

The Determinants of Pet Owners' Attitudes and Lifestyle on Costs of Pet Care in Jakarta

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Abstract: *The aim of this study was to find out the influence of lifestyle and attitude of pet owners especially dogs and cats on the cost of animal care in Jakarta. Sampling is performed at some veterinary clinics in Jakarta. The method used is the survey method and sampling was done only to the respondent who has a pet either dog and or cat (selected non randomly). Total respondents obtained in this study amounted to 178 respondents. The sample consisted of 120 dog owners, 45 cat owners, and 13 dog and cat owners. The data collected were consumer identity data, including residence, sex, marital status, ethnicity, age, education status, occupation type and size of expenditure. The data of care cost consisted of feed costs, health costs and other costs. The independent variables in this study consist of lifestyle (X1), attitude (X2) and number of pets (X3), while dependent variable consists of cost of care (Y). Data analysis using Structural Equation Modeling (SEM) and regression. The results indicated that the overall cost of care for one dog per year reached a value of more than Rp 10 million while for one cat per year reached almost Rp 5 million.*

Keywords: Attitude, Lifestyles, Pets, Treatment costs

1. Introduction

Nowadays having a pet becomes a trend in almost all countries in the world. In Indonesia, especially in Jakarta, people begin owning animals as pet. A phenomenon in Jakarta today is that the communities of dog and cat lovers as well as pet shops and veterinary practices are growing up. Based on preliminary survey data at the study site, there were about 1,200 pet shops and veterinary practices in Jakarta in 2016. That number was more than doubled compared to 2005 data, 500 pet shops.

According to Maroef (1989), based on field surveys of 1,600 households, it was found that 46.6% of households in Jakarta had pets. According to data from the Directorate General of Animal Husbandry (2013), the most animals owned as pets in Jakarta were dogs, cats and rabbits. According to data from Jakarta Animal Aid Network - JAAN (2015), the population of dogs and cats kept as pets in Jakarta reached 200 thousand in number.

A person who owns a pet is in some way required to have responsibility in caring for the pet. Everyone who owns animals also has their own way of caring for the animals. This is mainly influenced by the behavior of the animal owner. According to Sumarwan (2015), consumer behavior can be interpreted as all activities, actions, and psychological processes that encourage a person to take action before buying, when buying, when using, when spending and evaluating a product. According to Schiffman & Kanuk (2000), consumer behavior describes the way a person makes decisions and makes use of available resources (time, money and effort) to buy goods related to consumption.

Furthermore, according to Blackwell et al (2012), there are many factors influencing consumer behaviors, one of them is individual differences. These individual differences consist of consumer resources, motivation and involvement, knowledge, attitude, personality and lifestyle. In this study researchers focused on attitude and lifestyle.

Attitude can be interpreted as a person's behavior reflected in everyday life. According to Sumarwan (2015), attitude is the expression of consumer feelings about an object whether liked or not, and describes the consumer's confidence in the various attributes and benefits of the object.

According to Kotler & Keller (2012), lifestyle is the lifestyle in a person expressed in his activities, interests, and opinions, especially with regard to self-image to reflect his or her social status. Lifestyle can also be seen from the daily activities and what are the needs in life. Furthermore, lifestyle describes the way a person interacts with his environment, spend his money and allocate time in his life

Many factors affect the lifestyle. According to Armstrong & Kotler (2003), there are two factors that influence the lifestyle, that is from within the individual (internal) and outside (external). Internal factors consist of experience, personality, self-concept, motive and perception. While external factors consist of reference group, family, social class and culture.

Attitudes and lifestyle of the animal owners certainly influence the way they take care of their animal. The more love given and the more intensive an owner caring for the animals, the more expensive the caring costs. Major

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expenses for pet care include spending on food purchases and expenses for health care costs. Pet food expenditures, have been investigated by Donfrancesco et al (2014); Qin & Foosiri (2016). Donfrancesco et al (2014), examining the price of pet food in the Kansas area affects pet care. From research conducted, owners who have a dog with a large size or obese, will choose food products with a cheap price and not too concerned with the nutritional content in the food product. Qin & Foosiri (2016), conducted research on the behavior of pets owners from the way the owner made the decision to buy pet food. From the research, it can be concluded that sex does not affect purchasing, but marketing stimuli and buyer characteristics have a positive relationship in purchasing decision of pet food, while price has no significant effect on decision to buy pet food.

