation to determine the best choice. Purchase decision, the fourth stage, is for choosing a specific product or service from the options after evaluating alternatives. Post-purchase evaluation, the final stage occurs after the consumers assess their satisfaction based on their expectations versus their experience. Positive post-purchase evaluation can lead to repeated purchases and brand loyalty (Sachdeva, 2015).

## **2.3 Customer Satisfaction**

In modern marketing, customer satisfaction holds significant importance. The marketing concept emphasizes delivering satisfaction (not just products) to consumers and obtaining profits in return. The marketing concept emphasizes delivering satisfaction to consumers and obtaining profits in return. Therefore, customer satisfaction is crucial to meeting various needs of consumers, business, and society (Yi, 1989).

Customer satisfaction refers to an individual's sense of satisfaction or dissatisfaction, which arises from assessing a product's perceived performance or outcome against their expectations (Kotler, 2016). Customer satisfaction matches on the perceived performance and expectations. Perceived performance represents the consumer's perception of the product or service experience. Buyer expectations are formed by recent product performance, word-of-mouth recommendations, reviews, and marketers.

Every business organization's success depends on the customers satisfaction. Whenever a business is about to start, customers always come "first" and then the profit. Those companies that are succeeding to satisfy the customers fully will remain in the top position in a market. Today's business has known that customer satisfaction is the key component for the success of the business and at the same time it plays a vital role to expand the market value. Business should determine price and quality of the product that attracts the customer and maintains the long-term relationship (Khadka & Maharjan, 2017).

Measuring customer satisfaction is not an easy task. Either the customer gets what they want and is satisfied, or they do not get what they want and are not satisfied. If it were so simple, businesses would always have access to precise and direct information regarding the opinions and satisfaction of their customers. Consumers encounter circumstances that shape their opinions of businesses' goods and services. Customer satisfaction is generated by both the attributes of the service and the outcomes experienced through its utilization.

Customer satisfaction can lead to repeat purchases and recommendations. Satisfied customers are more likely to continue purchasing a specific brand, contributing to the long-term business success of the industry. Customer satisfaction has remained a cornerstone for thriving businesses. Customer satisfaction is defined as a comprehensive assessment coming from the entirety of the purchasing and consumption experiences with the product or service over its lifespan (Fornell et al., 1996). Customer satisfaction is ensured by meeting the customer's expectations regarding the provision of goods and services by companies through marketing efforts. Obtaining actionable insights on how to enhance customer satisfaction is thus a vital outcome (Oliver, 1999).

Customer satisfaction is an essential component of business strategy, influencing customer retention and repeat purchases. To maximize the customer satisfaction, the business should provide comprehensive support after the completion with all the necessary documents. Customer satisfaction serves as an indicator of future customer behavior (Hill et al., 2007).

If a company has customer satisfaction for its products or services, customer satisfaction can encourage the customer to make repeat purchases and recommend the product to others. It is impossible for a business or organization to grow up in case the company ignores or disregards the requirements of clients (Tao, 2014.)



## 2.4 Empirical Studies

Several studies have been found on consumer buying behavior and customer satisfaction.

Shamout (2016) studied “The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market” in North Cyprus. The objectives of this study are to determine which promotional tools affect consumer buying behavior and purchase decisions, and to identify the various factors influencing these behaviors and decisions.

The research analysis was based on 385 samples, which were collected from customers of supermarket sites in Guildford. This study showed that the Marketing Mix has an impact on consumer behavior. Various promotional tactics like price discounts, samples, and buy one, get one free can positively influence consumer behavior. However, coupons are not effective in inducing consumer behavior.

Xu (2022) studied “Consumer Behaviour in China's Pet Food Industry” in China. The objectives of this study are to understand the position and relevance of Chinese consumer behavior and its impact on the Chinese pet food market, and to examine four factors of consumer behavior: demographics, psychographics, social influences, and consumer perceptions. The research analysis was based on 133 samples, which were collected from Chinese pet food customers from pet owner groups, almost every urban area in China. Findings of the study shown that young, educated, married individuals with families dominate the Chinese pet food market and the younger generation plays a significant role as the market's primary driver. Product safety is the most crucial consideration for consumers and is highly valued by consumers.

Li-Ming and Wai (2013) studied “Exploring Consumers' Attitudes and Behaviours Toward Online Hotel Room Reservation” in Malaysia. The objectives of this study is to explore the factors that influence consumers’ attitude and purchase behaviour toward online hotel room reservations. The research analysis was based on 384 samples, which were collected from online consumers, chosen from Selangor, Malaysia. The study provided that an initial understanding of the factors influencing Malaysian consumers' attitudes and buying behavior in reserving hotel rooms through online travel agents, serving as a foundation for comprehending online attitudes and behaviors within the hotel industry.

Arora (2021) studied “Consumer Buying Behaviour of Mobile Handset” in India. The objectives of this study are to evaluate brand awareness, usage, and loyalty for Nokia

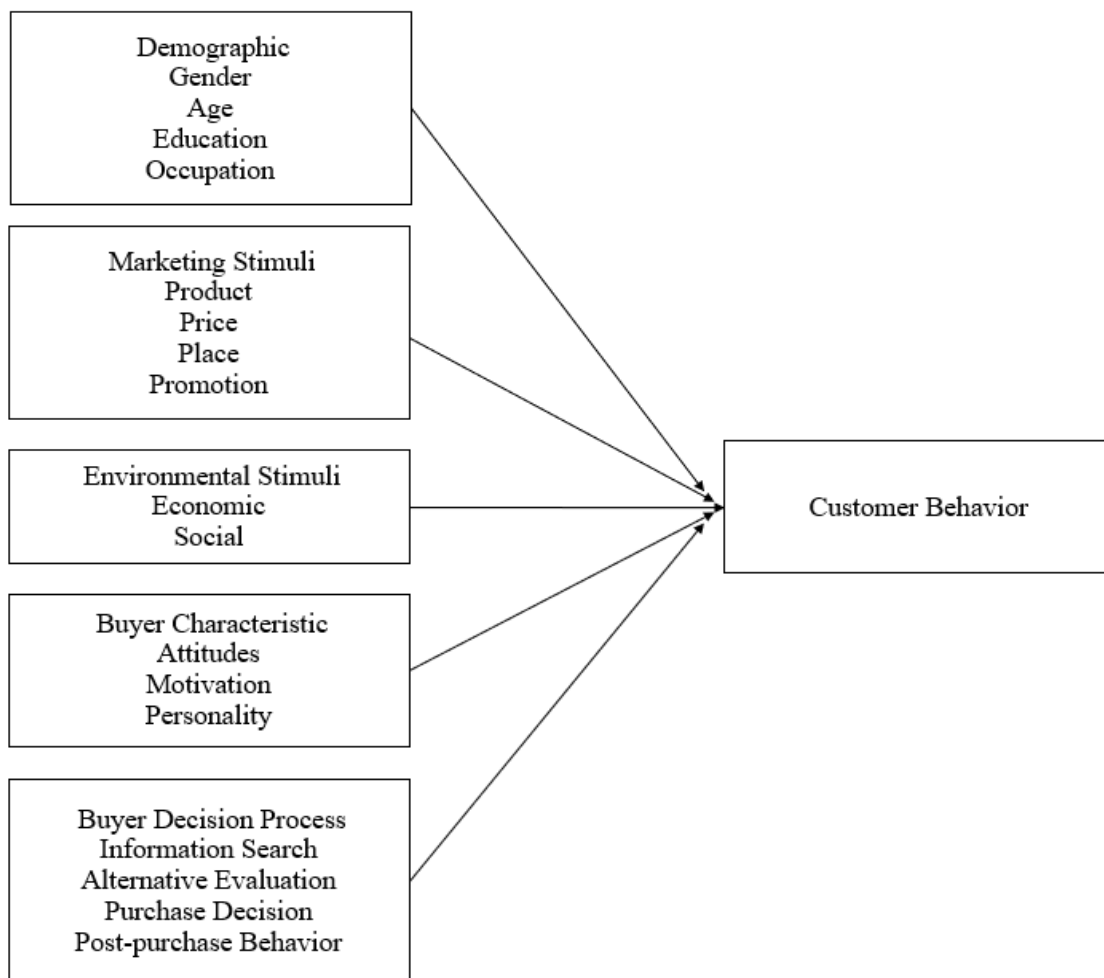
and Samsung mobile phones in Delhi; to identify the segment of Delhi residents who use these brands and analyze their purchasing and media habits; to gauge consumers' perceptions and attitudes towards Nokia and Samsung mobile phones in the local market; to examine the reach and impact of promotional strategies like advertising, sales promotions, direct marketing, publicity, and sponsorships for Nokia and Samsung mobiles; and to provide strategic recommendations based on the findings to enhance the performance of Nokia and Samsung mobile phones. The research analysis was based on 50 samples, which were collected from mobile phone user from students of Institute of Business Management and Research (IBMR), India. The findings of the study are that Nokia is the most popular and widely used brand among IBMR students. Most consumers are satisfied with the services from various mobile companies. TV and newspaper advertisements significantly influence consumer buying decisions. When making purchase decisions, factors such as features, appearance, and brand are prioritized, with price being considered only after these factors are satisfied. The ease of carrying the phone is the least important factor. Advertisements also play a crucial role in shaping buying decisions.

