

UNDERSTANDING PET HUMANIZATION WITHIN INTERNATIONAL BUSINESS  
MARKETS: AN ANALYTICAL STUDY OF THE HUMAN PSYCHOLOGY,  
OPPORTUNITIES, AND IMPACT IN THE CROSS CULTURAL CONTEXT

by

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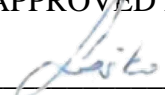
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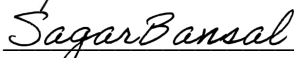
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## **Dedication**

This research is dedicated to my cherished “favorite” and much loved, German Shorthair Pointer canine companion, “dog daughter” and “research partner” Greta. Greta not only inspired me on my research topic but also inspires every day to become a better human. I hope this research inspires others to have the special bond as Greta and I share and the positive experience of pet humanization culture in their lives.

I have loved pets and animals throughout my life; however, Greta and I share a special connection bond like no other. She is my loyal, loving protector every day. In both good times and bad times she never leaves my side and shows her true concern, care, and unconditional love. As a puppy, Greta was right there with me for my MBA (Master’s in Business Administration) graduation ceremony and now has been my dedicated “research partner” and dedication for my EDBA (Executive Doctorate in Business Administration) doctorate research work. Whether it be attending a special occasion or exploring on our many walks and adventures, Greta has been my loyal, loving “witness to my life.” Greta is always ready for our next new adventure, excited to go through life together and happy to be my best travel adventurer and companion. It is an honor, privilege and blessing to be going through the journey of life together with my Greta.

“Until one has loved an animal a part of one’s soul remains unawakened.” -  
Anatole France.

“Good people are those who love animals. Animals are special beings and those who have been lucky enough to experience a connection with them know it very well. Animal nobility is a true teaching. Thanks to them we are more humble, empathetic,

loving people. They give us their love unconditionally, without asking for anything in return, doing us good.” -Keanu Reeves (American Actor) (Source: [www.Facebook.com](http://www.Facebook.com))

### “Just a Dog”

From time to time, people tell me, “lighten up, it’s just a dog,” or, “that’s a lot of money for just a dog.” They don’t understand the distance traveled, the time spent, or the costs involved for “just a dog.”

Some of my proudest moments have come about with “just a dog.” Many hours have passed when my only company was “just a dog.” However, I never felt slighted.

Some of my saddest moments have been brought about by “just a dog.” In those days of darkness, the gentle touch of “just a dog” gave me comfort and reason to overcome the day.

If you, too, think it’s “just a dog,” then you will probably understand phrases like “just a friend,” “just a sunrise,” or “just a promise.” “Just a dog” brings into my life the very essence of friendship, trust, and pure unbridled joy. “Just a dog” brings out the compassion and patience that make me a better person.

Because of “just a dog” I will rise early, take long walks and look longingly to the future. For me and folks like me, it’s not “just a dog” but an embodiment of all the hopes and dreams of the future, the fond memories of the past, and the pure joy of the moment. “Just a dog” brings out what’s good in me and diverts my thoughts away from myself and the worries of the day.

I hope that someday they can understand that it’s not “just a dog” but the thing that gives me humanity and keeps me from being “just a human.”

So the next time you hear the phrase “just a dog” just smile, because they “just don’t understand.”

Authored by Richard A. Biby (Source: [www.facebook.com](http://www.facebook.com))

### **Acknowledgements**

I would like to acknowledge and thank Dr. Mario Silic. Dr. Mario Silic was my Mentor at the Swiss School of Business and Management. He has been a tremendous resource and has provided great support throughout my doctorate journey.

Thank you to Dr. Mario Silic and the Swiss School of Business and Management for providing the platform to pursue my doctorate research program. I was impressed with my experience in the Executive Doctor of Business Administration (EDBA) Program at the Swiss School of Business and Management in Geneva, Switzerland. The Swiss School of Business and Management Geneva, Switzerland also provided a network and collaboration with a professional network of students and colleagues around the globe. Thank you to all for being part of my doctorate journey.

Thank you to my Mother, Josephine Tamilya, who was always a tremendous support system to me throughout my life. She was selfless, loving, loyal, smart, funny, artistic and sacrificing. My Mom was a great supporter of my education and any and all of my achievements. We were birthday “twins” (one day apart!) and shared many qualities including the gift of being artistic, love of travel, love of our fun mother/daughter trips, love of laughter and love of pets. Having my Mom was a true blessing and I thank her for always being such a great support to me. She passed away too soon but I try to live my life in her honor and I created a memorial Scholarship in her

memory to honor her legacy every day. My Mom was a true lover of pets and I hope she is enjoying the research topic of pet humanization culture with our many loved pets.

## **ABSTRACT**

**UNDERSTANDING PET HUMANIZATION WITHIN INTERNATIONAL BUSINESS  
MARKETS: AN ANALYTICAL STUDY OF THE HUMAN PSYCHOLOGY,  
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2023

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This research will examine the impact that pet humanization culture has on international pet markets. A focus on how businesses can capitalize on the positive impact pet humanization can make throughout the international landscape will be highlighted.

Key data collection methods for this research will include but are not limited to, existing research and a proprietary survey developed by the researcher. The information gathered for this research study provides quantitative data relevant to pet humanization culture and its impact on global pet markets. Recommendations for future research and limitations of this research study are also included.

The pet humanization survey created for this research study explored consistencies with literature review. The analysis included the topic of how pet owners view their pets in relationships and as part of their family. The pet humanization survey for this research study was consistent with findings from HABRI's (2022) survey and statistics from Forbes Advisor's Pet Ownership Statistics and Facts in 2023 (Megna, 2023) relating to pets as family and relationships.

One research survey question for this academic thesis asked, "Do you consider your pet a part of the family &/or a "best friend"? 91.89% of those surveyed answered "yes" to this question. This is consistent with HABRI's (2022) survey that showed 95% of those surveyed consider their pets as part of the family and 90% that considered having a close relationship with their pet. This is also consistent with Forbes Advisor's Pet Ownership Statistics and Facts in 2023 (Megna, 2023) that showed 85% of dog owners and 76% of cat owners consider their pets to be a part of their family (Megna, 2023).