Table 1 shows the costs on an animal care. According to data from the Canadian Veterinary Medical Association - CVMA (2013), the costs of caring one dog per year was about 2,601 USD, while the costs of caring one cat per year was about 1,655 USD. These costs include feed costs, veterinary fees, insurance fees and other expenses. Other costs include salons (grooming), toys, accessories, and so forth.

Table 1: Costs for caring an animal per year

Cost	Dog	Cat
Consumption	619 USD	288 USD
Veterinarian	915 USD	866 USD
Insurance	687 USD	360 USD
Others	370 USD	141 USD
Total	2,601 USD	1,655 USD

Source: Canadian Veterinary Medical Association - CVMA (2013)

According to data from the American Veterinary Medical Association - AVMA (2012) and American Humane Association - AHA (2012), 62% (72.9 million) households in America had pets. These pets were dominated by dogs and cats with the number of dogs by 37-46% (about 43.5 - 54.1 million households), and the number of cats by 30-39% (about 35.3 - 45.9 million households). In addition, fewer pets were birds and horses. Data of pets can be seen in Table 2.

Table 2: Data of pets in America in 2012

	Dog	Cat	Bird	Horse
Household (%)	37%	30%	3,10%	1,50%
Household (number)	43,346,000	36,117,000	3,671,000	1,780,000
Average per household	1.6	2.1	2.3	2.7

Source: American Veterinary Medical Association (AVMA 2012)

2. Methodology

The study was conducted in September 2017 in Jakarta. The primary data were used as the data source for this study. Primary data are data which are obtained directly from respondents through questionnaires and direct interviews to pet owners in some veterinary clinic in Jakarta by using a structured questionnaire. The population as the research

object is the owner of dog and or cat as pet in Jakarta. The convenience sample technique was used as the sampling method, considering only to those having required information selected to be respondents. Data analysis was done by using Microsoft Excel, SEM method (Structural Equation Modeling) and regression analysis with SPSS. There were 178 respondents in this study, with the criteria of people owning dog and or cat as pet in the last 3 months and no less than 17 years old.

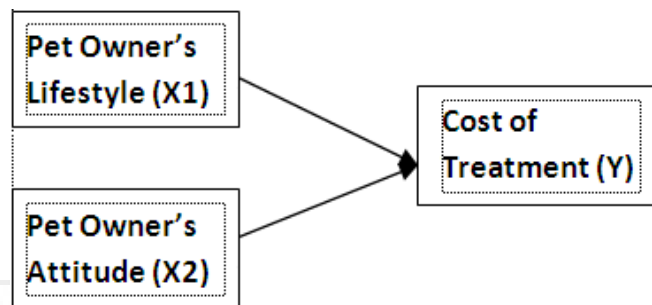


Figure 1: Operational Framework

3. Result and Discussion

3.1 Characteristics of respondents

Based on the study, it can be concluded that the respondents who have pets in Jakarta, most of them (24%) stay in North Jakarta. Most of the respondents were women (79%), married status (58%), with age between 25-35 years old (33%), chinese ethnicity (64%) and bachelor degree status (67%). The average respondent has a job as an entrepreneur (35%) with a monthly expenditure of 5 - 10 million rupiah (35%)

3.2 Costs of animal care

Care costs include feed costs, other expenses and veterinary expenses. Based on the study, the highest spending per year is the cost of feed because feed is the basic need for the animals that they certainly need food every day. The cost of dog care is more expensive than that of cats because food intake of dogs is more than that of cats. In addition, veterinary fees for cats tend to be cheaper compared to dogs. This is because cats need fewer drugs than dogs that makes the cost of treatment cheaper. The average cost of treatment per year can be seen in Table 4.

Table 4: Average cost of animal treatment (Rp)/ number/ year

Average cost of animal treatment (Rp)/ number/ year		
	Dog	Cat
Consumption	6,130,111	2,557,895
Others	2,205,127	1,306,841
Veterinarian	1,858,694	893,068
Total	10,193,932	4,757,804

The number of pets maintained affects the total cost of care per year. More pets are kept showing a smaller total cost per head. Cross-tabulation between the number of dogs and cats with the total cost of care per year can be seen in Table 5 and

Tabel 6

Table 5: Total cost of dog care (Rp)/ number/ year

Number of Dog	Consumption	Others	Veterinarian	Total Cost
1	8,000,004	2,898,060	3,829,310	14,727,374
2	5,764,284	2,173,848	2,685,228	10,623,360
3	5,214,276	1,840,000	1,183,333	8,237,609
4	4,868,172	1,680,000	620,313	7,168,485
5	3,264,000	908,570.40	486,000	4,658,570