Qalati et al., (2019) studied "Impact of Price on Customer Satisfaction: The Mediating Role of Consumer Buying Behaviour in Telecom Sector" in Pakistan. The objective of the study is to investigate the mediating relationship of consumer buying behavior between price and customer satisfaction within the telecom sector. The research analysis was based on 567 samples, which were collected from mobile user customers in Islamabad, Peshawar, Karachi, Lahore, and Sukkur in Pakistan. The study demonstrated a positive relationship between price and consumer buying behavior, and it highlighted that consumer buying behavior positively mediates the relationship between price and customer satisfaction. Additionally, factors such as service quality and gender can be incorporated alongside consumer buying behavior and customer satisfaction.

This study is based on two empirical studies. The first study is "Factors Influencing Chinese Consumer Behavior on Buying Pet Food in China," written by Qin and published in 2015 in China. The second study is "Impact of Consumer Buying Behavior on Satisfaction towards Dairy Products," written by Rajalakshmi and Anthony and published in 2023 in India.

Qin (2015) studied “Factors Influencing Chinese Consumer Behavior on Buying Pet Food in China”. The objectives of this study are to identify the demographic factors influencing Chinese consumer behavior in buying pet food in China, to identify the marketing stimuli influencing Chinese consumer behavior on buying pet food in China, to identify the environmental stimuli influencing Chinese consumer behavior on buying pet food in China, to identify the buyer characteristics influencing Chinese consumer behavior on buying pet food in China and to identify the buyer decision process influencing Chinese consumer behavior on buying pet food in China.

**Figure (2.1) Conceptual Framework of Qin**

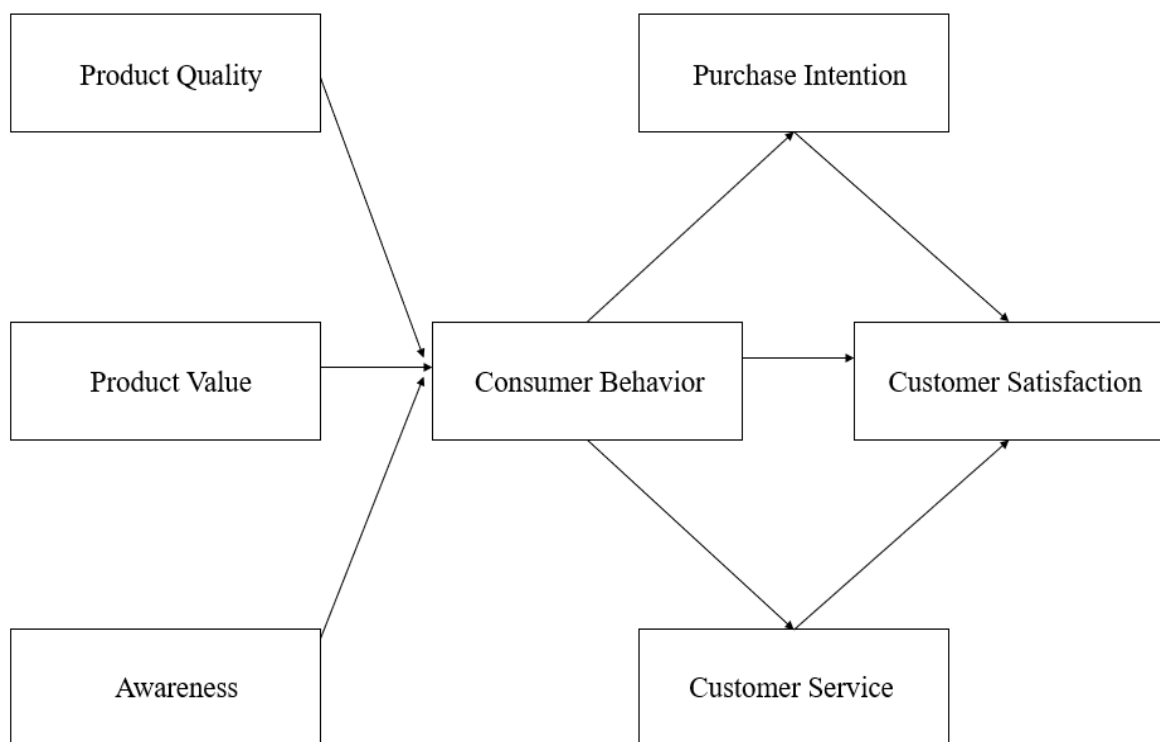


Source: Qin (2015)

The study utilized a sample size of 385 Chinese customers who purchase pet food in China to analyze the relationship between marketing stimuli and buyer characteristics with customer behavior. The findings have implications for producers and retailers, as they can gain insights into customer behavior, enhance the quality and popularity of pet food, and improve their market position.

Rajalakshmi and Anthony (2023) studied “Impact of Consumer Buying Behavior on Satisfaction towards Dairy Products” in India. The objectives of this study are to find the association between the demographic variables and the factors that influence the consumer buying behavior towards purchasing dairy products and customer satisfaction, to analyze the association between the factors under consumer buying behavior and customer satisfaction in purchasing dairy products, and to examine the impact of the constructs of consumer buying behavior on the level of satisfaction among the consumers.

**Figure (2.2) Conceptual Framework of Rajalakshmi & Anthony**



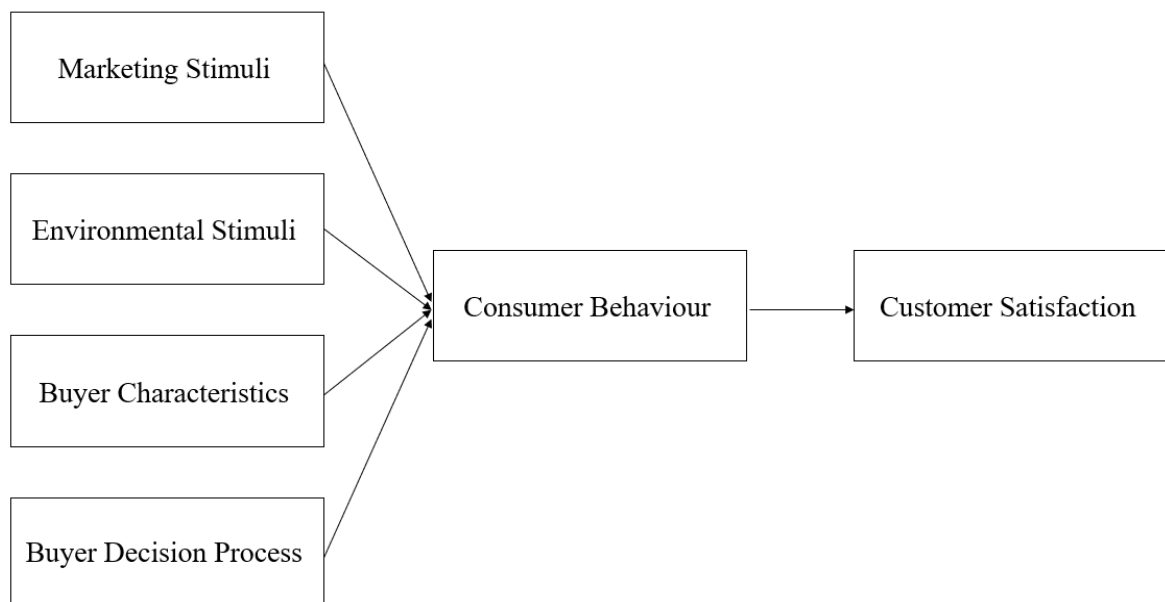
Source: Rajalakshmi & Anthony (2023)

The study included a sample of 576 participants selected through a simple random sampling method. It was found that demographic variables were strongly linked to customer satisfaction. Factors such as "Product Quality," "Product Value," and "Awareness" were identified as important factors influencing customer satisfaction. Furthermore, the study indicated that buying behavior had a direct negative impact on customer satisfaction, with purchase intention and customer service acting as mediators with positive effects

## 2.5 Conceptual Framework of the Study

This study aims to analyze the effects of marketing stimuli, environmental stimuli, buyer characteristics, and buyer decision processes on customer behavior and the relationship between customer behavior and customer satisfaction. Marketing stimuli from the framework represents the marketing mix. Environmental stimuli includes social stimuli and economic stimuli. Buyer characteristics represents attitudes, motivation, and personality. The buyer decision process represents searching for information, evaluating alternatives, purchase decision, and post-purchase behavior.

**Figure (2.3) Conceptual Framework of the Study**



Source: Own Compilation (2024)

The effects of marketing stimuli, environmental stimuli, buyer characteristics, and buyer decision process on consumer behavior are adapted from the previous study by Qin (2015). The effect of consumer behavior on customer satisfaction is adapted from the study of Rajalakshmi and Anthony (2023). In first part of the conceptual framework, marketing stimuli, environmental stimuli, buyer characteristics, and buyer decision process are independent variables and consumer behavior is dependent variable. In second part of the conceptual framework,, consumer behavior is independent variable and customer satisfaction is dependent variable.

## **CHAPTER 3**

### **PROFILE AND CONSUMER BEHAVIOR OF PET FOOD IN MYANMAR**

In this chapter, pet food industry in Myanmar, type of pet food in Myanmar, reliability test, profile of the respondents, marketing stimuli from pet food companies and pet food stores, reason and role of pets from respondents, buying behaviour of respondents are presented.

