

Consumer Decision on Purchasing Dr. Goat Brand for Orphaned Goat Babies

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Abstract— The purposed of this study were to determine consumer decision and marketing mix factors which influencing consumer to purchase Dr. Goat milk brand for orphaned goat babies. The samplings of this study were 276 resellers who distribute Dr. Goat milk by using a questionnaire as a tool. The data collected and processed by using the statistical application, such as percentage, standard deviation, t-test, f-test, correlation coefficient, Regression Analysis.

Findings from the study indicated that most of respondents were females, age between 30-40 years old, in operation for 10-15 years, and most of resellers located in central region. The marketing mix influenced consumer to purchase Dr. Goat milk at high level of opinion at every aspect which consisted of products, distribution channel, prices, and marketing promotion. The results from hypothesis testing revealed that the different of store location and years in business affected consumer decision on purchasing Dr. Goat milk at significant level 0.05. The factors of marketing mix on products correlated to consumer decision on purchasing Dr. Goat milk at high level of opinion in the same direction. The price of product correlated to consumer decision on purchasing Dr. Goat milk at medium level. In addition, the aspect of channel distribution and location of distribution correlated to consumer decision on purchasing Dr. Goat milk at low level.

The 7 factors of marketing mix influenced consumer decision on purchasing Dr. Goat milk, such as package design with beautiful color, trust worthy product, appropriate and comparable prices or cheaper price, and free gift with purchased which influenced consumer decision on purchasing Dr. Goat milk at statistical significant 0.05 level.

Recommendations from the study were that administrative officers should emphasize on package design, trust worthy products, comparable prices or cheaper price, free gift with purchased, knowledgeable sale personnel, and convenient store location, etc.

Keywords—About four key words or phrases in alphabetical order, separated by commas.

I. INTRODUCTION

In present day, pets have become part of human daily lives due to the way of lifestyle changed from the old day, such as people have migrated from the country side to metropolitan area. Family size changed from a large family to a small family member, competing in work life which increases more stress to human, people slowly marry, as well as people is likely to be a single. Then people are looking for an activity to loosen their

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loneliness and relieve of stress, the result is pets become their best friends. From the research study of Wilawan Wattanatham. (2011 B.E.). revealed that most of pet owners were females, single marital status, in working age, and having insurance policy for their pets. In addition, the growth of pets' business. Veterinarian Boonchu Thongcharoenpulporn, managing director, Thongloa pets' hospital Co., Ltd. stated that overall value of pet market growth benefit increasingly, for example the value of pet hospitals are 7,000 million baht, value of pet shops are 10,000 million baht, while the value of pet accessory shops is estimated at 5,000 million baht (Siam Commercial Bank, 2555 B.E.). Therefore, with high value of profits of pet markets which reflects an interest of people of pet animals in present time.

People are often started pets nurture for pleasure when the animal are young because the baby animals are so endearing, easy to train, and creating its habit to be familiar with the owner. The problems that pet owners face with baby animals are making animal unhealthy, infect disease easier. Sometimes, orphaned baby does not receive breast milk in appropriate age from its mother at first which will prevent pet from normally grow. Therefore, pet owners need to find milk substitute which appropriate for their pets to prevent all problems that could occur to them. Currently, there are goat milk product that can be used as a substitute for orphaned babies with in demand.

From the popularity of substitute milk product for orphaned babies nowadays. Researcher are interest in study of consumer decision and marketing mix factors which influencing consumer to purchase Dr. Goat milk brand for orphaned goat babies. The results from study to be used as guidelines in developing sale distribution of Dr. Goat milk brand in the future.

II. PURPOSE OF THE STUDY

The purposed of this study were to determine consumer decision and marketing mix factors which influencing consumer to purchase Dr. Goat milk brand for orphaned goat babies.

III. SIGNIFICANCE OF THE STUDY

To determine consumer decision on purchasing Dr. Goat milk brand for orphaned goat babies.

To determine marketing factors influencing consumer decision on purchasing Dr. Goat milk brand for orphaned goat babies.

Bring the study results to create guidelines to improve distribution of Dr. Goat milk brand product for orphaned goat babies.

IV. METHODOLOGY

The study of Dr. Goat milk brand product for orphaned goat babies, researcher studied from documents, scope, theory, and research relevant to define the conceptual framework of this study.

V. MARKETING MIX THEORY

“Marketing mix theory” by Kotler is a basis of important theory in new era of marketing.

VI. THE SCOPE OF STUDY FRAMEWORK

From the studied above, researcher using marketing mix and consumer decision making theory concluded in the scope of the study framework as figure shown below.

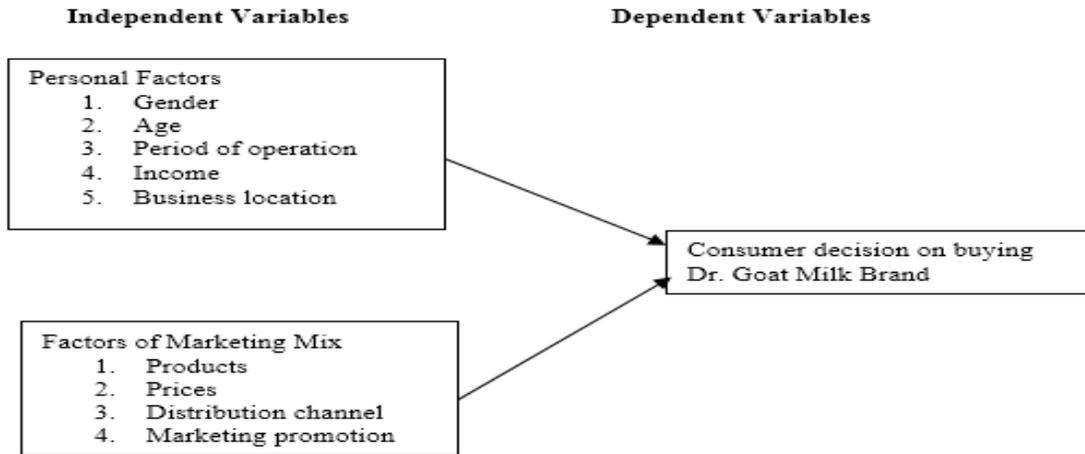


Fig. 4.1 The decision to buy Dr. Goat milk brand product for orphaned goat babies