Table 6: Total cost of cat care (Rp)/ number/ year

Number of Cat	Consumption	Others	Veteinarian	Total Cost
1	2,850,000	2,898,060	825,000	6,573,060
2	2,649,996	1,250,004	726,250	4,626,250
3	2,700,000	1,299,996	566,667	4,566,663
4	2,370,000	600,000	362,250	3,332,250
5	1,200,000	480,000	360,000	2,040,000

3.3 Attitude

Attitude theory with Theory of Plan Behavior used Structural Equation Modeling (SEM) analysis. Tests on the results of study suggested that attitudes toward behavior (ATB) and perceived behavioral control (PBC) were able to explain interest in caring for pets (Behavioral Intention).

According to Fishbein & Ajzen (2010), attitudes may result from behavior but attitude is not the same as behavior. Between attitudes and behaviors there is one psychological factor that must exist so that both are consistent, that is intention. Behavior intention is influenced by 3 components,

attitude towards behavior, subjective norm, and perceived behavior control. These three components are embodied in the theory of planned behavior which is a frame of mind that can explain the determinants of certain behaviors.

According to Ajzen (1991), attitudes toward behavior (ATB) can be describing as trust and evaluation of the results or consequences of a particular behavior that can describe the attitude of like or dislike of a behavior. Because attitudes toward behavior (ATB) had a significant influence on interest, then attitude influence on cost was measured based on ATB index. The ATB index has the formula = $(X1.X4) + (X2.X5) + (X3.X6)$

3.4 Lifestyle

Lifestyle was proxied based on the care done by the animal owner. Measurements were made by asking questions about the treatment the owner had for the animal. The questions asked consisted of six questions and the measurement was done by using Likert scale. Each question consists of four choices of answers, i.e. always, sometimes, seldom and never. Scores for each consecutive question item, i.e. 4, 3, 2 and 1 therefore its lowest range score was 4 and the highest was 24. Based on the results of the study, the average score obtained was 20.62. This indicated that the average animal owners had treated their pet care well. Scoring of respondents based on treatment performed can be seen in Table 7.

Table 7: Scoring of respondents based on treatment performed

	Always (score 4)	Sometimes (Score 3)	Seldom (Score 2)	Never (Score 1)		
Treatment	Number of respondent	Number of respondent	Number of respondent	Number of respondent	Total of Score	Average
Playing together	140	33	5	0	669	3.76
Bathing	112	45	17	4	621	3.49
Salon care	38	46	72	22	456	2.56
Trimming the nail	95	49	27	7	588	3.3
Getting vaccinated	135	22	17	4	644	3.62
Veterinarian care	164	9	4	1	692	3.89
Total					3670	20.62

3.5 The influence of attitudes and lifestyles on costs of care

Data analysis used multiple regression analysis to know the influence of lifestyle variable (X1), attitude (X2) and number of pet (X3) on costs of care (Y). Table 8 shows the result of regression output using SPSS.

Table 8: Result of regression output

	Beta	t	sig	Conclusion
Lifestyle (X1)	0.106	2.798	0.006	Significant
Attitude (X2)	0.084	2.217	0.028	Significant
Number of pet (X3)	0.852	2.284	0	Significant

Based on the result of calculation, it was obtained the regression equation: $Y = 0.106 X1 + 0.084 X2 + 0.852 X3$.

From the regression equation and the sig value, it can be interpreted that:

- X1 with regression coefficient of 0.106 and sig value 0.006, indicating that X1 has positive influence on Y at sig < 0.05 level. This means that the better one's lifestyle in caring for pet, the more expensive its cost of care.
- X2 with regression coefficient of 0.084 and sig value 0.028, indicating that X2 has positive influence on Y at sig level < 0.05. This means that the greater the feeling of getting benefits obtained when caring for animals, the more expensive its cost of care.
- X3 with regression coefficient of 0.852 and sig value 0.000, indicating that X3 has positive influence on Y at sig level < 0.05. This means that the more number of animals owned, the more expensive its cost of care.

4. Conclusion

Attitude with the parameter of Attitude Toward Behavior (ATB) has a significant influence on costs. Based on the study, it suggests that the more benefits obtained when caring for pets, the more expensive its cost of care.

The lifestyle that is proxied based on the care performed suggests that the better the way of taking care of the animal, the more expensive the cost will be.

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Author Profile



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