

**FACTORS INFLUENCING CHINESE CONSUMER BEHAVIOR
ON BUYING PET FOOD IN CHINA**

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Abstract

This study contributes to a deeper understanding of the impact of different factors on Chinese consumer behavior on buying pet (dog or/and cat) food in China.

The research analysis was based on 385 samples that collected from Chinese consumer who buying pet food in China. The data and information collected by primary data method by using the questionnaire which was designed in Chinese language for Chinese respondents in order to ensure the reliability and validity of the research instrument. The questionnaire was directly distributed and collected the data of questionnaires through the online survey platform, and directly sending the link of questionnaire and the QR code of questionnaires to the social network especially pets social network via internet and social group especially pet social group. The data from questionnaire were analyzed by Statistical program: i.e. Frequency, Percentage, Mean and Standard Deviation. The relation was presented thought the One-Way ANOVA and Multiple Regression.

From the study, the in-depth analysis found that buyer decision process strongly associated with consumer behavior on buying pet food. Gender has no relationship with consumer behavior on buying pet food. Both marketing stimuli and buyer characteristics have relationship with consumer behavior on buying pet food. The results may assist producers and retailers in understanding consumer behavior and improving the quality and popularity of pet food, improving the market competitiveness.

Keywords: Consumer behavior, Marketing stimuli, Environmental stimuli, Buyer characteristics, Buyer decision process

1. Introduction and Problem Statement

In the middle of the last century, pet food in the United States and Europe rapid development, from the end of last century to the beginning of this century, pet food and pet industry have completed the stage development in the United States and Europe. In 2001, pet

generated \$27.6 billion in spending in the U.S. economy, In Sweden, 57% of dog owners to buy pet insurance for their dog, in Germany, 17% of national income from pet food and related industry. In Australia, pet food and related industry workers more than thirty thousands create 6% of gross domestic product (Tianfei, 2011).

The end of last century, along with the deepening of reform and opening up, people's living standard gradually improve, the pursuit of spiritual life had a higher level, pet concept emerging in China, make the pet food and related industry begun to take shape. Coupled with foreign pet food companies targeting this piece of virgin land to be exploited, International brand enterprise in China in succession, through different channels into Chinese line of sight, this led to a domestic brand new concept of pet food. Despite all those foreign companies with a grab the mindset of the Chinese currency, but enlightenment to the growth and development of the pet food in China.

In the 21st century, with the deepening of the internationalization process, let the Chinese change blew in the face of pet food and strangeness. At an annual rate as high as 30% ~ 50% of the development of the fast-growing. According to statistics, when a country's per capita GDP in \$3000 to \$8000, pet food and related industry will be rapidly developed. And the current China, have quite a few cities reached this level. Beijing, Shanghai, Guangzhou and other cities, the pet industry has been fairly developed, with Beijing as an example: at 2001, the per capita GDP reached \$3000 for the first time, in 2008, the per capita GDP break through \$9000. China's per capita GDP is a record high of \$3381 (Insight, 2013). Under the stimulus of strong economic growth, domestic pet food market and related industry has also been an unprecedented prosperity.

The one-child policy; family size reduction; and the increase of aging population, In order to release the pressure, eliminate loneliness, feeding pets has become one of the people's preferred choices, in all kinds of pets, dogs and cats are treated as family members or friends live with people.

According to the statistical data of Euromonitor, volume growth 2008-2013 of dog and cat food total 37.6% (APPENDICE A), value growth 2008-2013 of dog and cat food total 60.8% (APPENDICE B). Thus, today's Chinese pet owners who want to be able to through scientific breeding method, to choose the appropriate pet food for their pets, make their pets can have a healthy body and a longer life, and most of the pet owners live a fast-paced way of life, without too much time "cooking" for their pet, also believe that the pet food is convenient and health, the pet owners rely pet food more and more high.

