

# Service Marketing Mix and Psychological Factors Affecting Purchase Decisions for Ready-to-Eat Dog Food Among Dog Owners in Bangkok

Nawaphon khamkhong<sup>1</sup>, Chutima Klaysung<sup>2</sup>, Wanida Suwunniponth<sup>3</sup>,

Khwanchat Wongjantip<sup>4</sup>

Faculty of Management Sciences, Suan Sunandha Rajabhat University, Thailand

E-Mail: <sup>1</sup>s65127313091@ssru.ac.th, <sup>2</sup>chutima.kl@ssru.ac.th, <sup>3</sup>wanida.su@ssru.ac.th, <sup>4</sup>khwanchat.wo@ssru.ac.th

## Abstract

The pet food industry has witnessed remarkable growth worldwide, including in Thailand, as the trend of pet humanization continues to influence consumer behavior. The objectives of this research were to 1) To examine the influence of the service marketing mix and psychological factors on purchasing behaviors for ready-to-eat dog food among dog owners in Bangkok; and 2) To study the affecting of the service marketing mix (7Ps) and psychological factors on the purchase decisions of ready-to-eat dog food among dog owners in Bangkok. The research employed a quantitative approach. A structured questionnaire was designed as the primary data collection tool, distributed to a sample of 400 dog owners selected through convenience and purposive sampling. The findings revealed that the service marketing mix elements, Product had the highest influence purchase decisions, followed by Price, and Promotion. For the psychological factors, Motivation had the highest influence on purchase decisions, followed by Lifestyle. While People, Process, Physical Evidence, and Attitudes had not influence on purchase decisions. These insights provide actionable strategies for businesses in the pet food industry to refine an integrated approach, combining service marketing principles with consumer psychology, to effectively address the dynamic demands of the urban pet care market.

**Keywords:** Service Marketing Mix, Psychological Factors, Purchase Decisions, Ready-to-Eat Dog Food, Bangkok

## 1. Introduction

### 1.1 Principles and Rationale

The ready-to-eat dog food market has experienced significant growth globally and regionally, driven by shifts in consumer behavior and evolving market dynamics. Key factors contributing to this growth include urbanization, rising disposable incomes, and the humanization of pets, where owners treat pets as family members and prioritize their health and well-being (Euromonitor, 2024).

The rapid growth of pet ownership in Bangkok, Thailand, has significantly influenced the pet care market, particularly in the segment of ready-to-eat dog food. The shift toward pet humanization has led dog owners to view their pets as family members, resulting in a growing demand for high-quality, convenient, and nutritious dog food products. This trend aligns with broader global developments, where consumers are increasingly prioritizing health, sustainability, and premiumization in pet care products (TGM Research, 2023).

The service marketing mix (7Ps: Product, Price, Place, Promotion, People, Process, and Physical Evidence) plays a pivotal role in shaping consumer behavior in this market. Elements such as product quality, ease of access, and effective promotional strategies directly affect purchase decisions. Additionally, psychological factors, including attitudes, motivations, and lifestyle, significantly influence consumer preferences. Studies indicate that pet owners prioritize health-oriented and sustainable products, reflecting their values and attachment to their pets (Kotler & Keller, 2021; Sirisoponsilp, 2020). The integration of the service marketing mix and psychological factors provides a holistic view of the decision-making process for dog owners in Bangkok.

By examining the service marketing mix alongside psychological factors affecting purchase decisions, this study aims to offer insights into how brands can better align their marketing strategies with the needs and values of dog owners in Bangkok. This approach can provide businesses with a deeper understanding of consumer motivations, enabling them to build stronger brand loyalty and respond more effectively to the evolving demands of Thailand's pet food market.

## **1.2 Research Objective (TNR 12pt., bold)**

This study aims to investigate the key factors influencing the purchase decisions for ready-to-eat dog food among dog owners in Bangkok, with a focus on the role of the service marketing mix and psychological determinants. The specific objectives are:

1. To examine the influence of the service marketing mix and psychological factors on purchasing behaviors for ready-to-eat dog food among dog owners in Bangkok.
2. To analyze the influence of the service marketing mix and the psychological factors on the purchasing decisions of ready-to-eat dog food among dog owners in Bangkok.

## **2. Literature Review**

### **2.1 Service Marketing Mix (7Ps)**

The service marketing mix, a framework comprising Product, Price, Place, Promotion, People, Process, and Physical Evidence, plays a vital role in shaping consumer purchasing behaviors, and provides a structured approach to understanding how businesses influence consumer decisions (Kotler & Keller, 2021; Techarattanased, 2019). For ready-to-eat dog food, product quality, such as nutritional content and premium ingredients, is critical. Price sensitivity varies, with urban consumers showing a willingness to pay a premium for high-quality offerings. Distribution through supermarkets, specialty pet stores, and e-commerce channels enhances accessibility. Promotional strategies, including social media campaigns and influencer

endorsements, further drive brand awareness and loyalty (Blackwell et al., 2006). These key factors for ready-to-eat dog food brands seeking to differentiate themselves in this competitive market, and are critical in influencing customer satisfaction and loyalty.