#### **3.1 Pet Food Industry in Myanmar**

The pet food industry in Myanmar is a potential industry. The pet food segment includes food and essential nutrients that are specially made to meet the dietary needs of domesticated animals (dogs and cats) and other less common house pets (birds, fish, turtles, octopus, aquatic reptiles, amphibians, rabbits, hamsters, mice, chinchillas, guinea pigs, and others). Pet food includes ready-made nutrients for dogs, cats, and other indoor pets and does not include food for farm animals. Pet food is composed of a variety of ingredients that provide essential nutrients for the health and well-being of pets.

The pet food industry plays an interesting role in catering to the nutritional needs of pets. According to lifestyle changes during COVID-19, the social culture with domestic pets has increased a lot in Myanmar. The presence of pets in the daily lives of individuals is indicative of a shift in social norms and values. To alleviate stress and eliminate loneliness, many people have turned to pet ownership as a favored option. All kinds of pets, mostly dogs and cats, are treated as family members or as friends living with people. There are many pet lovers in Myanmar, and there are many kinds of local and foreign breeds of dogs and cats.

There is different feeding between local breed pets and foreign breed pets, including man-made food, homemade food, raw, dry food, and ready-to-eat food. As the domestic pet population increases, the number of people consuming pet food also increases. Yangon, Mandalay, and other major urbanized cities with dense populations have more foreign breeds. Other areas have local breeds. Owners' buying intentions and online purchasing decisions for pet food are influenced by a variety of factors.

According to common types of pets, there are many kinds of pet food and pet-related accessories marketed. Cats and dogs are the most dominant pets in Myanmar. Other popular pets in Myanmar are rodent pets or small mammals (rabbit, hamster, mouse, guinea pigs, chinchilla, chipmunk, ferrets, hedgehogs, squirrels, and sugar gliders), birds (parrot, parakeet, cockatoo, lovebird, and conure), aquarium animals (cold water fish, goldfish, marine fish, and octopus), reptiles and amphibians (turtle, tortoise, lizard, and snake), and other outdoors and wildlife animals (goat, horse, monkey, and bear).

Pet ownership in Myanmar has increased dramatically in recent years. With this increase in pet ownership, there is a parallel rise in the demand for pet-related products, especially pet food. Understanding consumer behavior and satisfaction in the context of pet food is essential for both pet owners and pet food manufacturers to ensure the provision of quality products that meet the evolving preferences and expectations of consumers. Many pet owners want their pets to have a healthy, natural, and happy lifestyle. Pets are intentionally kept in houses with owners, with no economic benefits. However, some pet-breeding businesses are also growing in Myanmar.

Changing in lifestyles led to the formation of pet food industries in Myanmar. Many pet owners buy pet food for their pets, meet veterinarians for their pets, and go to pet spas to groom their pets. Nowadays, pet owners buy both from physical shops and online (through Facebook pages and shop apps). Both social culture and online commerce in Myanmar reflect the resilience and adaptability of the community amidst significant external changes. E-commerce is a high pillar for pet supplements. The pet food industry in Myanmar is a promising sector that caters to the nutritional needs of pets. It includes ready-made mixes for indoor pets and does not include feed for farm animals.

The COVID-19 pandemic has led to a significant increase in social culture with domestic pets in Myanmar, reflecting a shift in social norms and values. Online usage and purchase patterns have also changed, with many online shopping pages catering to customer demands. Pet owners now buy both from physical shops and online platforms, reflecting the resilience and adaptability of the community amidst significant external changes. The customer behavior of the pet food industry in Myanmar is not only concerned with the pet owners but also with their pets' responses. The customer behavior of the pet food industry may be measured by the attitude of pet owners, which refers to a set of behaviors, intentions, cognitive beliefs, and feelings regarding pet foods' product quality, brand name, and services.

There are many pet food stores in Myanmar, with the majority located in Yangon, Mandalay, and other major cities. There are several importers and distributors of pet food. Most pet food stores are chain pet food stores, and these chain stores are also importers of pet foods. Most of the imported countries are from Thailand and Europe. Distributors and pet food stores in Myanmar engage in brand-specific marketing initiatives to increase their market share. And there are many pet celebrities and pet lovers on social media groups in Myanmar. As social media is a popular medium in Myanmar, most pet owners and pet lovers share their experiences on social media, and they follow veterinarians and pet celebrities endorsements.

### **3.2 Types of Pet Food in Myanmar**

Pet food is a nutritious substance for pets or animals to maintain growth and life. There are different kinds of pet food: dry food, wet food, treats, raw and nutritional supplies, etc. There are two main kinds of pet foods in Myanmar based on production. They are foreign-imported food and domestic or home-cooked food.

#### **3.2.1 Foreign-imported Pet Food**

Foreign-imported pet food refers to pet food products that are imported from other countries with a variety of qualities, availability, and different ingredients or formulations. There are different types of pet food depending on species and breeds. Each pet food is designed for the specific nutritional needs of each species and has different nutrient requirements. The most popular pet foods in Myanmar are cat food and dog food. There are four main kinds of foreign-imported pet food: dry, wet, snacks, nutritional supplies, and raw.

##### **(a) Dry Pet Food**

Dry pet food can be freeze-dried, extruded, baked (kibbles), or flaked, which is made up of protein, amino acids, and other nutrients according to the pet's nutrient needs and their breed's requirements. Dry pet foods are used in meal form, which involves cooking the food, removing the oil, and drying the remaining material to make a dry meal. Kibble (baked food) is essentially dry food, which is typically made of highly processed, dried ground meats (beef, chicken, or fish), cereals, and additives for cats and dogs.



### **(b) Wet Pet Food**

Wet pet food comes in cans, foil trays, and pouches, with portions in gravy, jelly, and meatloaf shapes. Wet foods typically contain higher levels of protein, phosphorus, sodium, and fat than dry or semi-moist foods. Wet pet food typically offers greater palatability at a higher cost than dry and semi-moist diets on a cost-per-calorie basis. Most of the wet pet food is canned and ready-to-eat.

### **(c) Snacks and Treats**

Pet treats are crafted from a mix of meat or meat-based materials combined with other components like potato starch, vegetables, fruits, cereals, fats, oils, and additives. Pet treats contain biscuits, crunchy, creamy paste, and chewy snacks with meats. Dog treats are made with meat themes, pig ears, roast lamb bones, and sticks. Cat treats are made with a poultry or fish theme and specially formulated milk with a low lactose content.

### **(d) Raw Pet Food**

Imported raw pet foods are made from grinding and mixing machines and are generally not cross-contaminated with other proteins. They are usually grain-free. Raw pet foods consist mainly of raw meats and animal by-products, such as offal and bones. Most do not contain additives; therefore, they potentially pose a risk of nutritional imbalances to adults and, to a greater extent, growing animals.

### **(e) Nutritional Supplies**

Pet supplements generally refer to complementary pet food products that offer additional nutrients or functional ingredients. Supplements are products containing functional ingredients that offer a wide range of health benefits and are available in a whole array of dry, moist, or semi-moist formats. Nutritional supplements offer additional nutrients such as vitamins, minerals, and trace elements, often in powdered or liquid form.

## **3.2.2 Domestic or Home-Cooked Pet Food**

Home-cooked pet food refers to meals prepared at home specifically for pets rather than purchasing commercial pet food. It involves selecting ingredients and cooking meals that are tailored to the nutritional needs of pets, such as dogs and cats. Home-cooked pet food can be made from a variety of ingredients, including meat, grains, vegetables, and supplements, depending on the dietary requirements of the animal.

In Myanmar, pet owners typically feed homemade pet food to their pets by preparing locally available ingredients such as rice, meat, fish, and vegetables. They often consult with local veterinarians or experienced pet owners for recipes and guidance on ensuring nutritional balance. Many pet owners in Myanmar make home-cooked diets for their pets to ensure they meet all necessary nutritional requirements. Many pet owners believe that homemade food is healthier for their pets than commercial food. Beef, chicken, livers, bones, eggs, pumpkins, broccoli, and dry food are usually mixed with rice for dogs and fish, and chicken and dry food are usually mixed with rice for cats. Raw materials for home-cooked ingredients are usually bought from the bazaar.

### **3.3 Marketing Stimuli from Pet Food Companies and Pet Food Shops**

In the Myanmar pet food industry, pet food provider companies and pet food stores are conducting marketing activities. Pet food companies and pet food stores are creating a marketing mix for pet food around the 4Ps (product, price, place, and promotion).

For the product, pet food provider companies introduce more new products depending on the needs of the Myanmar pet food market, as there are various kinds of pet food depending on the types of pets. Product sampling and product demonstrations are also practiced for product introduction in pet food stores. Pet food companies introduce different packaging designs to attract consumers, encourage trial purchases, and provide good product attributes. Pet food stores also use mini-repackaging processes to get trial purchases and more purchasing power.

Pet food provider companies and pet food stores are usually made up of pricing strategies for customer affordability and to attract consumer interest in a competitive market. They usually practice seasonal discounts, clearance sales for near-expired products, and soft opening sales. Pet food stores also promote activities like loyalty and rewards programs for regular customers and members.

Pet food provider companies penetrate the market by managing importation, distribution, and retail management by chain stores themselves. Moreover, there are many small businesses that sell pet foods online, and most of them become online shops or small pet food stores, starting with buying pet food for their own pets. Therefore, online orders and door-to-door delivery services are also practiced in Myanmar, not only from chained pet food stores but also from small online shops.