**Keywords:** International Business; Culture; Pet Humanization Culture; Global Pet Markets; Pet Products; Pet Care Markets; Pet Care Industry; Pet Transportation Industry; Pet Travel Industry; Pet Airlines; Influence of Culture; Pet Celebrity Influencers; Pet Insurance; Human Animal Bond; Human Psychology; Celebrity Influence on Culture; Hollywoodization



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## CHAPTER I: INTRODUCTION

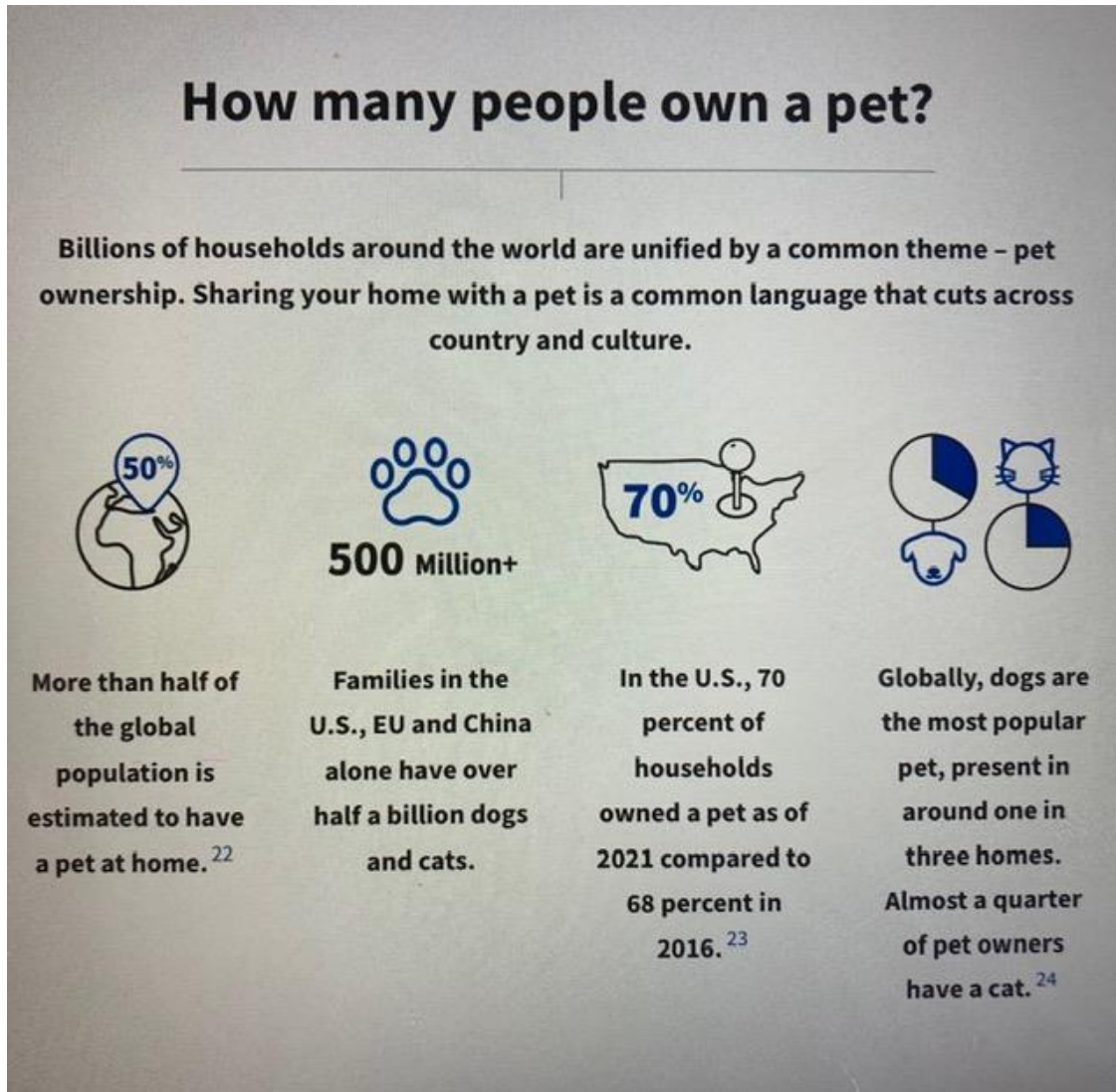
### 1.1 Overview

Lack of respecting cross-cultural differences is impacting international business in a big way. Microsoft Corporation, McDonald's, and Wal-Mart all share being U.S. international corporate giants. However, Commisceo's (2021) research found they also share having huge international business venture failures due to lack of cultural sensitivities.

Pet humanization culture, however, is creating cross-cultural opportunities in international business. Research from Global Industry Analysts, Inc. (2022) reports the impact of "Pet Humanization" is big business around the world. Flanders Investments and Trade-Bangkok (2020) reports the growth in the global pet market is a result of the pet humanization phenomenon.

Flanders Investments and Trade-Bangkok (2020) reports that pet humanization can be defined as "consumer behaviors that treat their pets as part of their family and children." According to Flanders Investments and Trade-Bangkok (2020), pet humanization includes when "pet owners refer themselves as pet parents who provide their pets with human-like products and experiences." According to Global Industry Analysts, Inc. (2022), "Pet Humanization" is defined as "the emergence of pet parents as part of the humanization of pet(s) trend." "Pet humanization is a key revenue generating trend in the pet industry" (Global Industry Analysts, Inc., 2022).

Figure 1.1 How Many People Own A Pet?



How Many People Own a Pet?. Source: Global Health Association (2022). *Global State of Pet Care Stats, Facts and Trends*, Global Health Association, accessed 22 August 2023. <https://www.healthforanimals.org/reports/pet-care-report/global-trends-in-the-pet-population>

Health for Animals (2022) reports that over a billion pets are owned worldwide, with half of the world estimated to be pet owners. According to Health for Animals (2022), the United States, European Union, and China alone account for half a billion dog

and cat owners. Verdon (2023) reports Americans spent \$136.8 billion on their pets in 2022. According to Verdon (2023), in 2021, \$123.6 billion was spent by Americans on their pets, which is a 10.68% growth of sales from 2021 to 2022.

The global economic downturn in recent years has had no impact on pet owners spending on their pet companions. According to Megna (2023), Americans spent \$136.8 billion on pets in 2022, with an increase from 2021 of 10.68% growth in sales. Megna (2023) reports that between 2018 and 2022 in the United States the amount that Americans spent on their pets increased from \$90.5 billion to \$136.8 billion, with a 51.16% increase. GMI Global Market Insights (2021) reported that the global Pet Care Market had exceeded \$232 billion U.S. Dollars (USD) in 2020.

Flanders Investment and Trade-Bangkok (2020) reports China's pet business is worth one billion USD (U.S. Dollars) and Thailand's pet business is worth 700-800 million USD in 2019. According to Flanders Investment and Trade-Bangkok (2020), the pet market has had a steady growth rate of an average of 10% annually. Forbes et al. (2018) reported the global pet humanization culture has an impact on purchasing behavior for the global pet care market. Forbes et al. (2018) highlighted that despite challenges in business and global economies, consumer spending in the global pet market has actually grown. Health for Animals (2022) reports that pet ownership is growing worldwide with no indication of slowing down.