Due to China has not yet been formulated relevant provisions on the pet food production security and sales, lead to the existing domestic pet food quality is uneven. In addition, the pet foods are different from pet clothes, consumers' perception of the brand is very high. Most owners look for only a few famous international brands, but for the Chinese domestic brands do not trust. Due to the international brand price is higher than the price of domestic brands, so consumers must pay the higher cost of pet food.

2. Objectives

- (1) To identify the demographic factors influencing consumer behavior.
- (2) To identify the marketing stimuli influencing consumer behavior.
- (3) To identify the environmental stimuli influencing consumer behavior.
- (4) To identify the buyer characteristics influencing consumer behavior.
- (5) To identify the buyer decision process influencing consumer behavior.

3. Literature review

3.1 Demographic profiles

Demographics are the vital description of population distribution in population statistics. Marketers make use a variety of demographic characteristics include gender, age, income, education, occupation, religion, race, and social class. There are very important for marketers, there are closely related to the demand for many products, The consumer needs, wants, usage rates, and brand preferences are often associated with demographic variables (Etzel, Walker, & Stanton, 2006).

3.2 Marketing Mix

Marketing mix concept was first introduced in 1950 by Neil Borden. And became known as 4p (Gronroos, 1997). The marketing program consists of numerous decisions on value-enhancing marketing activities to use. Marketing activities come in all forms. One traditional depiction of marketing activities is in terms of the marketing mix, which has been defined as the set of tools into four broad groups, which is called the four Ps: product, price, place, and promotion. Marketing mix decisions must be made for influencing the trade channels as well as the final consumers. The four Ps represent the seller's view of the marketing tools available for influencing buyers. From a buyer's point of view, each marketing tool is designed to deliver a customer benefit (Kotler & Keller, 2006). Marketing plan decisions about product, price, promotion and distribution is formed. These are the most important part which to achieve sales targets and profitability m (Goldsmith, 1999).

3.3 Consumer behavior

Consumer behavior is a process which to understand how consumers select, buy and dispose of goods, services, ideas or experiences in order to satisfy their needs and wants (Kotler and Keller 2006). Consumer behavior is a complex process involving the activities people engage in when seeking for, choosing, buying, using, evaluating and disposing of products and services with the goal of satisfying needs, wants and desires (Belch, 2004). Consumers make many buying decisions every day. Most large company's research, consumer buying decisions in great detail to answer questions about what consumer buy, where they buy, how and how much they buy, when they buy, and why they buy (Kotler and Armstrong, 2001).

3.4 Social

A consumer's behavior is influenced by such social factors as reference groups, family, and social roles and statuses. Reference groups consist of all of the groups that have a direct (face-to-face) or indirect influence on a person's attitudes or behavior. Groups that have a direct influence on a person are called membership groups. Some primary membership groups are family, friends, neighbors, and co-workers, with whom individuals interact fairly continuously and informally. Secondary groups, such as professional and trade-union groups, tend to be more formal and require less continuous interaction. Reference groups expose people to new behaviors and lifestyles, influence attitudes and self-concept, and create pressures for conformity that may affect product and brand choices. People are also influenced by groups to which they do not belong. Aspirational groups are those the person hopes to join; dissociative groups are those whose values or behavior an individual rejects (Kotler, 2003).

3.5 Economic

The buying tendency of a buyer is always directly related to the economic situation or income of a buyer. Any individual who has a higher level of disposable income will buy expensive and premium products than compared to people having middle or lower level income. Therefore, the economic situation is an important factor that affects the purchasing decision of a buyer. The economic situation is the purchasing power of a consumer which has a positive relationship with his/her personal spending. Marketers, therefore, target consumers who have lots of money and resources, charging prices to the match. On the other hand, some marketers target consumers with more modest means (Kotler et al., 2008, p. 252).