For promotion mix, pet food stores in Myanmar are making various promotional activities to attract and retain customers. Pet food provider companies organized trade fairs, trade shows, pet shows, community events, and charity events as promotion tools. Pet food stores usually conduct seasonal promotions, bundle sales of hot items with other products, in-store promotions, and selected merchandising.

Currently Myanmar pet food industry effectively utilizes a comprehensive marketing mix based on the 4Ps—product, price, place, and promotion to attract buying behaviours of pet owners customers. Companies introduce diverse products, innovative packaging, pricing strategies and promotional activities. Pet food stores and online shops introduce repackaging, membership loyalty, door to door delivery and promotions.

### 3.4 Reliability Test

The reliability of a measuring instrument is considered as its ability to incessantly measure the phenomenon and the extended data collection techniques and analysis procedures that it will yield to prior researchers. Internal consistency and reliability are the most commonly used psychometric measures for assessing survey instruments and skills. In this study, marketing stimuli, environmental stimuli, buyer characteristics, buyer decision process, consumer behavior, and customer satisfaction are composed of 5 items. Altogether, 30 items are tested to be consistent with survey questions in each variable.

**Table (3.1) Reliability Test of Question Items**

<b>Sr. No.</b>	<b>Scale</b>	<b>No. of Items</b>	<b>Cronbach's Alpha</b>	<b>Data Consistency</b>
1	Marketing Stimuli	5	0.717	Good
2	Environmental Stimuli	5	0.803	Very Good
3	Buyer Characteristics	5	0.845	Very Good
4	Buyer Decision Process	5	0.905	Excellent
5	Consumer Behavior	5	0.838	Very Good
6	Consumer Satisfaction	5	0.781	Good

Source: SPSS output data (2024)

The survey result shows that the range of Cronbach's alpha values are between 0 to 1 as details in Table (3.1). The higher the internal consistency, the more confident the researcher can be that the survey is reliable. When the Cronbach Alpha value is more than 0.9, there is excellent internal consistency. In this study, internal consistency is measured by using a statistic known as Cronbach's Alpha. According to Cortina (1993), if the value is between 0.8 and 0.7, there is good internal consistency of questions to a variable. A higher alpha value means that the internal consistency and that this survey is reliable. The result of Cronbach's alpha values found that all the scales have Cronbach's alpha value above 0.7, suggesting good internal consistency and reliability of the scales with this sample.

### 3.5 Profile of Respondents

In this study, respondents and the demographic factors of respondents are demonstrated in details. The structured questionnaires are surveyed 383 respondents from pet owners and pet lovers of different pets all over Myanmar, active group members of MALA social media group. The first analysis of the demographic characteristics of 383 respondents is detailed in Table (3.2). Profiles of Respondents include the demographic factors of respondents which are gender, age, material status, occupation, income, type of pet owned, and number of pets owned.

**Table (3.2) Profile of Respondents**

Sr. No.	Variable	Demographic Factors	No. of Response	Percentage
<b>Total</b>			<b>383</b>	<b>100.00</b>
1	Gender	Male	67	17.49
		Female	316	82.51
2	Age	Below 20 years	42	10.97
		21 - 30 years	109	28.46
		31 - 40 years	155	40.47
		41 - 50 years	61	15.93
		51 - 60 years	10	2.61
		Above 60 years	6	1.57

Sr. No.	Variable	Demographic Factors	No. of Response	Percentage
<b>Total</b>			<b>383</b>	<b>100.00</b>
3	Material Status	Single	233	60.84
		Married	140	36.55
		Other	10	2.61
4	Occupation	Student	75	19.58
		Corporate Employee	137	35.77
		Government staff	12	3.13
		Business owner	76	19.84
		Housewife	25	6.53
		Retired	3	0.78
		Other	55	14.36
5	Income	Below 500,000 MMK	108	28.2
		500,001 - 1,000,000 MMK	94	24.54
		1,000,001 - 1,500,000 MMK	64	16.71
		1,500,001 - 2,000,000 MMK	28	7.31
		Above 2,000,000 MMK	91	23.76
6	Type of pets owned	Cat	207	54.05
		Dog	129	33.68
		Bird	20	5.22
		Aquarium pets	12	3.13
		Rodent pets	9	2.35
		Other	6	1.57
7	Numbers of pets owned	1	170	44.39
		2 to 5	165	43.08
		6 to 10	34	8.88
		11 to 20	11	2.87
		Above 20	3	0.78

Source: Survey Data (2024)

In the age of gender, 67 respondents are male with 17.49% and 316 are female with 82.15%. It can be concluded that women are more interest and likely to have pets in Myanmar.

In the analysis of age, the age group “between 31 and 40 years old” has the highest age group of 40.47%, followed by “21 and 30 years old” with 28.36%. The least dominant groups are “51–60 years old” with 2.61% and “above 60 years old” with 1.57%. Therefore, people between 21 and 40 years old who have their own income and a healthy lifestyle are more likely to have pets than the other age group of people in Myanmar.

In the analysis of marital status, most of the respondents are single with 60.84%. Married respondents are 36.55%. It was concluded that most singles are having pets in Myanmar.

In the analysis of occupation, the highest number of respondents are corporate employees of 35.77%, followed by business owners of 19.84%, and the lowest-numbered group is retired 0.78%. This means that people who have jobs or parental support are having pets than people in other occupation groups in Myanmar.

In the analysis of income, the highest group of respondents are earning below 500,000 Kyats (28.2%), earning 500,0001 - 1,000,000 kyats (24.54%), and earning above 2,000,000 kyats (23.76%). Therefore, it can be deduced that income is not the main reason for having pets. Almost all levels of income are likely to have pets in Myanmar.

In the analysis of the type of pet owned, the highest number of respondents have cats, and 54.05% of respondents own cats. The second highest number of respondents, 33.68% of respondents, have dogs. The population of other pets is not so high. Therefore, cats are the largest pet population in Myanmar, and dogs are the second.

In the analysis of the number of pets owned, 44.39% of respondents have only one pet, 43.08% of respondents have 2–5 pets, and only 0.78% of respondents have more than 20 pets. Therefore, most Myanmar pet owners have one up to a maximum of five pets.

Based on Figure (3.3), in conclusion, middle-aged women, between 21 and 40 years old, corporate employees, and business owners who have a regular income and a healthy lifestyle are having pets than other people in Myanmar. Cats have the highest population of any pet in Myanmar. And most pet owners usually own 1–5 pets at home.

### 3.6 Reasons for Having Pets and Role of Pets in Life

In this study, reasons for having pets and role of pets in life are expressed in details. To know the perception from respondents, the questionnaires are structured based on the following topics: reason for having pets and role of pets in life.

**Table (3.3) Reasons for Having Pets**

<b>Sr. No.</b>	<b>Description</b>	<b>No. of response</b>	<b>Percentage</b>
1	To have fun in a daily basis	48	12.53
2	To relief stress	20	5.22
3	To reduce loneliness	34	8.88
4	To display a status	2	0.52
5	To cultivate responsibility and love	187	48.83
6	To save stray animals	54	14.10
7	Others	38	9.92
	<b>Total</b>	<b>383</b>	<b>100.00</b>

Source: Survey Data (2024)

Observing the reason for having pets, most of the respondents want to cultivate responsibility and love, and they are 48.83%. Respondents with the reason to display a status have 0.52% as the lowest response. It can be denoted that people in Myanmar are having pets to cultivate responsibility and show their love.

**Table (3.4) Role of Pets in Life**

<b>Sr. No.</b>	<b>Description</b>	<b>No. of response</b>	<b>Percentage</b>
1	Like a family member or own child	338	88.25
2	Like a friend or companion	21	5.48
3	Like a guard	6	1.57
4	Just a pet	14	3.66
5	Others	4	1.04
	<b>Total</b>	<b>383</b>	<b>100.00</b>

Source: Survey Data (2024)

Investigating the role of pets in life, 88.25% of respondents keep their pets like family members or their children. 1.57% of respondents keep a guard, and 1.04% of respondents keep it for other reasons (breeding and trading). Therefore, people in Myanmar are likely to keep pets as family members or as their children to cultivate responsibility and show their love.

### **3.7 Buying Pattern of Respondents**

In this study, the buying behavior of respondents is demonstrated in details. To know the buying behavior of respondents, the questionnaires are structured based on the following: main spending for pets, monthly spending for pet food, buying frequency of pet food, type of pet food buy, main kinds of pet food purchased, purchase amount of pet food, main attention of buying pet food, main consideration factors for buying pet food, response of pet food consumer on product's quality issues.



**Table (3.5) Main Spending for Pets**

<b>Sr. No.</b>	<b>Description</b>	<b>No. of response</b>	<b>Percentage</b>
1	Pet food	333	86.95
2	Pet spa and grooming	9	2.35
3	Accessories and clothes	4	1.04
4	Veterinary and medicine	29	7.57
5	Others	8	2.09
	<b>Total</b>	<b>383</b>	<b>100.00</b>

Source: Survey Data (2024)

When analyzing the main spending for pets, 86.95% of most respondents are mainly spending on pet food. Other respondents are spending on pet grooming, accessories, clothes, veterinary fees, medicine, and other expenses for breeding and trading. In conclusion, Myanmar pet owners are spending more on pet food than other requirements.