Health for Animals (2022) reports that pet ownership is on the rise globally, especially in millennial households. GMI Global Market Insights (2021) projects the global Pet Care Market to grow by 6.1% CAGR (compound annual growth rate) between 2020 and 2027. Their report shows a projection of 350.3 billion U.S. Dollars (USD) revenue for the global Pet Care Market (GMI Global Market Insights, 2021).



This research study includes Hofstede's Cultural Dimensions theory and the GLOBE Project. The GLOBE Project is the Global Leadership and Organizational Behavior Effectiveness (GLOBE) project (House et al., 2002). The GLOBE research includes research from over 200 researchers from over 61 countries (House et al., 2002). Professor Robert J. House from the Wharton School of Business at University of Pennsylvania initiated the GLOBE project to create a large scale international study on cultural practices (House et al., 2002).

Gerard "Geert" Hendrik Hofstede was a Dutch researcher of culture. According to Hofstede Insights (2022), Professor Geert Hofstede defines culture as "the programming of the human mind by which one group of people distinguishes itself from another group." Virkus (2009) noted Hofstede's published research in the 1990s was the result of his analysis of interviewing hundreds of IBM employees in 53 countries from 1978-1983. The research by Virkus (2009) focused on the trends and differences of the interview responses. Hofstede used it to create his five dimensions of culture (Virkus, 2009).

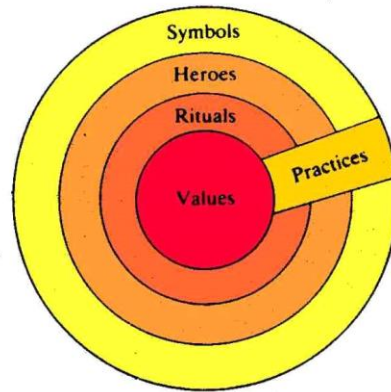
Research by Shaiq (Shaiq et al., 2011) challenged Hofstede's research due to relevancy, outdated information and an approach that only includes one company's results (Shaiq et al., 2011). According to Shaiq, Hofstede's Cultural Dimensions Theory data on culture is too old to use in a rapidly changing global environment (Shaiq et al., 2011).

As research by Strobell (2021) notes, both Hofstede's Cultural Dimensions Theory and The GLOBE Project are the most widely included in cultural studies in business related literature analysis (Strobell, 2021). Strobell addresses how Hofstede's Cultural Dimensions Theory and The GLOBE Project are important for understanding culture in business. However, there is a gap in how the role of culture in pet care

companies is addressed (Strobell, 2021).) Therefore, this research study will include Hofstede's Cultural Dimensions Theory and The Globe Project to better understand culture in international business. However, there will be a focus in the research study in addressing the gap to further understand pet humanization culture in international markets.

Lamb and Tolbert's (2020) research found that Geert Hofstede's (2009) five dimensions of culture includes individualism versus collectivism, power distance, uncertainty avoidance, masculinity versus femininity, and long-term versus short-term orientation. Lamb and Tolbert found that the four frameworks examined involve Power Distance (PDI), Masculinity (MAS), Uncertainty Avoidance (UAI), and Individualism (IDV). Power distance looks at the culture's attitude toward authority. Masculinity addresses how a culture values competition, quality of life, and assertiveness. Uncertainty avoidance discusses the comfort of the unknown and how carefully risk is assessed before acting. Individualism looks at if the culture strength and national rights reside with the individual or more from interdependency and collectivism (Lamb & Tolbert, 2020).

Figure 1.2: Hofstede's Cultural Onion Model



Hofstede's Cultural Onion Model. Source: Notes on Intercultural Communication (2009). *Hofstede's Cultural Onion* accessed 8 September 2022. <https://laofutze.wordpress.com/2009/08/28/303/>

According to Laofutze (2009), Geert Hofstede created the “cultural onion.” (Figure 1.1) It contains a core with three values of a specific culture around the middle core. The first layer represents “rituals” of a culture, such as how a culture has a ritual of personal hygiene. Laofutze adds that the second layer represents “heroes” or role models of a society. Lastly, research by Laofutze shows the last layer as “symbols” of a culture, such as the reference of “BMW.” The core in the center represents the inner cultural values which cannot be learned and trained as the layers (Laofutze, 2009).

Cavusgill et al. (2012) found that each person's culture includes common, learned patterns within their society. Their research notes that people demonstrate their societal cultures through behaviors, values, ideas, and attitudes. According to Reynolds (2017), global businesses are experiencing challenges when dealing with cultural differences. Cote (2020) found that cross cultural issues may arise from basic cultural differences in business (Cote, 2020).

According to Reynolds (2017), a focus on etiquette, organizational hierarchy, and communication is essential when dealing with cultural differences in global business. Cavusgill et al. (2012) found that cross cultural risk (a situation where a cultural misunderstanding results in human value at risk) is one of the greatest risks in international business. Cote's (2020) research found that cultural differences are influential on market demand for products and services in international business. Needs in one international market may not exist in another (Cote, 2020).

The success of a company's competitive advantage is critical to understanding the effective handling of the cross-cultural interface. Reynolds (2017) notes the importance of both verbal and non-verbal communication between cultures is crucial in international business dealings. In addition, research by Salacuse (2015) noted international negotiations are also impacted by cultural differences in business.

According to Cavusgill et al. (2012), cross cultural awareness is the ability to interact effectively and appropriately with people from different languages and cultural backgrounds. Reynolds (2017) found what may be normal practice in one culture could be viewed as offensive in another culture for a colleague. Research by Salacuse (2005) suggests negotiation styles in international business need to appeal to cultures. (Salacuse, 2005) Cross cultural human psychology is psychology that shows how cultural factors influence behavior. Therefore, as Cavusgill noted (2012), human psychology in the cross-cultural context is an essential and critical topic to examine in international business (Cavusgill et al., 2012).

The growth of international business (performance of business activities across borders) and globalization (interdependency of countries worldwide) of markets in the last decades has provided access to products and services around the world, as noted by Cavusgill et al. (2012). Reynolds (2017) reported that as businesses continue to expand

borders and grow globally more opportunities exist for work internationally. According to Reynolds (2017), recognizing and dealing with cultural differences with colleagues and clients internationally can allow a company to excel in global business markets. Cavusgill et al. (2012) reported that globalization of markets has grown to \$13 trillion annually, which consists of the majority of the world economy. This growth and access of markets worldwide include billions of people with cultural differences (Cavusgill et al., 2012).

### **1.2 Research Problem**

This research examines the information gap where there is a lack of full understanding of pet humanization culture within the global marketplace.

### **1.3 Purpose of Research**

The purpose of the research is to examine the impact that pet humanization culture has on international pet markets. There is a focus on achieving a better understanding of pet humanization culture and its impact.