3.6 Attitudes

Attitude is a favorable or unfavorable behavior towards an object, an event or a situation (Botha et al. 1997); are the desirable or undesirable evaluations that people make of particular behaviors (Ajzen, 1991). Attitudes put us into a frame of mind: liking or disliking an object, moving toward or away from it. Lead us to behave in a fairly consistent way toward similar objects. Because attitudes economize on energy and thought, it can be very difficult to change (Kotler, 2003).

3.7 Personality

Personality is usually described in terms of such traits as self-confidence, dominance, autonomy, deference, sociability, defensiveness, and adaptability (Kotler & Keller, 2006). Each person has a distinct personality that influences buying behavior. Personality refers to the distinguishing psychological characteristics that lead to relatively consistent and enduring responses to the environment. Allport (1937) described personality as “the dynamic organization within the individual of those psychophysical systems that determine his unique adjustments to his environment” (p. 48), and Hogan (1987) referred to it as patterns of thought, feelings, and behavior that are expressed in different circumstances. Personality traits are considered to be enduring, which means they result in stable and cross-situational individual differences (Allport1937; Wang & Yang, 2007).

3.8 Motivation

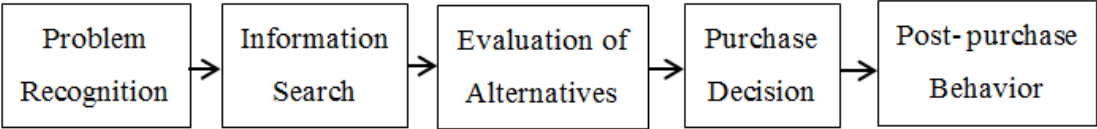
Motivation refers to the processes that energize and direct purposeful behavior (Hebb, 1955). Motivation is the process by which consumers are driven or moved to satisfy a particular need (Sheth, Mittal, and Newman, 1999). A person has many needs at any given time. Some needs are biogenic; they arise from physiological states of tension, such as hunger, thirst, discomfort. Other needs are psychogenic; they arise from psychological states of tension, such as the need for recognition, esteem, or belonging. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to drive the person to act (Kassarjian, and Robertson, 1981; Kotler 2003).