## **2.2 Psychological Factors**

Psychological factors such as attitudes, motivations, and perceptions heavily influence purchase decisions. These factors can be segmented into internal influences, such as health concerns for pets, and external influences, such as social and cultural norms. Pet owners are motivated by their desire to ensure their pets' health and happiness. Products marketed as nutritious, safe, and sustainable are more likely to resonate with this demographic. Dog owners' attitudes toward pet health, combined with a desire to provide high-quality nutrition, drive preferences for brands that communicate transparency and ethical practices (Kotler & Keller, 2021). Lifestyle preferences also affect choices, with many consumers favoring products that align with their own dietary beliefs, such as organic or grain-free options (Blackwell et al., 2006). In Bangkok, where dog ownership is often seen as a family practice, these psychological drivers often lead dog owners to prioritize quality and trust in a brand

## **2.3 Consumer Behavior and Purchase Decisions**

Consumer behavior refers to the study of individuals' buying patterns and decision-making processes when purchasing goods or services. In the context of ready-to-eat dog food, the purchase decision involves evaluating multiple factors that fulfill both the pet's needs and the owner's expectations (Solomon et al, 2018). According to Kotler and Keller (2021), the purchase decision is influenced by stages such as problem recognition, information search, evaluation of alternatives, purchase action, and post-purchase behavior. This structured process helps in understanding consumer preferences and identifying the factors driving their decisions.

## **3. Methodology**

This study employs a quantitative research design. The cross-sectional approach is used, collecting data at a single point in time, which is efficient and cost-effective for capturing current consumer behavior in the dog food market in Bangkok.

The target population consists of dog owners in Bangkok who purchase premium ready-to-eat dog food. A convenience and purposive sampling technique will be used, selecting individuals who are dog owners and are likely to purchase premium pet food products. The sample size is calculated based on Cochran's formula, aiming for a minimum of 400 respondents to achieve statistically reliable results (Cochran, 1977).

Primary data will be collected using a structured questionnaire designed to capture information on service marketing mix elements, psychological factors, and purchase decisions. The questionnaire will include closed-ended questions and Likert-scale items, as they are effective for measuring attitudes and perceptions in quantitative studies. The questionnaire will consist of the following sections: Demographic information, Service marketing mix, Psychological factors and Purchase decision behavior. The survey will be distributed both online and in person, ensuring that responses reflect diverse demographics within Bangkok.

The collected data will be analyzed using Statistical Package for the Social Sciences (SPSS) software. Data analysis techniques include Descriptive Analysis Used to summarize demographic data and provide an overview of respondents' general preferences and behaviors, as well as Multiple Regression Analysis used to test the affecting of the service marketing mix and psychological factors on purchase decisions.

## **4. Results**

### **4.1 Descriptive Analysis**

#### **4.1.1 Demographic data**

The demographic profile of the respondents indicated a majority of pet owners aged between 25 and 45, with most respondents having a medium to high income, reflecting their capacity and willingness to invest in premium dog food options. Over 70% of respondents reported that they consider their pets as family members, highlighting a high level of attachment, which aligns with the increased likelihood of purchasing high-quality pet products.

#### **4.1.2 Service Marketing Mix Analysis**

The results provided the overview of respondents' general opinion on the service marketing mix as follows:

- **Product: Quality:** Over 80% of respondents emphasized the importance of ingredient quality, with a preference for organic and grain-free options, indicating that health benefits are a critical factor in purchase decisions for premium dog food.
- **Price:** Approximately 65% stated they were willing to pay more for products that provide visible benefits to their pets' health. However, a small group indicated they would prefer more affordable premium options if available.
- **Place:** About 60% of respondents favoring online purchasing for the ease of access and delivery options. Many respondents indicated they prefer brands that are available both online and in specialty pet stores.
- **Promotion:** About 75% of respondents were influenced by online reviews, social media posts, or influencer endorsements, showing a significant affect of digital channels on consumer behavior.
- **People:** Respondents appreciated knowledgeable advice on product selection, with 55% stating that interactions with helpful staff positively influenced their purchasing decisions.
- **Process:** Approximately 65% of respondents preferred streamlined online ordering, indicating that an efficient and user-friendly process can enhance purchase satisfaction and loyalty.
- **Physical Evidence:** Approximately 70% agreeing that attractive and informative packaging increases their trust in a brand.

#### **4.1.3 Psychological Factors Analysis**

The results provided the overview of respondents on the psychological factors as follows:

- Attitudes: Over 80% of respondents associated premium products with better health outcomes for their pets, aligning with their motivation to provide the best for their pets.
- Motivation: Nearly 85% of respondents indicated that their primary motivation for choosing premium dog food was to improve or maintain their pets' health.
- Lifestyle: About 60% of respondents cited lifestyle alignment as an influence in choosing specific brands with health-conscious lifestyles, such as those using sustainable ingredients or eco-friendly packaging.

