

Influencing Factors to the Decision Buy a Dog Varieties French Bulldog

Nattakan kanjanarungsee & Chinnaso Visitnitikija

Abstract— This study aims to study the marketing mix factors of French Bulldog buyers. Deciding to buy a French Bulldog puppy Compare dog buying decisions Varieties French Bulldogs classified by personal information Marketing mix that affects the decision to buy a dog Varieties French Bulldog Using 400 sets of questionnaires as a tool for collecting data. And use statistics to analyze the data, namely percentages. Average Hypothesis testing One-Way ANOVA and Multiple Regression Analysis

Personal information regarding gender, age, and marital status and different careers It affects the decision to buy a French Bulldog breed. different and income information section Education level And different values about raising French Bulldogs affect the decision to buy a dog. Varieties French Bulldog that is no different Marketing mix factors in marketing promotion Distribution channel, price side and products It affects the decision to buy a French Bulldog. Statistically significant at the .05 level. Suggestions from the study results: Entrepreneurs should focus on presenting the cuteness of dogs, and has a breed guarantee certificate to build credibility Set the price to suit the dog's characteristics. Choose a location where transportation is convenient Add communication channels To facilitate customers There is a guarantee for the health of the dog. And vaccinations are given before delivery to customers so that customers can be confident in the safety of the dogs sold.

Keywords— Marketing Mix Factors, Decision Making, French Bulldog.

I. INTRODUCTION

The History of the French Bulldog of original to breed may have come from England. It started with lace makers in Nottingham. The Later when there was an industrial revolution Lace production was also changed from manual. The labor to machines. These seamstresses then moved to France where lace was still produced by hand. this move across the country was accompanied by a little dog. Therefore, many years of interbreeding were born. Distinctive bat-like ears also emerged from this mating. Examples of celebrities who own French Bulldogs include Reese Witherspoon, Hugh Jackman, Hilary Duff, Chrissy Teigen and John Legend, Lady. Gaga, Eva Longoria, Travis Barker and Dwayne Johnson. Neill, at al (2018).

For French Bulldog Their distinctive personality is neat, good- humoured, gentle and friendly. They like to relax but at

the same time they like to have fun and do outdoor activities. French Bulldogs can make excellent companions. Because it is a dog that loves its owner and likes to spend time together. but to control behavior within limits They need to be disciplined. You should also practice socializing so that you can adapt to other pets. Another advantage of French Bulldogs is their keen eyesight. Be alert And will bark a warning when they see something suspicious. Raising a French Bulldog requires a lot of time. Because they can only be home alone for a short period of time, if left alone for too long it can cause stress and anxiety.

For French Bulldog Their distinctive personality is neat, good-humored, gentle and friendly. They like to relax but at the same time they like to have fun and do outdoor activities. French Bulldogs can make excellent companions. Because it is a dog that loves its owner and likes to spend time together. but to control behavior within limits They need to be disciplined. You should also practice socializing so that you can adapt to other pets.

Another advantage of French Bulldogs is their keen eyesight. Be alert And will bark a warning when they see something suspicious. Raising a French Bulldog requires a lot of time. Because they can only be home alone for a short period of time, if left alone for too long it can cause stress and anxiety.

Respiratory disease Often found among short-faced dogs, which is caused by an abnormality of the body structure. with a long, protruding soft palate and small air ducts We often find that French Bulldogs often breathe heavily. Frequently snoring loudly The owner should therefore take the child for an annual health check. To regularly update your symptoms with your veterinarian Heat shock in dogs (Heat Stroke) In addition to short-faced dogs having respiratory problems, they are also more at risk of Heat Stroke than other breeds of dogs. By Heat Stroke. It occurs when a dog's body temperature is higher than 106-109 degrees Fahrenheit and they become dehydrated. Fast heartbeat, vomiting, diarrhea. When you experience these symptoms, hurry and take your children to a ventilated place. And let the little one drink room temperature water, then gently rub the water on the little one's body to bring the temperature down. But do not splash cold water suddenly as the dog may go into shock.

From the above information The researcher is therefore interested in studying the factors that influence the decision to purchase a French bulldog. In order to use the results from the study as guidelines for planning the distribution of French Bulldogs in line with consumer needs.