### **1.4 Significance of the Study**

This research study is significant in identifying ways for international pet markets to capitalize on the impact of the pet humanization culture. Data collection for the research includes the proprietary survey created by the researcher as well as existing research. The data collected by the researcher is relevant to pet global markets and is organized by pet market.

The pet markets in this research study include the pet transportation industry, the pet travel industry, pet veterinary care industry, pet insurance industry, pet food market industry, pet products industry, pet cremation services industry, and pet cemeteries industry. In this thesis, we will focus on several different markets that will help us to

analyze the specifics of each market to further understand how the cultural dimension could positively impact the overall pet market.

### **1.5 Research Purpose and Questions**

The objective of this study is to examine the impact pet humanization has on international pet markets.

The corresponding research questions (RQ) are:

1. What is the impact of pet humanization culture on international business markets?
2. How can international pet markets capitalize on the pet humanization culture?

## CHAPTER II : REVIEW OF LITERATURE

### **2.1 Theoretical Framework**

To better understand the impact of pet humanization culture, this chapter presents a broad overview of literature on culture. This section also includes the impact that culture has on international business. Theories on culture, including Hofstede's Cultural Dimensions and The GLOBE Project (Global Leadership and Organizational Behavior Effectiveness) are included to have an understanding of the role culture plays in business.

In this chapter, culture and pet humanization culture are defined. Topics included in this chapter include cultural business etiquette, language as a key component in culture, managerial guidelines to overcome cross cultural risk, differences and contemporary issues in cultures, the impact of Hollywood and celebrity influence on global culture, and the pet humanization culture.

Pet humanization culture topics presented in this section include factors influencing the increase in pet humanization culture globally, the pet humanization cultural impact on the global pet market, global pet markets and the impact of pet humanization culture, the global pet food market, the global pet products market, the global pet services market, cultural differences in international business marketing animals, and pet cultures impacting the global pet market.

#### **2.1.1 Cultural business etiquette and communications**

According to Reynolds (2017), a focus on etiquette, organizational hierarchy, and communication is essential when dealing with cultural differences in global business. Cavusgill et al. (2012) notes that cultural differences lead to differences in how people think, act, and how their behavior impacts international business. They also noted that cultural differences can impact sales, destroy business deals, or harm a company's image (Cavusgill et al., 2012). According to Cote (2020), business etiquette is important in

understanding cultural differences. For example, in China, gifts are expected in their culture. Furthermore, Cote reported that those from China may also refuse gifts three times or more before accepting them as a cultural norm (Cote, 2020).

Farnen (2019) found that cultures have different expectations in business meetings and business relationships. Canadians expect people to arrive on time and to be punctual, reported Farnen (2019). In China, business meetings may have a senior member for each side talking, while other meeting members are quiet. Even typical workdays vary from culture to culture. According to Sahadi (2023), the United States work days are typically 9AM until 5PM but can vary with earlier or later hours for a day shift. Spain is known for taking a break in the middle of the day for a “siesta,” which includes a rest after lunch. This is a culture adopted by many European countries that would need to be respected with European clients in business (Farnen, 2019).

Salacuse (2005) noted the form of an agreement in negotiations is a key factor in international business and cross cultures. For example, Americans like specific and detailed contracts and reports. This shows the focus of Americans on the contract itself and anticipating outcomes if situations arise in the future. (Salacuse, 2005) The Japanese, however, like contracts that are more general than detailed. (Van Zandt, 1970) The Japanese culture prefers more of a focus on the relationship (Van Zandt, 1970).

Reynolds (2017) notes the importance of both verbal and non-verbal communication between cultures is crucial in international business dealings. Cote (2020) noted that Latin American, Asian, and Mediterranean cultures communicate through facial expressions, as well as tone of voice. Research by Cote (2020) noted that English-speaking and German cultures state intentions more directly. In Japan and England, their cultures do not show outward feelings in business. On the contrary, the United States, France, and Italy show more emotion, even in business (Cote, 2020).



Researchers noted that international negotiations are also impacted by cultural differences in business. One example is Enron Corporation, which was an American energy company. When Enron Corporation was in negotiations in India, they lost a large contract (Salacuse, 2005). Salacuse (2005) reports local authorities negotiating for India felt that the negotiations were managed too quickly. One country's culture of pace in a negotiation compared to other countries can be very different. Japan's culture values the relationship more than the contract (Van Zandt, 1970).

In international business, research has also found that cultural respect is particularly important. Farnen (2019) found that cultures have different expectations in business meetings and business relationships. In Japan, it is customary to bow rather than shake hands, unless the other party extends a hand first (Cote, 2020). The exchange of business cards is also expected in many cultures. In China and Japan it should be accepted with both hands, while in Arab countries you should accept with your right hand to respect the culture (Cote, 2020).

Research by Salacuse (2005) suggests that negotiation styles in international business need to appeal to cultures. For example, Americans can use a more informal approach and call someone by their first name in a negotiation as a friendly approach to develop a relationship. On the contrary, Van Zandt (1970) reports the Japanese would find the use of a first name disrespectful and hinder negotiations.

Salacuse's (2005) research also found that emotionalism is a factor in successful international business negotiations. Reynolds (2017) notes what is common professionalism in business for one culture may offend another culture in business. For example, Latin American cultures tend to show emotions at a negotiation table, while Japanese and Asians tend to suppress feelings (Salacuse, 2005).

### **2.1.2 Language as a key component in culture**

According to Reynolds (2017), language and communication is crucial in business dealings cross culturally and creates a risk of how a message is interpreted. Research by Cote (2020) found that language differences between cultures can be a common barrier in communication. One example would be the use of jokes, figures of speech, and slang. These can be translated incorrectly, which can put a wedge into a potential business relationship (Cote, 2020).

### **2.1.3 Managerial guidelines to overcome cross-cultural risk**

According to Cavusgill et al. (2012), managers need to be respectful of cultures to effectively manage people. Their research found that successful managers need to have cross-cultural skills in managing people, an ability to value personal relationships and be adaptable to diverse cultures within the business they are managing (Cavusgill et al., 2012). Research by Van Zandt (1970) notes the Japanese culture values working in a group over individually.

### **2.1.4 Differences & contemporary issues in cultures**

Researchers have found that cultural differences have an important influence on market demand for products and services in international business. Research by Crane (2014) notes American films have had to address cultural differences to be successful in the global market. Needs in one market may not exist in another. One example that Cote (2020) found involved the American coffee company “Starbucks,” when it ventured into the Australian market. While “Starbucks” was a successful company in the United States market, it struggled in Australia where independent cafes and coffee shops appealed to their culture (Cote, 2020).

Cote (2020) noted that brand marketing needs to consider cultures to appeal to markets. The names of products need to have close consideration to understand foreign markets. One example that Cote (2020) found was the American Chevrolet automobile

manufacturer's vehicle name "Chevrolet Nova". The Chevrolet "Nova" name in Spanish markets translates to "no va" which means "no go" in the Spanish language. This translation would not present a positive branding in this specific market (Cote, 2020).