**Table (3.6) Monthly Spending for Pet Food**

<b>Sr. No.</b>	<b>Description</b>	<b>No. of response</b>	<b>Percentage</b>
1	Below 50,00 MMK	74	19.32
2	50,001 MMK to 100,000 MMK	117	30.55
3	100,001 MMK to 200,000 MMK	91	23.76
4	200,001 MMK to 300,000 MMK	41	10.70
5	Above 300,000 MMK	60	15.67
	<b>Total</b>	<b>383</b>	<b>100.00</b>

Source: Survey Data (2024)

In the analysis of monthly spending for pet food, respondents with spending between 50,001-100,000 MMK are the highest in the population at 30.55%, and the second largest group are the respondents with 100,001-200,000 MMK at 23.76%.. Therefore, the monthly spending of pet owners in Myanmar is 50,000–200,000 MMK.

**Table (3.7) Buying Frequency of Pet Food**

<b>Sr. No.</b>	<b>Description</b>	<b>No. of response</b>	<b>Percentage</b>
1	Daily	36	9.40
2	Weekly	188	49.09
3	Monthly	133	34.73
4	Others	26	6.79
	<b>Total</b>	<b>383</b>	<b>100.00</b>

Source: Survey Data (2024)

In the study of the buying frequency of pet food, 49.09% of respondents buy pet food weekly. 34.73% of respondents buy in monthly parts. Other patterns, like daily or occasionally, are less frequent than weekly and monthly patterns. Therefore, it can be assumed that pet owners in Myanmar are likely to buy pet food in weekly and monthly patterns.

**Table (3.8) Type of Pet Food Buy**

<b>Sr. No.</b>	<b>Description</b>	<b>No. of response</b>	<b>Percentage</b>
1	Foreign imported pet food	110	28.72
2	Domestic (local) pet food	72	18.80
3	Considering both	201	52.48
	<b>Total</b>	<b>383</b>	<b>100.00</b>

Source: Survey Data (2024)

In the examination of the types of pet food, 52.48% of respondents buy both foreign imported pet food and local pet food, which can be bought in the wet market and needs cooking. 28.72% of respondents buy only foreign-imported pet food. 18.8% of respondents buy only local food and prepare for their pets at home. Therefore, most Myanmar pet owners are treating their pets to not only foreign-imported pet food but also man-made and locally cooked foods.

**Table (3.9) Main Kinds of Pet Food Purchased**

<b>Sr. No.</b>	<b>Description</b>	<b>No. of response</b>	<b>Percentage</b>
1	Main meal	319	83.29
2	Snacks (Creamy and Chews)	45	11.75
3	Vitamins & Supplements	10	2.61
4	Others	9	2.35
	<b>Total</b>	<b>383</b>	<b>100.00</b>

Source: Survey Data (2024)

In the survey of the main kinds of pet food purchased, 83.29% of the respondents buy the main meal for their pet. The purchase of snacks, vitamins, supplements, and others is less than the purchase of the main meal. It can be represented by the fact that most pet owners in Myanmar buy the main meal for their pets.

**Table (3.10) Purchase Amount of Pet Food**

<b>Sr. No.</b>	<b>Description</b>	<b>No. of response</b>	<b>Percentage</b>
1	Below 1 kg	120	31.33
2	1.1 to 10 kg	221	57.70
3	Above 10 kg	42	10.97
	<b>Total</b>	<b>383</b>	<b>100.00</b>

Source: Survey Data (2024)

In the analysis of the purchase amount of pet food, 57.1% of respondents usually buy 1.1–10 kg of pet food at their single purchase. 31.33% of respondents buy below 1 kg. It can be indicated that the packaging size of pet food varies depending on the type of pet to feed, as cats and dogs are the most common pets in Myanmar, and Myanmar pet owners usually buy 1.1–10 kg of pet food in a single purchase.

**Table (3.11) Main Attention of Buying Pet Food**

<b>Sr. No.</b>	<b>Description</b>	<b>No. of response</b>	<b>Percentage</b>
1	Hair & Skin Care	32	8.36
2	GI Care	31	8.09
3	Oral Care	5	1.31
4	Renal Care	7	1.83
5	Hairball Control	3	0.78
6	Bone Supplement	2	0.52
7	Weight Control	2	0.52
8	Recovery Care	1	0.26
9	Overall health	300	78.33
	<b>Total</b>	<b>383</b>	<b>100.00</b>

Source: Survey Data (2024)

In the analysis of the main reasons for buying pet food, the majority of 78.33% respondents buy pet food, which can support the overall health of their pets. There are different kinds of pet food which have specific cares such as hair and skin care, GI care, renal care food, oral care, hairball control, weight control, bone supports, and recovery care depending on types of pets. However, buying intentions for these specific needs are much lower than main reason of overall health. It can be concluded that most pet owners in Myanmar are willing to buy pet food to support the overall health of their pets.

**Table (3.12) Main Consideration Factors for Buying Pet Food**

<b>Sr. No.</b>	<b>Description</b>	<b>No. of response</b>	<b>Percentage</b>
1	Product's Quality	154	40.21
2	Product's Price	4	1.04
3	Product's Safety	109	28.46
4	Product's Reviews	1	0.26
5	Product's Pack size	4	1.04
6	Pet's favorite food	111	28.98
	<b>Total</b>	<b>383</b>	<b>100.00</b>

Source: Survey Data (2024)

According to the survey data for the main consideration factor for buying pet food, 40.21% of respondents consider the quality of pet food more when they need to buy pet food for their pets. And 28.72% of respondents are likely to buy pet foods based on their pet's favorite choices. 28.46% of respondents are also likely to buy pet food that is safe for their pets. Most respondents focus on pet food's quality, pet favorite food, and safety.

**Table (3.13) Response of Pet Food Consumer on Product's Quality Issues**

<b>Sr. No.</b>	<b>Description</b>	<b>No. of response</b>	<b>Percentage</b>
1	Give feedback and coordinate refund or reimbursement	19	4.96
2	Complaints about the shop on social media to protect other pets	33	8.62
3	Take pets to veterinary clinics for examination	239	62.40
4	Ignore and do not purchase any more	92	24.02
	<b>Total</b>	<b>383</b>	<b>100.00</b>

Source: Survey Data (2024)

For exploring the response of pet food consumers when they meet pet food quality issues, 62.4% of the respondents will take their pets to veterinary clinics for examination. 24.02% of respondents will ignore and not purchase anymore from the pet food shop, which has product quality problems. Other respondents will give feedback as well as refunds or reimbursements and will make complaints about the shop on social media to protect other pets. It can be deduced that most of the respondents are interested in their pet health, and they will take their pets to veterinary clinics first rather than other choices. And many pet owners will list the pet food shops or sources that have issues on the blacklist, and they will not purchase from them again.

## CHAPTER 4

### ANALYSIS OF THE INFLUENCING FACTORS ON CONSUMER BEHAVIOR AND CUSTOMER SATISFACTION IN THE PET FOOD INDUSTRY

This chapter presents the influencing factors on consumer behavior and the relationship between consumer behavior and customer satisfaction in the pet food industry. The result of the analysis can be seen as follows.

#### 4.1 Influencing Factors, Consumer Behavior and Customer Satisfaction

Influencing factors on consumer behavior, consumer behavior, and customer satisfaction in the pet food industry are presented in this section. Best (1977) identified the mean rating scale to interpret the data collected with a 5-point Likert scale interpreted as strongly disagree in the point range of 1.00 to 1.80, disagree 1.81 to 2.60, neutral 2.61 to 3.40, agree to 4.20, and strongly agree 4.21 to 5.00.

##### 4.1.1 Consumer Perception on Marketing Stimuli

This section includes the analysis of marketing stimuli for pet food industry is structured by using five-point Likert questionnaires. The mean values for marketing stimuli are shown in Table (4.1).

**Table (4.1) Marketing Stimuli**

Sr. No.	Description	Mean
1	The quality of pet food is important	4.32
2	The price for domestic pet food is more affordable	4.52
3	Buy pet food from convenient pet food shops or reliable online shops	4.44
4	Discounts attract to buy pet food	4.51
5	Premium or present attracts to buy pet food	4.50
	<b>Overall Mean</b>	<b>4.46</b>

Source: Survey Data (2024)

The survey result shows that all mean value and overall mean value on marketing stimuli are between 4.21 to 5.00, as shown in Table (4.1). It can be concluded that all of the statements of marketing stimuli are at a strongly agreed level. Most of respondents strongly agreed that the quality of pet food is important. Respondents also strongly agreed that domestic pet food has a reasonable price to buy. And the respondent also strongly agreed to buy from convenient pet food shops as well as online e-commerce platforms. And it can be described as most respondents strongly agreeing that the promotions provided by pet food shops match the respondents' expectations.

#### 4.1.2 Consumer Perception on Environmental Stimuli

This section includes the analysis of environmental stimuli for pet food industry is structured by using five-point Likert questionnaires. The mean values for marketing stimuli are shown in Table (4.2).