Natnicha Namprom & Tosaporn Mahamud, Graduate School of Business Administration, Kasembundit University, Bangkok

II. OBJECTIVES OF THE STUDY

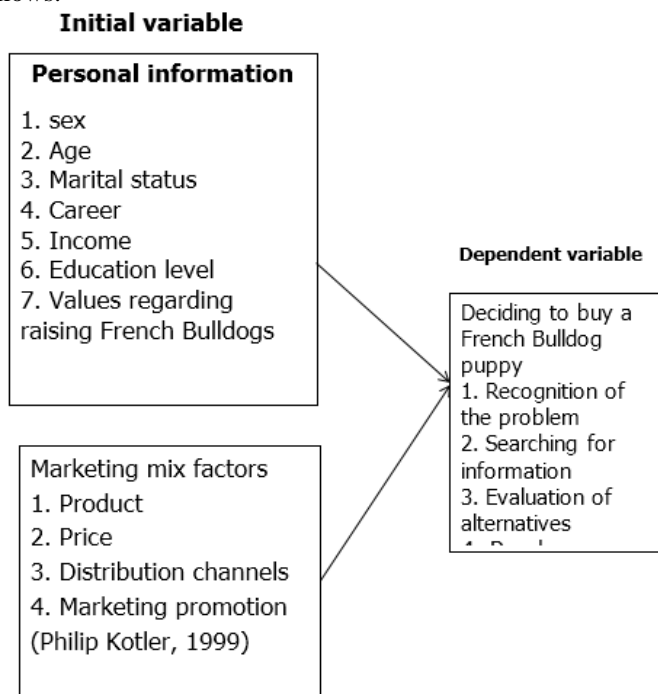
To study the marketing mix for purchasing French Bulldogs. the decision to buy a French bulldog of compare the decision to buy a French bulldog classified according to personal information.

III. SCOPE OF STUDY

Content: Study of factors affecting the decision to buy a French Bulldog. Based on Philip Kotler's marketing mix theory, which consists of product (Product), price (Price), distribution channel (Place), marketing promotion (Promotion) and Philip Kotler's decision theory, which consists of awareness of the problem. Searching for information Evaluation of alternatives Purchasing decisions and post-purchase behavior

Conceptual framework for education

From the above research The researcher used the theory of 4P marketing mix factors and decision making to summarize and integrate them into a conceptual framework to study the factors influencing the decision of French Bulldog buyers as follows:



Research Methodology

A study of factors influencing the decision of French bulldog buyers. The objective is to study the marketing mix factors of French Bulldog buyers. Deciding to buy a French Bulldog puppy Compare the decision to buy a French Bulldog based on personal information. Marketing mix factors affecting the decision to purchase a French Bulldog. Information from the study can be used as a guideline for developing distribution for entrepreneurs who sell. French Bulldog breed to meet consumer demand The methods for the study were determined as follows.

Data sources used in the study

This study has two types of data sources:

Primary data (Primary Data) is information obtained from questionnaires in data collection. From a French Bulldog buyer Facebook group: FrenchBulldog Clud Of Thailand by being the respondent. Secondary Data (Secondary Data) is information obtained from textbooks. Study report and related documents and internet

Population and sample used in the study

The population used in the study were buyers of French bulldogs. A sample of 400 persons was selected for this study. Use W.G.Cochran's calculation to find a sample (Sample Size) without knowing the exact population at a confidence level of 95% as follows.

$$\text{Formula } n = P(1-P)(Z^2) / (e^2)$$

n = sample size

P = Probability value of the number of samples to be randomly drawn from the entire population.

e = error from random sampling

z = confidence level set by the researcher

(At the 95% confidence level, z has a value of 1.96)

$$\text{Substitute } n = (.50)(1-.50)(1.962) / (.052)$$

$$n = (.5)(.5)(3.8416) / .0025$$

In the calculation, there will be a sample size of 385 people, but this is to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample size of 400 cases.

IV. STUDY RESULTS

Study of Factors that influence the decision to buy a French Bulldog. The sample group studied are buyers of French Bulldogs all over the country. A total of 400 sets of questionnaires were used as data collection tools and 400 sets were returned, accounting for 100 percent. The results of the study were divided into 5 parts as follows. Summary and comparison of the decision to buy a French bulldog breed Classified by personal information

ข้อมูลส่วนบุคคล	การตัดสินใจ		P-Value	Test
	t	F		
Sex	2.5025		.014*	Different
Age		14.558	.000*	Different
Marital		8.132	.000*	Different
Occupation		5.019	.000*	Different
Income		1.403	0.232	Different
Educational Level		0.625	0.599	Different
Values regarding raising French Bulldogs		0.912	0.402	Different

The results of the analysis of personal information that influences the decision to buy a French Bulldog found that gender, age, marital status, and different occupations have different effects on the decision to buy a French Bulldog. Different in terms of income, education level And different values about raising French Bulldogs affect the decision to buy a French Bulldog.