#### 4.2 Regression Analysis

A multiple regression analysis was conducted to examine the affecting of the service marketing mix and psychological factors on purchase decisions for dog food, shown in Table 1.

**Table 1**  
**The influence of Service Marketing Mix (7Ps) and Psychological Factors Affecting Purchase Decisions for Ready-to-Eat Dog Food Among Dog Owners in Bangkok**

Service marketing mix and Psychological factors	$\beta$	t	Sig.
Product	.353	3.303	.000**
Price	.224	2.459	.014*
Place	.075	1.754	.154
Promotion	.189	2.145	.022*
People	.063	1.650	.103
Process	.089	1.805	.165
Physical Evidence	.102	1.895	.205
Attitudes	.094	1.811	.196
Motivation	.275	2.850	.000**
Lifestyle	.191	2.341	.021*

\* Significant level at .05, \*\* Significant level at .01

The results revealed that that both service marketing mix elements and psychological factors significantly influence purchase decisions for premium dog food among dog owners in Bangkok. The result indicated that the service marketing mix elements, Product ( $\beta = 0.353$ ) had the highest influence on purchase decisions, followed by Price ( $\beta = 0.224$ ), and Promotion ( $\beta = 0.189$ ). For the psychological factors, Motivation ( $\beta = 0.275$ ) had the highest influence on purchase decisions, followed by Lifestyle ( $\beta = 0.191$ ). While People, Process, Physical Evidence, and Attitudes had not influence on purchase decisions, with all these variables showing a significant positive relationship with Purchase decisions behavior ( $p < 0.05$ ,  $p < 0.001$ ).

#### 5. Conclusion

The findings indicate that both service marketing mix elements and psychological factors significantly influence purchase decisions for premium dog food among dog owners in

Bangkok. Product quality, particularly health-oriented attributes, is the most influential factor, followed by price and promotional efforts that align with consumers' motivations to provide high-quality, nutritious food for their pets. Lifestyle also plays the convenience and alignment of ready-to-eat dog food with the busy lifestyles of urban pet owners significantly drive their purchasing choices.

The service marketing mix helps brands create value propositions that align with the functional and emotional needs of the consumer, while psychological factors explain the deeper motivations behind why these products are chosen. Pet owners in Bangkok tend to gravitate toward brands that offer a balance between quality, convenience, and ethical considerations, which are central to the purchasing process.

Based on the research results, the targeted recommendations for People, Process, Physical Evidence, and Attitudes are as follows:

1. **People:** Businesses should enhance training programs for staff to ensure in-depth knowledge about pet nutrition and product benefits. Emphasize empathetic and approachable customer service, as many pet owners value assistance that reflects genuine care for their pets. As well as Foster strong communication skills among employees to build trust and address customer concerns effectively.
2. **Process:** Recommendations include Simplifying online purchasing by offering user-friendly websites with intuitive navigation, multiple payment options, and clear return policies. Optimizing logistics for reliable and fast delivery, providing after-sales services, such as follow-ups for feedback.
3. **Physical evidence:** Businesses should create welcoming retail environments with clean, well-organized displays that make product selection easy and pleasant. On digital platforms, focus on providing detailed product descriptions, professional images, and customer reviews to enhance trust and transparency.
4. **Attitudes:** Businesses should build positive perceptions through trust and transparency, leverage emotional appeals in marketing, and address concerns through consumer education.

### **Acknowledgment**

The author would like to extend my deepest appreciation to all those who supported and contributed to the successful completion of this research. Firstly, I would like to express my heartfelt gratitude and appreciation to Faculty of Management Sciences, Suan Sunandha Rajabhat University, whose gave me a great opportunity to conduct this research and generous financial support made this study possible. Furthermore, I would also like to express my deepest gratitude to the panel of experts and advisors who offered their invaluable guidance throughout the research process. Lastly, I would like to thank the support of the Language Institute, Suan Sunandha Rajabhat University for supporting the preparation of documents and providing suggestions that significantly enrich this research paper.

### **References**

- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer behavior* (10th ed.). South-Western.
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). Wiley.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior*. Dryden Press.
- Euromonitor International. (2024). *Pet care trends in Asia-Pacific*.
- Kotler, P., & Keller, K. L. (2021). *Marketing management* (16th ed.). Pearson Education.
- Sirisoponsilp, K. (2020). Factors influencing purchase decisions of premium dog food in Bangkok. *Journal of Business Studies*, 15(3), 25–38.
- Solomon, M. R., Bamossy, G., Askegaard, S., & Hogg, M. K. (2018). *Consumer behaviour: A European perspective*. Pearson.
- Techarattanased, N. (2020). Service marketing mix and acceptance of technology affecting consumers' satisfaction through food delivery applications. In *International conference on management science, innovation and technology*. pp155–162.
- TGM Research. (2023). *Global pet care survey in Thailand 2023*.  
<https://tgmresearch.com/pet-care-survey-results-in-thailand.html>