**Table (4.2) Environmental Stimuli**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>
1	Share experiences with other pet owners and pet lovers	4.34
2	Buy pet food depending on the experience shared by other pet owners and pet lovers	4.31
3	Buying pet food depends on the recommendation of other pet owners and pet lovers	4.25
4	Buy pet food more to avoid price increases during unstable USD exchange rate	4.31
5	Buy pet food more to avoid out-of-stock conditions during trade restriction	4.24
	<b>Overall Mean</b>	<b>4.29</b>

Source: Survey Data (2024)

The survey results of all mean values and overall mean value on environmental stimuli are between 4.21 to 5.00, as shown in Table (4.2). All of the statements about environmental stimuli are at a strongly a agreed level. Most respondents strongly agreed that they share their experiences with other pet owners and pet lovers. Respondents strongly



agreed that they buy pet food based on experience sharing and recommendations from other pet owners and pet lovers. Respondents strongly agreed that they buy pet food more to avoid price inflation due to unstable dollar exchange rates and out-of-stock conditions during trade restrictions. The result can be described as respondents strongly agreeing that they have a positive environment with other pet owners and pet lovers, and it helps them in making their buying decisions.

#### 4.1.3 Consumer Perception on Buyer Characteristics

This section includes the analysis of buyer characteristics for pet food industry is structured by using five-point Likert questionnaires. The mean values for marketing stimuli are shown in Table (4.3).

**Table (4.3) Buyer Characteristics**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>
1	Prefer buying foreign-imported pet food	4.33
2	Assuming foreign imported food is better than domestic food	4.38
3	Buy a variety of food, not limited to one type or one brand	4.27
4	Buy pet food with beautiful packaging that looks very delicious for pets	4.41
5	Buy pet food depending on the veterinary's advice	4.23
	<b>Overall Mean</b>	<b>4.32</b>

Source: Survey Data (2024)

According to the mean value and overall mean value are between 4.21 to 5.00, as shown in Table (4.3). All of the statements of buyer characteristics are at a strongly agreed level. Respondent strongly agreed that they prefer more to buy foreign-imported pet food. Respondent also strongly agreed for foreign-imported pet food is better than domestic pet food. Respondents strongly agreed that they usually buy a variety of brands and not limited to one type or one brand. Most respondents strongly agreed that they buy pet food with beautiful packaging that looks very delicious for their pets. They also strongly agreed that they buy pet food depending on the veterinarian's advice concerning with their pets' health.

The result can be described that most pet owners and pet lovers have different characteristics in choosing pet food for their pets.

#### 4.1.4 Consumer Perception on Buyer Decision Process

This section includes the analysis of buyer decision process for pet food industry is structured by using five-point Likert questionnaires. The mean values for marketing stimuli are shown in Table (4.4).

**Table (4.4) Buyer Decision Process**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>
1	Get information from social media and websites	4.42
2	Get information from other pet owners and pet lovers	4.40
3	Buy qualified, reputable, and affordable priced pet food	4.27
4	When two brands are offered at the same price and one is on the promotion of discount, go with the less expensive	4.39
5	Buy pet food from good service and stable-priced pet food shops or online pet stores	4.32
	<b>Overall Mean</b>	<b>4.36</b>

Source: Survey Data (2024)

The survey result shows that all mean value and overall mean value on buyer decision process are between 4.21 to 5.00, as shown in Table (4.4). It can be assumed that all of the statements in the buyer decision process are at a strongly agreed level. Respondents strongly agreed that they gather information about pet food from relevant social media and websites, as well as from other pet owners and pet lovers. Respondents also strongly agreed to buy qualified, reputable, and affordable-priced pet food. Respondents strongly agreed to get discounts and sales promotions. Respondents strongly agreed to buy pet food from a well-serviced pet food shop. Respondents are making their buying decisions based on the information they gather in advance, the pricing of the pet food, and the service that the pet food shop provides.

#### 4.1.5 Consumer Behavior

This section includes the analysis of consumer behaviour for pet food industry is structured by using five-point Likert questionnaires. The mean values for marketing stimuli are shown in Table (4.5).

**Table (4.5) Consumer Behaviour**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>
1	Buy well-known brands	4.33
2	Buy in different stores and different brands to get a variety	4.37
3	Buy pet food when is almost finished out	4.49
4	Not purchase depending on personal preference	4.37
5	Considering more about the pet's health when buying pet food	4.20
	<b>Overall Mean</b>	<b>4.35</b>

Source: Survey Data (2024)

The survey result shows that most of the mean values and overall mean value on consumer behaviour are between 4.21 to 5.00, as shown in Table (4.5). The survey result shows that most respondents are at a strongly agreed level. Respondents strongly agree to buy well-known brands, and they like to have a variety of choices. And respondents strongly agreed to buy pet food when their own pet food is almost finished. Respondents strongly agreed that they are not buying according to their personal preferences. Pet owners and pet lovers also at a agreed to consider more about the pet's health, and they usually buy what is necessary for their pets. The result can be described as the majority of the statements being at a strongly agreed level expect the statement of considering more about the pet's health at an agreed level because it ranges between 3.41 to 4.20.

#### 4.1.6 Customer Satisfaction

This section includes the analysis of customer satisfaction for pet food industry is structured by using five-point Likert questionnaires. The mean values for marketing stimuli are shown in Table (4.6).

**Table (4.6) Customer Satisfaction**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>
1	Has a satisfying experience with product quality	4.46
2	Compared to Local, consider the imported brands are much better	4.28
3	Has a satisfying experience with the service	4.42
4	Has a satisfying experience with the knowledge of its employees	4.54
5	Appropriately displayed	4.18
	<b>Overall Mean</b>	<b>4.38</b>

Source: Survey Data (2024)

The survey result shows that most of mean values and overall mean value on customer satisfaction are between 4.21 to 5.00, as shown in Table (4.6). The survey result shows that most respondents strongly agreed that they have a satisfying experience with the customer responsiveness of pet food shops in Myanmar. And respondent also strongly agreed to consider that foreign-imported pet food brands are much better than local foods. And respondents strongly agreed to get the satisfying experience with the service and well knowledge from pet food shop where they buy. The result can be described that the most of the statements are at strongly agreed level expect the statement for the pet food market in Myanmar has appropriately displayed the product in variety with respective price levels is at agreed level because it ranges between 3.41 to 4.20.

#### **4.2 Analysis on the Effects of Influencing Factors on Consumer Behavior**

In this section, the influencing factors on consumer behavior are analyzed by multiple regression. There are four measurements of marketing stimuli, environmental stimuli, buyer characteristics, and buying decision process analyzed. The findings of the analysis are shown in Table (4.7).

**Table (4.7) Effect of Influencing Factors on Consumer Behavior**

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.195	0.219		0.892	0.373	
Marketing Stimuli	0.484***	0.057	0.363	8.529	0.000	1.557
Environmental Stimuli	0.624***	0.098	0.567	6.387	0.000	6.790
Buyer Characteristics	0.218**	0.087	0.217	2.494	0.013	6.525
Buying Decision Process	0.151***	0.042	0.169	3.554	0.000	1.942
R	0.749					
R Square	0.562					
Adjusted R Square	0.557					
F Value	120.853***					
Durbin-Watson	1.748					

Source: Survey Data (2024)

\*\*\* significant at 1%, \*\* significant at 5%, \* significant at 10%

As shown in Table (4.7), since the value of the adjusted R square is 0.557 in multiple linear regression, this model can explain 55.7% of the variation of consumer behavior, which is predicted by the measures of marketing stimuli, environmental stimuli, buyer characteristics, and the buying decision process. Since the F-value, the overall significance of the model is significant at one percent level, the model is said to be valid. All four factors including marketing stimuli, environmental stimuli, buyer characteristics, and the buying decision process have significant and positive effects on consumer behavior.

Environmental stimuli are the positive sign, and the coefficient of the variable is significant at one percent level. The positive effect means that the increased environmental stimuli lead to more consumer behavior for respondents. Consumer behavior increases when environmental stimuli increase because heightened environmental cues can trigger psychological processes such as attention, arousal, and perception, leading to greater

engagement and responsiveness. As the environment becomes more stimulating with additional sensory inputs or contextual cues, consumers may feel more compelled to act, make decisions, or alter their behavior in response to the surrounding stimuli, shaping their consumption patterns and preferences accordingly.

Marketing stimuli have the positive sign, and the coefficient of the variable is strongly significant at one percent level. The positive effect means that the increased marketing stimuli lead to more consumer behavior for respondents. Consumer behavior tends to increase with heightened marketing stimuli due to the amplified exposure, which raises awareness, sustains interest, and influences preferences. As consumers encounter more frequent and diverse marketing messages, they become more inclined to engage with the product or service, leading to a higher likelihood of purchase as a result of reinforced perceptions and heightened urgency spurred by promotional offers.

The buying decision process has the positive sign, and the coefficient of the variable is strongly significant at one percent level. The positive effect means that the increased buying decision process leads to more consumer behavior for respondents. Consumer behavior increases when the buying decision process intensifies due to the heightened cognitive effort and deliberation involved, leading to a more thorough evaluation of options and an increased likelihood of purchase. As consumers engage in a more extensive decision-making process, they invest more time, attention, and mental resources in assessing various factors such as product features, benefits, pricing, and brand reputation, resulting in a deeper level of engagement and commitment to the final purchase decision.

The buyer characteristics have the positive sign, and the coefficient of the variable is strongly significant at one percent level. The positive effect means that the increased buyer characteristics lead to more consumer behavior for respondents. Consumer behavior increases when buyer characteristics, such as demographics, psychographics, and behavioral traits, expand because a better understanding of the target audience enables more tailored marketing strategies and personalized experiences. By segmenting consumers based on their unique characteristics and preferences, businesses can effectively address their needs, desires, and pain points, thereby fostering stronger connections and higher levels of engagement. This increased alignment between the offerings and the specific characteristics of the buyers leads to greater satisfaction, loyalty, and ultimately, higher consumer behavior.