3.9 Buyer decision process

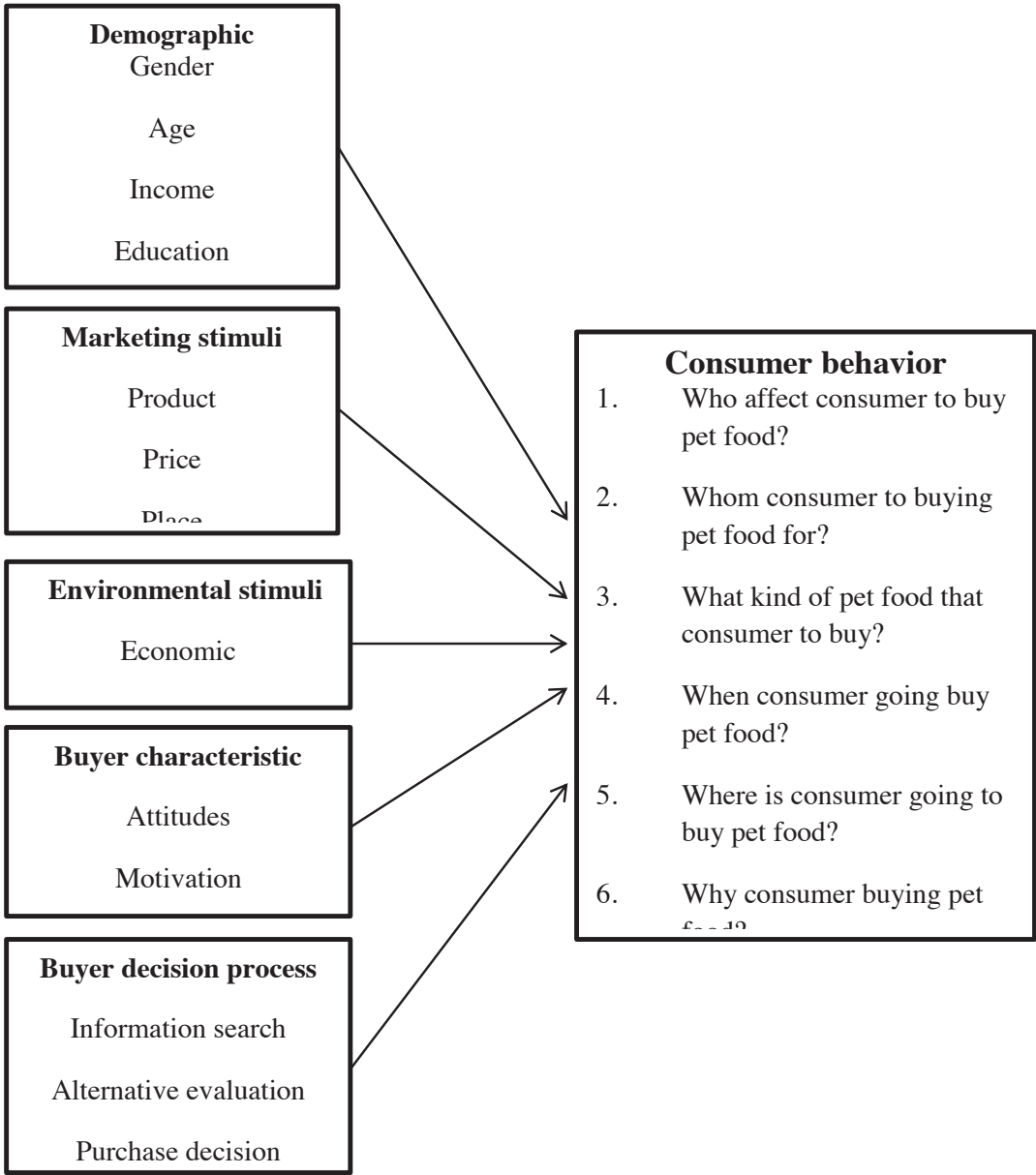
Consumer decision-making is a multiple-stage process (Bettman 1979; De Bruyn and Lilien, 2008; Lavidge and Steiner, 1961). The consumer decision making process model represents a road map of consumer's minds that markets and managers can use to help and to guide for product mix, communications and sales strategies. There are five stages when making decisions: needs recognition, search information, pre-purchase evaluations, consumption and post-consumption evaluation (Blackwell et al., 2001).

Consumers don’t always pass through all five stages - they may skip or reverse some. The model in Figure 1 provides a good frame of reference, however, because it captures the full range of considerations that arise when a consumer faces a highly involving new purchase (Putsis Jr and Srinivasa 1994).

Figure 1: Five-Stage Model of the Consumer Buying Process



4. Conceptual Framework



5. Methodology

5.1 Research Design

The study used quantitative research method of collecting primary data according to the objectives of the study, and the purpose of this research is to identify factors influencing Chinese consumer behavior on buying pet food in China. The research used questionnaire (Closed-End Questions) which was originally created in the English language, it was translated into the Chinese language for the purpose of the survey. In order to conduct the research, the information was collected from Chinese consumers who buying pet food.

5.2 Data Collection

The data and information collected by primary data method by using the questionnaire which was designed in Chinese language for Chinese respondents in order to ensure the reliability and validity of the research instrument. The questionnaire was directly distributed and collected the data of questionnaires through the online survey platform, also directly sending the link of the questionnaire and the QR code of questionnaires to the social network, especially pets social network via the internet and social group especially pet social group via mobile phone. There are 385 respondents as the sample size, which according to Suzie Sangren (1999) to calculate.

5.3 Data Measurement and Analysis

In the research, the responses of part1 were using nominal scale and ordinal scales to measure the data in the questionnaire; the responses of part2 to part6 were limited to rating on a five-point Likert scale to measure the degree of agreement with the statements in the questionnaire ranked from (1) strongly disagree to (5) strongly agree.