### **2.1.5 Impact of "Hollywood & celebrity influence" on global culture**

Research by Cavusgill et al. (2012) found that U.S.-based film studios produce 80 percent of the films viewed worldwide. Their research showed that the European film industry has shrunk to one ninth of its 1945 size (Cavusgill, 2012). According to Barber (2022), the movie "Top Gun Maverick" starring American actor, Tom Cruise, is an international box office phenomenon. Barber notes the movie made \$1.5 billion worldwide and also broke U.S. opening weekend box office records (Barber, 2022).

According to Barber, (2022), the blockbuster movie "Top Gun Maverick" had challenges with release date due to the COVID 19 pandemic (Barber, 2022). Although the movie was filmed between 2018 and 2019, the July 2019 releases date was pushed back to 2022. Barber (2022) adds that "Top Gun Maverick" was released as one of the best Hollywood movies in years with both critical acclaim and audience reviews around the globe. Research by Brook (2014) found that appealing to cultural differences and international markets has shown to be a tremendous success for American films.

According to Cavusgill (2012), the Hollywood industry (which includes books, music, software, and television) has contributed more to the United States economy than any other sector. Brook's (2014) research shows Hollywood and the American film industry have found major success in international markets. Hollywood has made an enormous impact globally and influences culture worldwide (Cavusgill, 2012). The use of American films to project American culture is a subtle, effective way to reach a worldwide audience. American values are demonstrated in an appealing way to an

international audience through American films. Cultural imperialism is defined as a domination of a more recognized culture over other cultures (Maisuwong, 2012).

Brook's (2014) research found that many Hollywood films distributed in the United States have failed yet did well in global markets. One example was the U.S. film "Battleship," which starred Liam Neeson and Rihanna. The film grossed \$65 million in revenue when distributed in the United States. However, "Battleship" grossed \$237 million in overseas revenue (Brook, 2014). According to Maisuwong (2012), cinema in Hollywood is used as the tool to project the American culture throughout the world to international counterparts. Maisuwong (2012) reports the Hollywood movie industry and the American culture are the United States' leading export worldwide. Research by Cavusgill (2012) also found the Hollywood industry is the United States' second highest next export, second only to aerospace.

Brook's (2014) research found that The Motion Picture Association of America (MPAA) reported nearly 70 percent of the annual revenue of the United States box office gross comes from international audiences (Brook, 2014). It revealed that how a Hollywood movie will do at the box office is determined by how the studios see it selling overseas (Brook, 2014). One example is the Hollywood action movie "Fast and Furious 6," which produced double the gross sales overseas than it did in the United States (Brook, 2014). American films are not only viewed by Americans but by global consumers around the world. (Crane, 2014) The American film industry also clearly dominates the market for films viewed worldwide (Crane, 2014).

Research by Maisuwong (2012) suggests that Hollywood has impacted countries around the world so much that it now even has a name. The research notes "Hollywoodization" represents the impact of the movie industry has on other countries.

Maisuwong notes that “Bollywood” is the name given to the Indian movie industry and includes the city of Bombay (Maisuwong, 2012).

Research by Brook (2014) suggests that the American film industry recognizes its need to appeal to diverse cultures and to carefully craft movies so they do not offend other cultures or countries. Brook notes the U.S. action film “Iron Man 3” starring American Superstar, Robert Downey Jr., was created with two versions with one tailored to the Chinese audience. Brooks’ research adds that the “Iron Man 3” version for China added a subplot with Chinese characters that was not in the American version (Brook, 2014).

Hollywood realizes its need to appeal to other cultures, other cultures’ values, and how other cultures see the world into the narrative of their movies (Brook, 2014).

According to Maisuwong (2012), Hollywood and the movie industry benefit greatly by “Hollywoodization” around the globe. Maisuwong (2012) reports Hollywood and the movie industry being a powerful force for projecting culture and ideas to its mass audience around the world. Movies are a platform to project cultural influence. Since Hollywood is an American based industry with American culture projected, accessing Hollywood provides access to the United States (Maisuwong, 2012) .

Brook (2014) found that the focus of appealing to cultures in the international landscape has shown to be well worth the investment for Hollywood. Everything from behavior to fashion to freedom of expression is part of the lifestyle adopted by audiences of American film. The U.S. English accent is the most adopted and prominent accent in the world. The global audiences supporting the American film industry has helped retain their ranking as the top U.S. export (Brook, 2014).

## **2.2 The Impact of “Pet Humanization” and Pet Culture on International Business**

An analysis of the way pet humanization culture impacts international business and the impact of “pet humanization” in the global pet market is explored.

### **2.2.1 What is “Pet Humanization?”**

Research from Global Industry Analysts, Inc. (2022) reports the impact of “Pet Humanization” is big business around the world. According to Global Industry Analysts, Inc. (2022), “Pet Humanization” is defined as “the emergence of pet parents as part of the humanization of pet(s) trend.” “Pet humanization is a key revenue generating trend in the pet industry” (Global Industry Analysts, Inc. 2022) According to Megna (2023), Americans generated \$136.8 billion in spending on their pets in 2022.

Forbes et al. (2018) found that another term used to refer to pet humanization is the term anthropomorphism. According to Forbes et al. (2018), refers to the assignment of human-like emotions and characteristics to non-humans. According to Horowitz and Bekoff (2007), with pets, humanization is shown to include human characteristics, such as mutual understanding, behavior, communication, thinking, and personality.

Health for Animals (2022) reports that the human-animal bond provides many health benefits to the owners. According to Health for Animals (2022), pets provide psychological, physiological, therapeutic, and psychosocial benefits to humans. According to Goudreau (2009), New York University’s Jerolmack believes this connection with pets being more valuable today due to the decreasing connection of people with each other. Goudreau’s (2009) research found that people have a decreasing connection to each other due to online social networks, extended work hours, families living far from each other, people having fewer strong social connections, and weaker social connections. This has made the companionship of pets more important. Health for Animals (2022) reports benefits of the human-animal bond include increased physical activity, a stronger sense of psychological and physical well-being, decreased blood

pressure, reduced heart attack risk, and increased emotional support and sensory stimulation.

Goudreau's (2009) notes that New York University (NYU) Sociology Professor Colin Jerolmack states, "People are fascinated by pets. We act and spend on them as if they were our children. We have civilized them to the point that they are no longer a part of wild nature." Darwin's beliefs also brought focus to animals having emotions like humans (Darwin and Prodger, 1998).