Marketing mix factors that influence the decision to purchase a French Bulldog

Marketing mix	Std.					TEST
	B	Error	Beta	t	Sig	
(Constant)		1.906	.129		14.722	.000**
YES						
Product	.049	.024	.086	2.005	.046*	YES
Price	.097	.033	.152	2.964	.003*	YES
Distribution channels		.153	.033	.241	4.562	.000**
YES						
Marketing promotion		.212	.039	.295	5.384	.000**
YES						

* Statistically significant at the .05 level (2-tailed)

The results of the analysis of the marketing mix factors that influence the decision to purchase a French Bulldog breed found that the marketing promotion side Distribution channels, prices and products It affects the decision to buy a French Bulldog. Statistically significant at the .05 level.

V. SUMMARY OF RESULTS

A study of factors influencing the decision to purchase a French bulldog. The objective is to study the marketing mix of French Bulldog buyers. Deciding to buy a dog French Bulldog Compare the decision to buy a French Bulldog based on personal information. Marketing mix that influences the decision to buy a French Bulldog. Using 400 sets of questionnaires as a tool for collecting data and using statistics to analyze the data, namely percentages, averages, hypothesis testing using One-Way ANOVA and Multiple Regression Analysis. The results of data analysis can be summarized as follows.

Personal information

From a study of factors influencing the decision to purchase a French bulldog, it was found that 400 respondents were mostly female, aged 31 - 40 years, single status, private sector employees. Have an income of more than 40,000 baht, bachelor's degree level And there is a value about raising French Bulldogs, which is to raise them for relaxation.

Information about the marketing mix factors for buying a French Bulldog. From studying data on the importance of marketing mix factors in purchasing French Bulldogs, it was found that the distribution channel, price and product aspects Overall, the marketing mix factors are at a very important level. The details are as follows:

Price aspect The results from the study are included at a very important level. The details are very important as follows: 4 items are at a very important level, consisting of a price appropriate to the dog's characteristics; the dog's price is within

the specified budget. Dogs come in a wide range of prices to choose from. And the prices of dogs are different.

Marketing promotion The results of the study are included at the high significance level. The details are very important as follows: 5 items are at the very important level, consisting of having health insurance for at least 7 days and having 1 vaccination given to the dog. Dog transport service is available for convenience. They are advertised in pet magazines or purchased online. And when you buy a dog from a farm, you can bring it back for training at a special price. and there is an average included in the medium level of importance, 2 items consist of If you buy a female dog, you can bring it back to breed with the father at a special price. And there is public relations by sending dogs to compete.

Distribution channels The results of the study are included at the high significance level. The details are very important as follows: 4 items are at a very important level, consisting of being able to contact through many channels such as a website. Farm or shop near your home Online dog distributors And there is a convenient parking place.

Product side The overall results of the study are at a very important level. The details are very important as follows: 3 items are at the very important level, consisting of a dog with ears that stand up like a bat. The dog has a short body. and is at a medium level of importance That is, the dog has a wrinkled face.

Information about deciding to purchase a French Bulldog puppy.

From the study of opinions on the decision to purchase a French bulldog breed, it was found that the purchasing decision Evaluation of alternatives Post-purchase behavior Information search Awareness of the problem In the overall picture, the decision-making process is at a very important level. The details are as follows:

- Purchasing decision The results of the study are included at the high significance level. There are very important details as follows: 3 items are at the highest level of agreement, consisting of dogs with good physical health. personal preference The French Bulldog temperament decides on contractors by focusing on their benefits for the job that needs to be most beneficial. and is at a high level of agreement. Parents, relatives, or people you trust are involved in decision-making.

- Evaluation of alternatives The results of the study are included at the high significance level. There are very important details as follows: at the level of strong agreement, 4 items include comparing the reputation and reviews of each dog shop. Compare prices at each dog store. Compare the standards of each dog shop. and compare the health of dogs from each dog shop.

Post-purchase behavior The results of the study are included at the high significance level. with very important details At the level of highest agreement, 1 item was satisfied with raising French bulldogs. And when considering the level of opinions At the level of strong agreement, 3 items include: There will be

a review of experiences in raising French Bulldogs. And will recommend it to acquaintances and dog owners. and raised another French bulldog.