The researcher analyzes data variables from questionnaire were processed by Statistical program for the result. Using the descriptive statistic (Frequency and Percentage) to describe the data of part 1 - demographic factors. Using the descriptive statistic (Mean and Standard Deviation) to analyze the data of part 2 - marketing stimuli; part 3 - environmental stimuli; part 4 - buyer characteristics; part 5 - buyer decision process and part 6 - consumer behavior. The One-Way ANOVA was employed to test the hypothesis regarding the relationship between the variables of demographic and variables of dependents. The Multiple Regression was employed to test hypotheses regarding the relationship between the variables of marketing stimuli, environmental stimuli, buyer characteristics, buyer decision process and variety of dependent.

6. Results

6.1 Hypothesis Testing

6.1.1 Hypothesis 1: Demographic factors influencing consumer behavior on buying pet food.

Table 1: The results of One-Way ANOVA on relationship between gender and consumer behavior

Consumer behavior	Demographic									
	Gender		Age		Income		Education		Occupation	
	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result
Who affect consumer to buy pet food?	0.316	Reject	0.549	Reject	0.126	Reject	0.631	Reject	0.150	Reject
Whom consumer to buying pet food for?	0.675	Reject	0.041	Accept	0.007	Accept	0.006	Accept	0.000	Accept
What kind of pet food that consumer to buy?	0.751	Reject	0.831	Reject	0.010	Accept	0.049	Accept	0.180	Reject
When consumer going buy pet food?	0.675	Reject	0.551	Reject	0.000	Accept	0.045	Accept	0.034	Accept
Where consumer goes to buy pet food?	0.216	Reject	0.974	Reject	0.019	Accept	0.168	Reject	0.279	Reject
Why consumer buying pet food?	0.865	Reject	0.101	Reject	0.062	Reject	0.001	Accept	0.000	Accept
How to buy pet food?	0.455	Reject	0.148	Reject	0.038	Accept	0.110	Reject	0.033	Accept

Hypothesis 1 state demographic has related to consumer behavior on buying pet food. According to table 1 shows the results of One-Way ANOVA on the relationship between demographic and consumer behavior. Gender has no relation with consumer behavior on buying pet food; Age has relation with “whom” consumer to buying pet food for, which Sig. Equal 0.041; Income has relation with consumer behavior except “who” affect consumer to buying pet food with Sig. Equal 0.126 and “why” consumer buying pet food, which Sig. Equal 0.062; Education has relation with consumer behavior except “who” affect consumer to buying pet food with Sig. Equal 0.631, “where” consumer goes to buy pet food which Sig. Equal 0.168 and “how” to buy pet food which Sig. Equal 0.110; Occupation has relation with consumer behavior except “who” affect consumer to buying pet food with Sig. Equal 0.150, “what” kind of pet food that consumer to buy which Sig. Equal 0.180 and “where” consumer goes to buy pet food which Sig. Equal 0.279.

6.1.2 Hypothesis 2: Marketing stimuli influencing consumer behavior on buying pet food.

6.1.3 Hypothesis3: Environmental stimuli influencing consumer behavior on buying pet food.

6.1.4 Hypothesis 4: Buyer characteristics influencing consumer behavior on buying pet food.

6.1.5 Hypothesis 5: Buyer decision process influencing consumer behavior on buyingpet food.

Table 2: Results of Multiple Regression for the Relationship between Marketing stimuli; Environmental stimuli; Buyer characteristic; Buyer decision process and “who” affect consumer to buying pet food

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.153	0.398		0.385	0.701
Marketing stimuli	0.405	0.145	0.184	2.781	0.006
Environmental stimulus	0.146	0.104	0.083	1.394	0.164
Buyer characteristics	-0.225	0.101	-0.134	-2.226	0.027
Buyer decision process	0.541	0.132	0.264	4.109	0.000