Research has found that there has been a lot of focus on pet humanization in the media and through research in the last decade. Researchers have also found the concept of the close relationship between pets and owners originated many years ago. According to Forbes et al. (2018), the phrase now commonly used "dog is man's best friend" originated in the 1700's from Frederick, The King of Prussia. Historic tombs reveal paintings and artifacts showing that their companion dogs were revered as cherished family members (Forbes et al., 2018).

### **2.2.2 Factors Influencing the Increase in Pet Humanization Globally**

Many factors are contributing to the increasing pet population around the world that focuses on the deeper bond between pets and owners. Another research study found that childhood experiences impact attitudes toward pet well-being (Kendall, et al., 2006). One factor examined is an aging population and those without children in the home (Global Industry Analysts, Inc., 2022). Unmarried and childless households also have pets as their chosen family. Many families that have children that have left the household are bonding with their pets, which contributes to the increase in the pet population (Walsh, 2009).

Research suggests that America's culture has traditionally had a strong pet culture that is growing even stronger. Goudreau's (2009) research shows the APPA (American

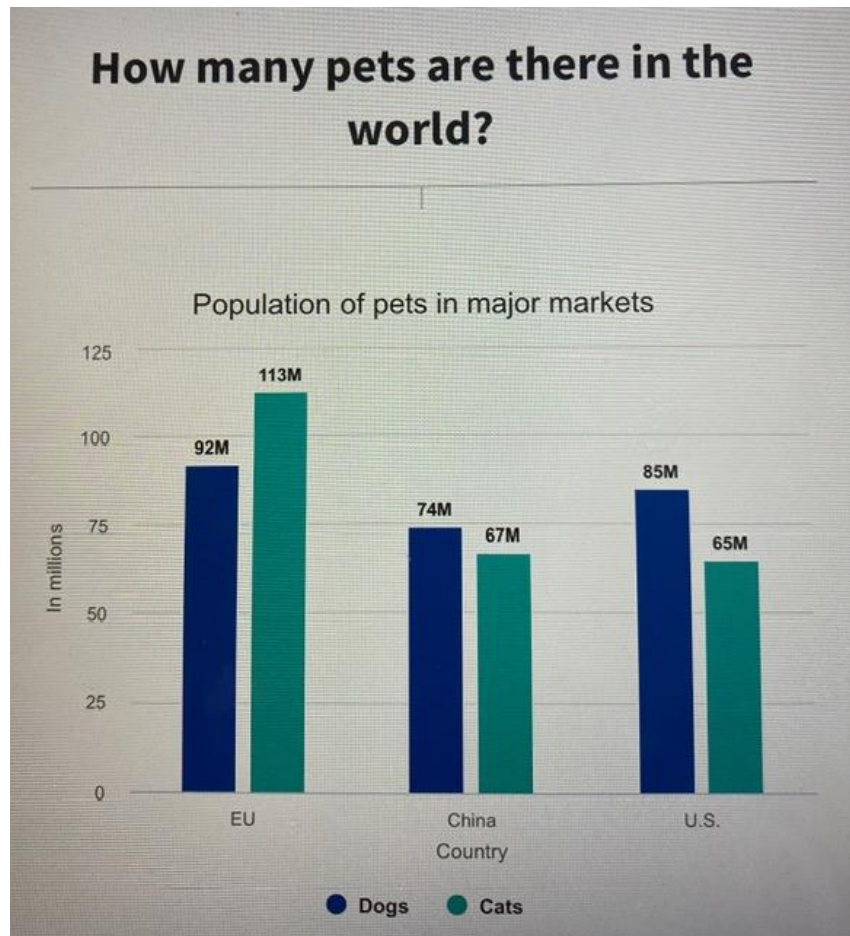
Pet Products Association) calculates that 62% of United States households own a pet with a great focus and willingness to spend a lot of time and money for the happiness and comfort of their pets. According to Verdon (2023), in the United States of America 32% of millennials and 14% from Gen Z own pets, with continued growth in those numbers expected in future years (Verdon, 2023).

Goudreau (2009) found that the pet industry has tripled its size over the last 15 years. Verdon (2023) reports as of 2023, 86.9 million U.S. households now own a pet. According to Verdon, U.S. households with earnings of \$100,000 and more are most likely to have pets. The research shows how Americans spend money on their pets even during economic challenging times. (Goudreau, 2009).

The research shows the benefit of pet therapy for children and adults. Research reports that children are shown to benefit from pets with less depression and loneliness (Purewal, et al. 2017). Pets also provide children with motor skills, by helping to groom and feed their companions. Research has found both physiological and psychological benefits from the human-animal bond (Jorgenson, 1997).

*Figure 2.1: How Many Pets are There in the World?*





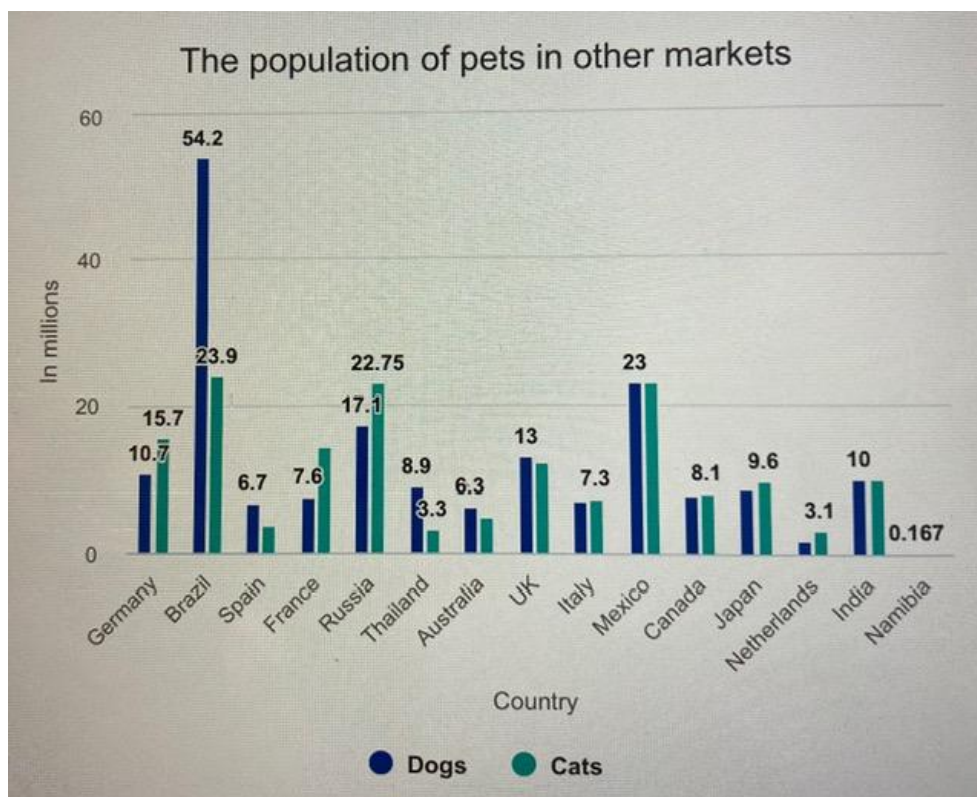
How Many Pets are There in the World?. Source: Global Health Association (2022). *Global State of Pet Care Stats, Facts and Trends*, Global Health Association, accessed 22 August 2023. <https://www.healthforanimals.org/reports/pet-care-report/global-trends-in-the-pet-population>