### 4.3 Analysis of the Effect of Consumer Behavior on Customer Satisfaction

In this section, the relationship between consumer behavior and customer satisfaction is analyzed by simple linear regression. The results of the analysis are presented in Table (4.8).

**Table (4.8) Effect of Consumer Behavior on Customer Satisfaction**

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.685	0.141		11.914	0.000	
Customer Satisfaction	0.618***	0.032	0.700	19.147	0.000	1.000
R	0.700					
R Square	0.490					
Adjusted R Square	0.489					
F Value	366.593***					
Durbin-Watson	1.899					

Source: Survey data (2024)

\*\*\* significant at 1%, \*\* significant at 5%, \* significant at 10%

As shown in Table (4.8), since the value of the R square is 0.490 in simple linear regression, this model can explain 49% of the variation in customer satisfaction, which is predicted by the measures of consumer behavior. Since the F-value, the overall significance of the model is significant at one percent level, the model is said to be valid. The positive effect means that the greater the consumer behavior, the higher the customer satisfaction for respondents.. From the linear regression analysis, the coefficient of consumer behavior is significant at one percent level.

Consumer behavior has a positive influence on customer satisfaction in the pet food industry due to their perceptions on quality, brand loyalty, purchase decisions, word-of-mouth recommendations, perceived value, and emotional connections with pets. When consumers perceive that pet food meets their pets' needs and preferences, aligns with their

requirements, and delivers good value for the price paid, they are more likely to be satisfied with their purchase. Additionally, positive experiences with a brand and emotional connections with pets foster loyalty and drive satisfaction, further emphasizing the importance of understanding and catering to consumer behavior in the pet food industry. Additionally, in a competitive market, satisfied customers become loyal customers and attract new customers through positive reviews and recommendations, ultimately driving growth and profitability for the pet food industry in Myanmar.



## **CHAPTER 5**

### **CONCLUSION**

This chapter consists of findings from the analysis of the results and their discussions, suggestions, and recommendations of findings from the influencing factors on consumer behavior and the relationship between consumer behavior and customer satisfaction in the pet food industry, and the need for further investigation on this study.

#### **5.1 Findings and Discussions**

This study mainly focuses on the factors influencing consumer behavior towards pet food in Myanmar. This study focuses on MALA group, and the members can be represented by pet owners and pet lovers of different pets all over Myanmar. Primary survey data is collected from active members of MALA. To collect the primary data, sample size is 383 by using Raosoft Sample Size Calculator. Simple random sampling method is applied to select the respondents. Online survey method is used in this study. Structured questionnaire with a 5-point Likert scale is used to collect data. The data collection period was from the 3<sup>rd</sup> week to the 4<sup>th</sup> week of February 2024. Secondary data is gathered from relevant textbooks, previous research papers, journals and articles, and other related information resources from internet websites. Data analysis is applied by both the descriptive statistics and the linear regression analysis.

In this study, the individual factor analysis includes the demographic profile of respondents, and according to the survey data, women are having pets more than men in Myanmar. People in the age range of 21 to 40 who are in middle age, have their own income, and are living a healthy lifestyle are having more pets than the other age group of people in Myanmar. Most singles are having pets in Myanmar, and people who have jobs or parental support have more pets than people in other occupation groups in Myanmar. Income level is not the main reason for having pets. People with all levels of income are having pets in Myanmar. Cats are the largest pet population in Myanmar, while dogs are the second. Myanmar people mostly have one to a maximum of five pets.

For the perception of pets from pet owners, main reason of having pets for Myanmar people is to cultivate responsibility and love. For the role of pets in life, Myanmar pet owners are keeping their pets as their family members or their own children.

For the buying behavior of consumer in pet food industry in Myanmar, pet owners are spending mainly on pet food. Pet owners in Myanmar are likely to buy pet food in weekly and monthly patterns and treating their pets to not only foreign imported pet food but also man-made and locally cooked foods. They buy the main meal for their pets and usually buy small sizes in their single purchase. Most pet owners in Myanmar are willing to buy pet food to support the overall health of their pets and focus on pet food's quality, pets' choices, and safety. Surprisingly, they are not interested in pet food packaging design based on the data. However, most respondents are interested in their pets health when product quality issue occur, and they will take their pets to veterinary clinics first rather than other choices.

According to the result of marketing stimuli, the overall mean value showed that the respondents strongly agreed with the questions. Most respondents strongly agreed that domestic pet food in the pet food industry in Myanmar has a reasonable price to buy. Respondents also strongly agreed that the quality of pet food is important when they think of buying pet food. According to the result of environmental stimuli, the overall mean value showed that the respondents strongly agreed with the questions. Most respondents strongly agreed that they buy pet food more to avoid out-of-stock conditions during trade restrictions. Respondents also strongly agreed that they like to buy pet food more to avoid price increases during unstable dollar exchange rates.

All of the statements of buyer characteristics are at a strongly agreed level. Most respondents strongly agreed that they bought pet food by choosing beautiful packaging that looks very delicious for their pets. All statements of the buyer decision process are at a strongly agreed level. Respondents strongly agreed that they gather information about pet food from relevant social media and websites. Respondents also strongly agreed to buy qualified, reputable, and affordable-priced pet food. Respondents make their buying decisions based on the information they gather in advance, the pricing of the pet food, and the service provided.

According to the result of consumer behavior, the overall mean value showed that the respondents strongly agreed with the questions. The respondents agreed that they

consider more about the pet's health when they buy pet food for their pets. According to the result of consumer satisfaction, the overall mean value showed that the respondents strongly agreed with the questions. Almost all of the statements of customer satisfaction are at a strongly agreed level. Most respondents strongly agreed that they have a satisfying experience with the customer responsiveness of pet food shops in Myanmar. Respondents agreed that the pet food market in Myanmar has appropriately displayed the product in variety with respective price levels.

The first objective was to examine the influencing factors on consumer behavior in the pet food industry in Myanmar. There are four influencing factors which are measurements of marketing stimuli, environmental stimuli, buyer characteristics, and buying decision process. All four factors have significant positive effects on consumer behavior. Consumer behavior increases when environmental stimuli increase because heightened environmental cues can trigger psychological processes such as attention, arousal, and perception, leading to greater engagement and responsiveness. Consumer behavior tends to increase with heightened marketing stimuli due to the amplified exposure, which raises awareness, sustains interest, and influences preferences.

As consumers engage in a more extensive decision-making process, they invest more time, attention, and mental resources in assessing various factors such as product features, benefits, pricing, and brand reputation, resulting in a deeper level of engagement and commitment to the final purchase decision. Consumer behavior increases when buyer characteristics, such as demographics, psychographics, and behavioral traits, expand because a better understanding of the target audience enables more tailored marketing strategies and personalized experiences. Marketing stimuli are the most contributing factor to consumer behavior followed by environmental stimuli, the buying decision process, and buyer characteristics.

The second objective of the study was to find the effect of consumer behavior on customer satisfaction in the pet food industry in Myanmar. Based on the result, the study states that there is a positive effect on the relationship between consumer behavior and customer satisfaction. The result can decode that the increased consumer behavior leads to more customer satisfaction for respondents. Consumer behavior has a positive influence on customer satisfaction in the pet food industry due to its impact on perceptions of quality, brand loyalty, purchase decisions, word-of-mouth recommendations, perceived value, and emotional connections with pets.

## 5.2 Suggestions and Recommendations

In the pet food industry in Myanmar, understanding and leveraging marketing stimuli, environmental stimuli, the buying decision process, and buyer characteristics are important for gaining consumer behavior insights and driving business success.

Firstly, regarding marketing stimuli, it is critical for pet food companies to invest in comprehensive market research to gain a deep understanding of consumer preferences, behaviors, and perceptions regarding pet food. By analyzing consumer responses to various marketing stimuli such as advertisements, social media campaigns, and promotions, pet food companies can identify which strategies resonate most effectively with the target audience in Myanmar. This data can then be used to develop marketing campaigns that highlight the unique selling points of pet food products such as nutritional value, taste preferences, and affordability. Additionally, pet food companies should explore innovative marketing channels and partnerships with local influencers or pet-related organizations to expand brand visibility and engagement among Myanmar's pet owners.

Secondly, in response to environmental stimuli, pet food companies should proactively adapt their product offerings and business practices to align with the cultural, economic, and regulatory landscape in Myanmar. Factors such as cultural attitudes toward pets, economic conditions, and regulatory changes can significantly impact consumer behavior. According to these external influences, pet food companies can ensure that their pet food products meet the needs and expectations of consumers while also maintaining compliance with local laws and regulations. Moreover, pet food companies should prioritize sustainability and ethical sourcing practices, as these considerations are increasingly important to environmentally conscious consumers in Myanmar and can contribute to enhanced brand reputation and consumer satisfaction.