R = 0.386^a R² = 0.149 Adjusted R Square = 0.140 F = 16.676 Sig. = 0.000^a

Table 3: Results of Multiple Regression for the Relationship between Marketing stimuli; Environmental stimuli; Buyer characteristic; Buyer decision process and “whom” consumer to buying pet food for

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.051	0.347		-0.146	0.884
Marketing stimuli	0.613	0.127	0.289	4.826	0.000
Environmental stimulus	-0.163	0.091	0-.097	-1.793	0.074
Buyer characteristics	-0.024	0.088	-0.015	-0.275	0.784
Buyer decision process	0.768	0.115	0.389	6.685	0.000

R = 0.548^a R² = 0.300 Adjusted R Square = 0.293 F = 40.761 Sig. = 0.000^a

Table 4: Results of Multiple Regression for the Relationship between Marketing stimuli; Environmental stimuli; Buyer characteristic; Buyer decision process and “what” kind of pet food that consumer to buy

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.052	0.326		-0.160	0.873
Marketing stimuli	0.531	0.119	0.270	4.448	0.000
Environmental stimulus	0.082	0.086	0.053	0.956	0.339
Buyer characteristics	-0.321	0.083	-0.214	-3.868	0.000
Buyer decision process	0.730	0.108	0.399	6.751	0.000

R = 0.529^a R² = 0.279 Adjusted R Square = 0.272 F = 36.823 Sig. = 0.000^a

Table 5: Results of Multiple Regression for the Relationship between Marketing stimuli; Environmental stimuli; Buyer characteristic; Buyer decision process and “when” consumer going buy pet food

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.540	0.336		1.609	0.109
Marketing stimuli	0.106	0.123	0.053	0.860	0.390
Environmental stimulus	0.283	0.088	0.179	3.210	0.001
Buyer characteristics	-0.427	0.085	-0.282	-5.011	0.000
Buyer decision process	0.894	0.111	0.482	8.045	0.000

R = 0.508^a R² = 0.258 Adjusted R Square = 0.250 F = 33.018 Sig. = 0.000^a

Table 6: Results of Multiple Regression for the Relationship between Marketing stimuli; Environmental stimuli; Buyer characteristic; Buyer decision process and “where” is consumer go to buy pet food

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.316	0.415		0.763	0.446
Marketing stimuli	-0.298	0.152	-0.127	-1.963	0.050
Environmental stimulus	0.183	0.109	0.099	1.683	0.093
Buyer characteristics	0.384	0.105	0.215	3.649	0.000
Buyer decision process	0.620	0.137	0.284	4.511	0.000

R = 0.426^a R² = 0.182 Adjusted R Square = 0.173 F = 21.109 Sig. = 0.000^a

Table 7: Results of Multiple Regression for the Relationship between Marketing stimuli; Environmental stimuli; Buyer characteristic; Buyer decision process and “why” consumer buying pet food

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.150	0.318		0.472	0.638
Marketing stimuli	0.344	0.116	0.175	2.950	0.003
Environmental stimulus	-0.014	0.084	-0.009	-0.170	0.865
Buyer characteristics	0.087	0.081	0.058	1.070	0.285
Buyer decision process	0.734	0.105	0.402	6.957	0.000

R = 0.557^a R² = 0.311 Adjusted R Square = 0.303 F = 42.830 Sig. = 0.000^a

Table 8: Results of Multiple Regression for the Relationship between Marketing stimuli; Environmental stimuli; Buyer characteristic; Buyer decision process and “how” to buy pet food

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.671	0.427		1.573	0.117
Marketing stimuli	0.153	0.156	0.064	0.980	0.328
Environmental stimulus	-0.233	0.112	-0.124	-2.081	0.038
Buyer characteristics	0.250	0.108	0.139	2.312	0.021
Buyer decision process	0.687	0.141	0.311	4.864	0.000