Information search aspect Data from the studies are included at the medium level of importance. The details are of medium importance as follows: 4 items are at the level of strong agreement, consisting of via online media or websites such as Facebook, IG, reviews, asking for information from friends who raise French bulldogs. From an acquaintance, friend, relative, or person you trust and find information from various advertising media such as a dog contest

Problem awareness Data from the studies are included at the medium level of importance. The details are of medium importance as follows: Opinion is at the level of strong agreement. 1 item is for wanting to relieve loneliness. Two items were at the moderate level of agreement, consisting of wanting to be friends with the child. and to satisfy one's own tastes and the average included in the agreement level was at least 2 items for wanting to have a watchdog. and to want to breed

Compare the decision to buy a French Bulldog based on personal information.

Different personal information affects the decision to buy a French Bulldog. It was found that gender, age, marital status, and occupation were different. It affects the decision to buy a French Bulldog breed. different and income information section Education level And different values about raising French Bulldogs affect the decision to buy a French Bulldog. that is no different

Marketing mix factors affecting the decision to purchase a French Bulldog.

Marketing mix factors affecting the decision to purchase a French Bulldog. From the study it was found that Marketing mix factors that influence the decision to purchase a French bulldog were found to be marketing promotion. Distribution channels, prices and products It affects the decision to buy a French Bulldog. Statistically significant at the .05 level.

VI. SUGGESTIONS FROM THE STUDY

The researcher has suggestions obtained from the study as follows: Distribution channel Entrepreneurs should choose a location. Where transportation is convenient and there is a parking lot, emphasis is placed on increasing communication channels with customers. To facilitate answering questions to customers in a timely and fast manner, dogs are distributed online to increase the number of customers spread throughout the provinces.

Marketing promotion Business operators should provide a health guarantee for dogs at least 7 days in order to build trust among customers. Dog health issues that customers should receive And there must be at least one vaccination before the dogs are sold so that the dogs Have strong politeness Have immunity Disease does not occur easily Dogs are transported In

the case that the customer is in another province who comes to buy a dog from a farm. In order for customers to receive convenience and to assure customers of the safety of the dogs sold

Product side The operator should present the cuteness of the dog. and has a breed guarantee certificate to build credibility to the dog farm By a French bulldog breed Its distinctive feature is its erect ears, similar to a bat's, wide base and large ears. It has a short body. The tail is short, straight or twisted. It has short fur and comes in many colors such as cream, tiger stripes, black, white, etc. and has a wrinkled face.

Price: The operator should set the price to suit the characteristics of the dog. It may be divided according to grade. According to the breeder or the characteristics of the dog clearly There are various prices to choose from according to grade. According to the pedigree and the price is similar to other

VII. SUGGESTIONS FOR NEXT STUDY

In the next study, it should be done using interviews in order to gain in-depth information on buying a French Bulldog. The sampling source should be increased to cover Bangkok and other provinces

REFERENCES

- [1] O'Neill, D. G., Baral, L., Church, D. B., Brodbelt, D. C., & Packer, R. M. (2018). Demography and disorders of the French Bulldog population under primary veterinary care in the UK in 2013. *Canine Genetics and Epidemiology*, 5, 1-12. <https://doi.org/10.1186/s40575-018-0057-9>
- [2] Sarma, N. NEONATAL CARE OF FRENCH BULLDOG PUPPIES. EDITORIAL BOARD.
- [3] Bertram, S., Ter Haar, G., & De Decker, S. (2019). Congenital malformations of the lumbosacral vertebral column are common in neurologically normal French bulldogs, English bulldogs, and pugs, with breed-specific differences. *Veterinary Radiology & Ultrasound*, 60(4), 400-408. <https://doi.org/10.1111/vru.12753>
- [4] Brambilla, P. G., Polli, M., Pradelli, D., Papa, M., Rizzi, R., Bagardi, M., & Bussadori, C. (2020). Epidemiological study of congenital heart diseases in dogs: Prevalence, popularity, and volatility throughout twenty years of clinical practice. *PLoS One*, 15(7), e0230160. <https://doi.org/10.1371/journal.pone.0230160>
- [5] Haimel, G., & Dupré, G. (2015). Brachycephalic airway syndrome: a comparative study between pugs and French bulldogs. *Journal of small animal practice*, 56(12), 714-719. <https://doi.org/10.1111/jsap.12408>