The important level of consumer decision on buying Dr. Goat brand product for orphaned goat babies.

From the figure 4.5: the results from the study found that the overall picture of the opinions of consumer decision on buying Dr. Goat milk brand product for orphaned goat babies were at high level as follows: the safe product (\bar{x} =4.28), convenient location (\bar{x} =4.18), famous well brand (\bar{x} =4.07), satisfied with Dr. Goat brand name (\bar{x} =3.97), recommend this brand to others (\bar{x} =3.82), cheap prices (\bar{x} =3.67), and Dr. Goat brand accepted by consumer (\bar{x} =3.49) was at medium level.

Composed of marketing mix factors



Fig. 4.2 composed of marketing mix factors

From figure 4.2 the results from the study found that the overall picture of the opinions of marketing mix of Dr. Goat milk brand product for orphaned goat babies were at high level as follows: product aspect ($\bar{x}=4.09$), distribution channel

aspect ($\bar{x}=4.01$), prices aspect ($\bar{x}=3.78$), distribution channel aspect ($\bar{x}=3.64$), respectively.

The comparison of marketing mix factors influencing consumer decision on buying Dr. Goat milk brand product

Marketing mix factors	B	Standard error	Beta	t	Sig.	results
Products aspect						
1. Beautiful package designed	.095	.038	.134	2.530	.012	Effectuated
2. Easy in store product package	.182	.049	.195	3.702	.000	Effectuated
3. Variety of package designed	-.002	.029	-.003	-.062	.950	No
4. Nutrition appropriate to pets	.029	.055	.031	.520	.604	No
5. Trustworthy	.152	.045	.190	3.365	.001	Effectuated
Prices aspect						
6. Prices appropriate to quality	.106	.038	.145	2.798	.006	Effectuated
7. Prices cheaper than competitors	-.068	.028	-.114	-2.41	.017	Effectuated
8. Wide range of price	.022	.027	.035	.806	.421	No
9. Standard product prices	.127	.030	.193	4.178	.000	Effectuated
10. Worth of money	.044	.039	.059	.129	.260	no
Distribution channel aspect						
11. Convenient location	-.012	.039	-.018	-.316	.752	No
12. Variety of distribution channel	.029	.025	.053	1.178	.240	No
13. Proper operating hours	-.064	.049	-.093	-1.30	.194	No
14. Location easily to see	.070	.067	.091	1.050	.295	No
15. Busy traffic area	.109	.059	.146	1.847	.066	No
Marketing promotion						
16. Clearly advertising sign	.059	.032	.090	1.833	.068	No
17. Free gift with purchased	.119	.040	.175	3.016	.003	Effectuated
18. Regular discount prices	-.017	-.034	-.025	-.480	.632	No
19. Multimedia advertising	.000	.020	.001	.015	.988	No
20. Promotion booth at event	-.032	.024	-.064	-1.36	.175	No

*Statistical Significant 0.05

*Statistical Significant 0.01

The comparison of marketing mix factors influencing consumer decision on buying Dr. Goat milk brand product for orphaned goat babies revealed that the marketing mix factors affected consumer decision on buy Dr. Goat milk brand product for orphaned goat babies consisted of 7 factors, such as beautiful package designed, easy to store product package, trustworthy, prices appropriate to quality of products, prices cheaper than competitors, comparable standard prices, and free gift with purchased which affecting on consumer decision on buying Dr. Goat milk brand product at statistical significant level 0.05. As for variety of packaging, good nutrition, wide range of prices, worth money, convenient location, more distribution channel, appropriate opening hours, easy to locate the store, location within busy traffics area, well written advertising sign, regular discount prices, and multimedia advertising which were not affected on consumer decision on buying Dr. Goat milk product for orphaned goat babies.

VII. CONCLUSION AND DISCUSSION

From the results of the study, the factors of marketing mix of products concerning reliability and packaging design which influenced consumer decision on choosing Dr. Goat milk brand for orphaned goat babies. Therefore, manufacturer should design packaging to appeal consumer, such as more variety of packages.

As for the results of the study, the factors of marketing mix of appropriate prices concerning competitive prices which influenced consumer decision on choosing Dr. Goat milk brand for orphaned goat babies. Therefore, manufacturer should reduce cost of goods sold in order to compete with other manufacturers.

In addition, the factors of marketing mix of marketing promotion concerning free gift with purchased which influence consumer decision on choosing Dr. Goat milk brand for orphaned goat babies. Consequently, distributors should offer free gift when purchase with quantity.

Suggestion for future study

The purposed of this study were to determine consumer decision and marketing mix factors which influencing consumer to purchase Dr. Goat milk brand for orphaned goat babies. The future study should select sampling group of consumers with qualitative research which cover in different area in order to get clear picture of the study result.

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