R = 0.395^a R² = 0.156 Adjusted R Square = 0.147 F = 17.540 Sig. = 0.000^a

According to table 2 to table 8 shows the results of Multiple Regression for the Relationship between Marketing stimuli, Environmental stimuli, Buyer characteristic, Buyer's decision process and consumer behavior:

Marketing stimuli (Sig. is 0.006), Buyer characteristics (Sig. is 0.027), and Buyer decision process (Sig. is 0.000) has relation with “who” affect consumer to buy the pet food, Environmental stimulus (Sig. is 0.164) has no relation with “who” affect consumer to buy the pet food. (Table 2)

Marketing stimuli (Sig. is 0.000), and Buyer decision process (Sig. is 0.000) has relation with “whom” consumer to buy the pet food for. Environmental stimulus (Sig. is 0.074), and Buyer characteristics (Sig. is 0.784), has no relation with “whom” consumer to buy the pet food for. (Table 3)

Marketing stimuli (Sig. is 0.000), Buyer characteristics (Sig. is 0.000), and Buyer decision process (Sig. is 0.000) has relation with “what” kind of pet food that consumer to buy. Environmental stimulus (Sig. is 0.339) has no relation with “what” kind of pet food that consumer to buy. (Table 4)

Environmental stimulus (Sig. is 0.001), Buyer characteristics (Sig. is 0.000), and Buyer decision process (Sig. is 0.000) has relation with “when” consumer go to buy pet food. Marketing stimuli (Sig. is 0.390), has no relation with “when” consumer go to buy pet food. (Table 5)

Marketing stimuli (Sig. is 0.050), Buyer characteristics (Sig. is 0.000 w), and Buyer decision process (Sig. is 0.000) has relation with “where” is consumer go to buy pet food. Environmental stimulus (Sig. is 0.339) has no relation with “where” is consumer go to buy pet food. (Table 6)

Marketing stimuli (Sig. is 0.003), and Buyer decision process (Sig. is 0.000) has relation with “why” consumer buying pet food. Environmental stimulus (Sig. is 0.865), and Buyer characteristics (Sig. is 0.285) has no relation with “why” consumer buying pet food. (Table 7)

Environmental stimulus (Sig. is 0.038), Buyer characteristics (Sig. is 0.021), and Buyer decision process (Sig. is 0.000), has relation with consumer “how” to buy pet food. Marketing stimuli (Sig. is 0.328) has no relation with consumer “how” to buy the pet food. (Table 8)

7. Discussion

This research focused on the factors influencing consumer behavior on buying pet food based on the black box model by Sandhusen (2000).

Gender and age does not influence on consumers to purchase pet food. However, Income is a major factor in people’s ability to purchase (Capon and Hulbert, 2001). Income leads to differences in purchasing power (Hawkins, Best, and Coney, 2001); income has a relationship with “whom” consumer to buy the pet food for, “what” kind of pet food that consumer to buy, “when” consumer go to buy pet food, “where” consumer to buy the pet

food, and “how” to buy pet food. The occupation has a relationship with “whom” consumer to buy the pet food for, “when” go to buy, “why” go to buy and “how” to buy the pet food. This finding is supported to a person’s occupation affects the consumer to buying goods and services (Jain, 2010). The nature of the job of a buyer has direct influence on the products and brands that consumer choices for.

Consumers buying pet food behavior, more or less will be affected by others, because the majority of consumers to buy pet food for their own pet, so they choose the kind of food, food quality, and brand awareness seems to be very careful, they want to let their pet have a healthy body. These findings are supported to Kotler (2003) marketing stimuli (product, price, place and promotion) influencing on consumer behavior (“who” affect consumer to buy pet food; “whom” consumer to buy pet food for; “what” kind of pet food that consumer to buy; “where” is consumer going to buy pet food; “why” consumer buying pet food).

Environmental stimuli only have relationships with “when” consumer buying pet food; and “how” to buy pet food. That means environmental has no obvious influence on consumer behavior, either inflation or deflation, consumer also buying pet food for their pet; Share purchase experience from others doesn't affect consumer behavior on buying pet food.