Health for Animals (2022) reports the largest pet markets are the United States, China, and the European Union. According to Health for Animals (2022), dogs are the most popular pet. The European Union has 92 million households with dogs, the United States 85 million households with dogs, and China with 74 million households with dogs (Health for Animals, 2022) Researchers report the pet market is the fastest growing market in the world (Lee & Lai, 2021)

Research shows that the largest pet markets worldwide are the United States and Europe, with 60.8% of the market (Health for Animals, 2022). China is the fastest

growing pet market, with a 9.5% CAGR (compound annual growth rate) (Global Industry Analysts, 2022). According to research (Lee & Lai, 2021), statistics from the Council of Agriculture in Taiwan report more than 2.51 million dogs and cats are being raised in Taiwan. In Taiwan, consumer demand in the pet market is increasing annually (Lee & Lai, 2021).

Figure 2.2: Population of Pets in Other Markets



Population of Pets in Other Markets. Source: Global Health Association (2022). *Global State of Pet Care Stats, Facts and Trends*, Global Health Association, accessed 22 August 2023. <https://www.healthforanimals.org/reports/pet-care-report/global-trends-in-the-pet-population>

Health for Animals (2022) reports the increase in pet ownership worldwide and in markets outside of the United States, China, and the European Union. According to

Health for Animals (2022), Brazil has 54.2 million pet dogs in households (Health for Animals, 2022). According to Verdon (2023), in the U.S., dogs and cats are the most popular pets but also include many other species. Verdon (2023) reports in the U.S., 65.1 million households have dogs, 46.5 million households have cats, 11.1 million households have freshwater fish and 6.7 million households have small animals (such as hamsters, guinea pigs, chinchillas, ferrets, mice, and gerbils).

Goudreau's (2009) research notes that CBS News reported there are now more pet dogs and cats in Japan (approximately 23 million) than Japanese children under the age of fifteen. Health for Animals (2022) reports the expanding middle class is creating growth in pets globally.

Goudreau quotes Alan Siskind who is the publisher of Dog News Daily, which is an online dog magazine. Alan Siskind states, "We have started to celebrate the humanization of pets. The lifestyle changes are dramatically influencing the products and trends." Siskind believes pets have been humanized to where pet owners want them treated with the same comfort, clothing, food, and health care that they receive (Goudreau, 2009).

Research by Verdon (2023) indicates that large pet retailers in the United States are capitalizing on the pet humanization trend. Verdon reports (2023) that Chewy (the large U.S. online pet retailer) focuses on referring to pet owners as "pet parents" to appeal to the growing focus on pet humanization culture. Global Industry Analysts, Inc. (2022) research suggests that pet parents are a lucrative business in the global marketplace. According to Global Industry Analysts, Inc. (2022), women tend to be the primary care provider for the pets and family and the target market for the growing pet industry market worldwide.

### **2.2.3 Factors Influencing the Increase in Pet Humanization (Generational Impact on Pet Humanization Culture)**

The Center for Generational Kinetics (2023) defines “generation” as a group of people born around the same place and same time period. (The Center for Generational Kinetics, 2023) Gen Z, iGen or Centennials are the generation born between 1996 and 2015. The Center for Generational Kinetics reports that Millennials or the Gen Y generation are defined as those born between 1977 and 1995 (The Center for Generational Kinetics, 2023).

According to The Center for Generational Kinetics (2023), Generation X individuals were born between approximately 1965 through 1976 and Baby Boomers are those born between 1946 and 1964. The Generational Imperative, Inc. (2017) reports the “Silent” generation was born between 1927 and 1945. According to The Generational Imperative, Inc. (2017), the G.I. Generation represents the generation born between 1901 and 1926 (The Generational Imperative, Inc., 2017). The Center for Generational Kinetics (2023) notes the study of generations in culture to be important to identify behaviors, characteristics, thought processes, and preferences within each generation (The Center for Generational Kinetics, 2023).

Research by Verdon (2023) found that in the U.S. the millennial had the highest percentage owning a pet with 33%. Verdon (2023) notes that Gen X comprise 25% of those owning a pet in the U.S. and baby boomers were the next largest group with 24% owning a pet. Verdon (2023) reports that the Gen Z group (ages 18-25) is the most likely group in the U.S. to have multiple pets.

### **2.2.3 Factors Influencing the Increase in Pet Humanization-Celebrity Influence**

According to Celebrity Pets (2023) celebrity culture has increased the popularity of pet culture into popularity. According to Celebrity Pets (2023), celebrities such as American singer, Tony Bennett, have influenced pet ownership. Celebrity Pets (2023)

reports Tony Bennett embraced pet ownership by promoting his mixed breed dog “Happy” on social media outlets and also advocated for animal welfare causes, such as The Humane Society of the United States and PETA (People for the Ethical Treatment of Animals).

According to Trainer (2023), celebrities such as Lady Gaga (American Musician and Actress) and Thomas Hardy (Film Actor) famously love their dogs. James Taylor (American Musician) promotes his dogs on social media. Colon (2023) reports David Muir (ABC news anchor out of New York, USA) promotes his being a dog parent. Colon (2023) notes the famous news anchor, David Muir, enjoys sharing photos on social media of his most loved companion, his German shorthaired pointer dog named Axel.

Trainer (2023) reports Lady Gaga offered \$500,000 USD (United States Dollars) in reward for her beloved two French bulldogs to be returned to her when missing. According to Trainer (2023), Lady Gaga’s dog “Miss Asia” has an instagram page and Lady Gaga brings her dogs to music and film events. Trainer (2023) reports Thomas Hardy famously bring dogs to his movie premiere red carpet publicity events.

According to Gupta (2023), former California Governor and Film Actor Arnold Schwarzenegger, is famous for his love of pets. Arnold Schwarzenegger’s pets include a donkey, a miniature horse, a dog and a pig (Gupta, 2023). Gupta (2023) reports Arnold Schwarzenegger shared a photograph of his pet dog and pig on social media. Padia (2022) reports Keanu Reeves (American Film Actor) has expressed his love of pets and how they are deserving of kindness. Keanu Reeves has personally donated over a million dollars to the PETA (People for the Ethical Treatment of Animals) organization (Padia, 2022)

Pranjali (2023) reports celebrity athletes such as U.S. tennis superstar, Andre Agassi and his legendary tennis superstar wife, Steffi Graf, promote their love for their

dog “Blue” on social media outlets. *Celebrity Pets (2023)* reports how Tony Bennett supported pets by incorporating his love of pets into his performances and encouraging fans to support animal welfare and rescue organizations. The United States First Family even calls its dog the “First Dog” (Penaloza, 2021).