Finally, with regard to the buying decision process and buyer characteristics, pet food companies should focus on enhancing the overall customer experience and fostering long-term relationships with consumers. By understanding factors such as pet owners' demographics, psychographics, and purchasing behaviors, companies can develop personalized marketing campaigns, product formulations, and distribution channels that resonate with different consumer segments. This involves streamlining the purchasing process through user-friendly online platforms and mobile applications, as well as providing comprehensive product information and customer support to facilitate informed

decision-making. Therefore pet food companies should also invest in loyalty programs and rewards schemes to incentivize repeat purchases and foster brand loyalty among Myanmar's pet owners. Furthermore, by leveraging consumer data and analytics, pet food companies can define the market segmentation and marketing strategies based on buyer characteristics such as demographics, psychographics, and purchasing behaviors. Overall, by integrating these suggestions, pet food companies in Myanmar can effectively leverage insights from consumer behavior to drive consumer satisfaction and business success within the competitive pet food industry.

The findings proved that marketing stimuli, environmental stimuli, buying decision process and buyer characteristics are influenced on consumers behavior of pet food industry in Myanmar, the consumer behavior has positive influence on consumer satisfaction in pet food industry in Myanmar. Therefore, the consumers can see and choice their need clearly. The service should be very convenient that offer varieties of pet food choices to consumers. Thus, pet food companies need to improve and update their service in order to attract more customers to use their product ordering and delivery services while increasing sales and profits. On behalf of consumers, pet food companies need to realize that product ordering and delivery services offer many benefits to their business effectively.

### **5.3 Needs for Further Research**

This paper explains the requirements for further studies and the current study's limitations. This study revolves around limited sampling issues. Therefore, further research should be conducted using a larger sample to present a more concrete data analysis. Certain limitations were deliberately established to narrow the research scope. Some respondents might be drop-in respondents, and this could lead to some inaccuracies in the study. The selected sample size is 383 respondents and this sample size is not sure can cover the people' attitude from the whole country or the whole city towards the pet food industry in Myanmar. In addition, the pet food taste and packaging for food delivery should also be conducted in further studies because packaging design might have a key influence on consumers' attitudes to choosing and purchase food ordering and delivery services. Furthermore, the respondents are mostly from Yangon even collected from the whole country. Further research can have a comparative study with another city then more demographic factors could be added.

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## **APPENDIX A**

### **Questionnaire**

#### **Consumer Behavior and Customer Satisfaction of Pet Food in Myanmar**

This questionnaire will be used to study consumer behavior and customer satisfaction of pet food in Myanmar. This would be confidential, and data will be only used for the academic research of MBA thesis for Yangon University of Economics. Your answer will be anonymous, and all information will remain confidential. Thank you for taking the time to assist me in my educational endeavors. Thank you for your participation.

#### **Section (A): Demographic Information**

Please tick [  ] the only one most appropriate answer for each of the following questions.

1. Gender

Male

Female

2. Age

Below 20 years

21 - 30 years

31 - 40 years

41 - 50 years

51 - 60 years

Above 60 years

3. Material Status

Single

Married

Other

4. Occupation

- Student
- Corporate Employee
- Government staff
- Business owner
- Housewife
- Retired
- Other

5. Monthly Income

- Below 500,000 MMK
- 500,001 - 1,000,000 MMK
- 1,000,001 - 1,500,000 MMK
- 1,500,001 - 2,000,000 MMK
- Above 2,000,000 MMK

6. Type of pets owned

- Cat
- Dog
- Bird
- Aquarium pet (Fish, Turtles, Octopus, Aquatic reptiles, and Amphibians)
- Rodent pet (Rabbit, Hamster, Mouse, Chinchilla, and Guinea Pigs)
- Other

7. Numbers of pets owned

- 1
- 2 to 5
- 6 to 10
- 11 to 20
- Above 20

8. Reason of having pets

- To have fun in daily basis
- To relief stress
- To reduce loneliness
- To display a status
- To cultivate responsibility and love
- To save stray animals
- Other

9. Role of pets in life

- Like a family member or own child
- Like a friend or companion
- Like a guard
- Just a pet
- Other

10. Main spending for pets

- Pet food
- Pet spa and grooming
- Accessories and clothes
- Veterinary and medicine
- Other

11. Monthly spending for pet food

- Below 50,000 MMK
- 50,001 MMK to 100,000 MMK
- 100,001 MMK to 200,000 MMK
- 200,001 MMK to 300,000 MMK
- Above 300,000 MMK

12. Buying frequency of pet food

- Daily
- Weekly
- Monthly
- Other

13. Type of pet food buy

- Foreign imported pet food
- Domestic (local) pet food
- Considering both

14. Main kinds of pet food purchased

- Main meal
- Snacks (Creamy and Chews)
- Vitamins & Supplements
- Other

15. Purchase amount of pet food

- Below 1 kg
- 1.1 to 10 kg
- Above 10 kg

16. Main attention of buying pet food

- Hair & Skin Care
- GI Care
- Oral Care
- Renal Care
- Hairball Control
- Bone Supplement
- Weight Control
- Recovery Care
- Overall health

17. Main consideration factor for buying pet food

- Product's Quality
- Product's Price
- Product's Safety
- Product's Reviews
- Product's Pack size
- Product's Packaging design
- Pet's favorite food
- Others

18. Response of pet food consumer on product's quality issues

- Give feedback and coordinate refund or reimbursement
- Complaint about the shop on social media to protect other pets
- Take pets to veterinary clinics for examination
- Ignore and do not purchase anymore

## Section (B)

### Influencing of Consumer Behavior of Pet Food and Customer Satisfaction of Pet Lovers for Buying Pet Food in Myanmar

Please read the following statements and tick (√) in the box on each line to indicate which you agree or disagree with each of the following statements.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

No.	Marketing Stimuli	1	2	3	4	5
1	The quality of pet food is important.					
2	The price for local (domestic) pet food is more affordable.					
3	I buy pet food from convenient pet food shops or reliable online shops.					
4	Discounts attract me to buy pet food.					
5	Premium or present attract me to buy pet food.					

No.	Environmental Stimuli	1	2	3	4	5
1	I share my experiences with other pet owners and pet lovers.					
2	I buy pet food depending on the experience shared from other pet owners and pet lovers.					
3	I buy pet food depend on recommendation of other pet owners and pet lovers.					
4	I buy pet food more to avoid price increase during unstable USD exchange rate.					
5	I buy pet food more to avoid out of stock condition during trade restriction.					

<b>No.</b>	<b>Buyer Characteristic</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	I always buy foreign-imported pet food.					
2	I always buy domestic (local) pet food.					
3	I buy a variety of food, not limited to one type or one brand.					
4	I buy pet food with beautiful and attractive packaging which looks very delicious for pets.					
5	I buy pet food depend on the Veterinary's advice.					

<b>No.</b>	<b>Decision Process</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	I get information from social media and websites.					
2	I get information from other pet owners and pet lovers.					
3	I buy qualified, reputable, and affordable priced pet food.					
4	When two pet food brands are offered at the same price and one is on promotion of discount, I'll go with the less expensive.					
5	I buy pet food from good service and stable priced pet food shops or online pet stores.					



### Section (C)

#### Consumer Behavior

No.	Consumer Behavior	1	2	3	4	5
1	I usually buy well-known brands.					
2	I usually buy in different stores and different brands to get variety.					
3	I usually go to buy pet food when is almost finished out.					
4	I don't purchase depend on my personal preference.					
5	I consider more about my pet's health when buying pet food.					

### Section (D)

#### Customer Satisfaction

No.	Customer Satisfaction	1	2	3	4	5
1	I buy pet food which has a satisfying experience with product quality.					
2	Compared to domestic (local) pet food, I consider the imported brands are much better.					
3	I buy from a pet food shop where I have a satisfying experience with the service.					
4	I buy from a pet food shop where I have a satisfying experience with the knowledge of its employees.					
5	I buy from a pet food shop where it is appropriately displayed.					

**Thank you so much for your time and kind participation.**

## APPENDIX B

### Multiple Linear Regression

#### (Regression Analysis of Influencing Factors on Consumer Behavior)

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.749	0.561	0.557	0.31914	0.561	120.853	4	378	0.000	1.748

a. Dependent Variable: CBMean

b. Predictors: (Constant), MSMean, ESMean, BCMean, BDPMean

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F
1	Regression	49.236	4	12.309	120.853
	Residual	38.499	378	0.102	
	Total	87.735	382		

a. Dependent Variable: CBMean

b. Predictors: (Constant), MSMean, ESMean, BCMean, BDPMean

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.195	0.219		0.892	0.373		
	MSMean	0.484	0.057	0.363	8.529	0.000	0.642	1.557
	ESMean	0.624	0.098	0.567	6.387	0.000	0.147	6.790
	BCMean	0.218	0.087	0.217	2.494	0.013	0.153	6.525
	BDPMean	0.151	0.042	0.169	3.554	0.000	0.515	1.942

a. Dependent Variable: CBMean

**Moderating Regression**  
**(Regression Analysis of the Relationship**  
**between Consumer Behavior and Customer Satisfaction)**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.700	0.490	0.489	0.30256	0.490	366.593	1	381	0.000	1.899

- a. Predictors: (Constant), CBMean  
b. Dependent Variable: CSMean

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F
1	Regression	33.559	1	33.559	366.593
	Residual	34.878	381	0.092	
	Total	68.438	382		

- a. Predictors: (Constant), CBMean  
b. Dependent Variable: CSMean

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.685	0.141		11.914	0.000		
	CBMean	0.618	0.032	0.700	19.147	0.000	1.000	1.000

- a. Dependent Variable: CSMean