According to Krech et al., (1962) personality, motivation and attitudes are as important as beliefs for influencing consumer buying behavior. Researcher found that personality, motivation and attitudes influencing on consumer behavior on buying pet food (“who” affect consumer to buying pet food; “what” kind of pet food that consumer to buy; “when” consumer buying pet food; “where” is consumer go to buy pet food; “how” to buy pet food). That means some consumers will be easily affected by others’ suggestion to buy pet food, or change to buy the pet food category or brand, also due to the different time or place, they deem the pet food packaging to attract their attention, or pet food looks delicious, imagining their pet love to eat, also will choose to buy.

In many consumer behavior studies, the classic view of consumer behavior principle is the consumer decision-making process (Solomon, 2009). In this study, the four stages (information search, alternatives evaluation, purchase decision and post-purchase) have relationship with consumer behavior on buying pet food (“who” affect consumer to buying pet food; “whom” consumer to buying pet food for; “what” kind of pet food that consumer to buy; “when” consumer buying pet food; “where” is consumer go to buy pet food; “why” consumer buying pet food; “how” to buy pet food). That means before buying pet food, Chinese consumer searching information about pet food and through a variety of information channels to get the information of pet food, then to evaluate the pet food such as quality, brand to prepare for the purchase and purchasing behavior and after purchasing behavior, all have an impact on consumer behavior on buying pet food in China.

8. Implication for Business

Pet owners are becoming younger in average age, a stable job or fixed income, pet owner or pet food buyer believes that the pet food which import brand is preferred, although these pet food prices of imported brand are higher, but they consider that it can help their pet healthier, they willing to spend more money to buy the imported pet food which better quality, and have high popularity.

From the perspective of a domestic pet food company in China, compete with many international well-known pet food companies in China's pet food market, no matter in such aspects as financing, brand building, and the quality of the products, should be to the success of international well-known brands as the reference standard. First of all, pet food company should improve the quality of pet food, let consumers rest assured products. Second, pet food company can according to different types of pet, to the design and production of different texture and properties of pet food, let the pet love it, cultivate consumer brand loyalty. Third, attach importance to brand building, in the same quality products, let consumer spending behavior from product consumption to brand consumption. Fourth, cooperate with pet food stores, pet hospital, supermarkets, in terms of product, for product publicity and promotion activities. Fifth, use unconventional marketing channels---web marketing, direct sales pet food to consumers through the company's website (B to C). Sixth, consider different levels on the pricing, consumer characteristic, in order to achieve consumers.

9. Limitations

The limitation is due to the respondents must be the pet (dog or/ and cat) owners who have experience of purchase pet (dog or/ and cat) food, or must be the Chinese people who have experience of purchase pet (dog or/ and cat) food. All pet owners or Chinese consumer who was buying pet food, not everyone feed a dog or a cat. Therefore, increases the difficulty to collect the primary data.

Time and cost constraints are the major limitations. In this study, in order to speed up the valid questionnaires collected, the researcher sent the QR code and link of the questionnaire to the Chinese pet social network, and pet lovers' private groups through the internet and mobile phones and try to let the pet foods' buyers to fill in a questionnaire in every region. However, China is a large country, although the IP address of the questionnaire showed that respondents to fill in the questionnaire in different cities, but really can not let every respondent from different cities to fill in the questionnaire.

10. Further Research

In this study, the researcher focused on dog and cat food in the solid food, wet food, and snacks. Nowadays, pet food, or either dog and cat food does not only 3 categories. According to the morphology of pet food, divided into solid food, leisure snacks, pet canned food, pet liquid food, such as: pet pate, pet nutrition porridge and so on. According to the pet food purposes Pet food it is divided into: pet diet, diet partner, pet health care food, pet snacks, and pet prescription and so on. Therefore, the future, researchers should focus more pet food categories to analyze Chinese consumer behavior on buying pet food in China.

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