### **2.2.3 Statistics and Factors Influencing Pet Humanization Culture**

Research by Verdon reported that Americans spent \$123 billion on pets in 2021, representing an increase of 13% from 2020 (Verdon, 2023). According to Verdon, there are a total of over 144 million households that own a dog or a cat (Verdon, 2023).

Researchers with Forbes et al. (2018) examined the number of dogs in United States households. Their research found that the U.S. has seventy-three million pets, with dogs being the most common pet. There are dogs in 39% of U.S. households (Forbes et al., 2018).

Verdon (2023) notes that there has been an increase in the number of Americans thinking of their pets (especially dogs and cats) as members of the family. That is the reason for the business explosion targeted to protect and pamper pets (Verdon, 2023). According to Goudreau (2009), women are the primary consumers shopping for the pets, with 80% of the spending recorded by the APPA. Goudreau reports that pets are an integral part of the woman’s family and the woman’s consumer habits reflect their pets being a central part of their lives (Goudreau, 2009).

According to Goudreau (2009), it is more common for women to be single and live longer or to have delayed or not have children and working from home. Goudreau’s research also suggests that the pet is a companion, “four-legged child,” and focus of attention and affection. As consumers, women focus on their pets as a priority

(Goudreau, 2009). The “pet effect” is referred to as the positive impact on health that living with a pet companion can provide (Bures et al., 2019).

According to Verdon (2023), the pet humanization culture is a trend that companies from small start-up companies to the U.S.’s largest pet companies are capitalizing on. Verdon notes that the pet humanization culture trend has created a demand for everything from human-grade fresh meals to pet fitness tracker technology (Verdon, 2023). Another research notes that owners can now spoil their dogs with luxury pet hotels and resorts, Rolls Royce transport, pet sport clubs, pet spas and pet massages (Kloss, 2017).

Pet Airways is a new airline solely for the use of pets as passengers, known as “pawsengers.” The pet market has exploded so much in the U.S. that Congressman Thaddeus McCotter is sponsoring a bill in the United States which helps provide a tax deduction of up to \$3,500 to pet owners for pet care (Goudreau, 2009).

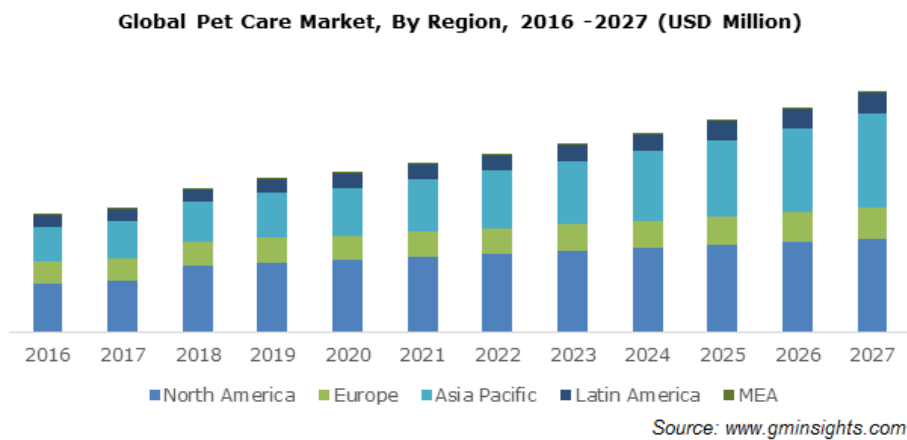
### **2.2.3 Pet Humanization’s Cultural Impact on the Global Pet Market**

Research by Grove noted factors, such as increase in the amounts of nuclear families, rising urbanization and changing focus on humanization of pets contribute to this increase in pet humanization culture globally (Grove et al., 2021). According to Menchetti et al., cats are increasing in popularity as pets due to their ease of care, ability to live in small living arrangements and independence (Menchetti et al., 2018).

Research by Gray and Young (2011) notes many factors indicate the increase of the pet culture and financial investments seen in the global pet market. One factor is the decline in people having children and dogs being less expensive and less demanding than children. There is also an increase in traveling with pets that has shown an increase in the hotel industry that would contribute to the pet global market increase (Vakrinou & Tzonichaki, 2020). According to Garabed et al., (2021) the growth in the pet industry is

noted by the increased social status of pets. Garabed et al. (2021) notes 75% of American pets sleep on the bed with their owner and millions of pets have social media accounts.

Figure 2.3: Global Pet Care Market by Region (2016-2017)



Global Pet Care Markets by Region (2016-2017). Source: Global Market Insights (2023). *Global Pet Care Market, By Regions, 2016 – 20167 in USD Millions*, Global Market Insights, accessed 3 October 2023.

<https://www.gminsights.com/industry-analysis/pet-care-market>

According to Megna (2023), Americans have spent \$136.8 billion on pets in 2022, with 10.68% growth in sales from 2021. Bartlett (2023) reports that pet spending has grown from \$53.3 billion in 2012 to \$136.8 billion in 2022, according to the American Pet Products Association. Megna (2023) reports that between 2018 and 2022, the amount Americans spent on their pets increased from \$90.5 billion to \$136.8 billion,



representing a 51.16% increase. Health for Animals (2022) reports an increase to 70% of American households owning a pet in 2021, compared to 68% in 2016.

Research by Gray and Young (2011) suggests the pet global market is big business. They report that in the United States an estimated \$41 billion was spent on pets in 2007. (Gray and Young, 2011) Some examples of dog services worldwide include doggy day care, acupuncture, organic dog food delivery services, groomers, dog sitters, and dog spas. Other research found that the presence of dogs in family homes and urban spaces is increasingly popular globally (Volsche et al., 2019).

Gray and Young (2011) noted that in the U.S. dogs are considered a part of the family and are included in weddings, celebrations, and wills. Dog owners are focused on the health, wellness, and comfort of their dogs and make considerable financial investments to do so. According to Megna (2023), more than two-thirds of Americans participating in a survey by Forbes Advisor indicated they would not select a home that was a not a good fit for their pets. Research found that even the insurance industry has experienced a major increase in pet insurance. Pet insurance rates were 1% in 2001 and now approximately 5-7%, showing the focus of healthcare for pets (Gray & Young, 2011).

#### **2.2.4 Global Pet Markets and the Impact of Pet Humanization Culture**

The global pet market is experiencing impressive growth, even during challenging economic times. This includes the global pet care market, the global pet food segment, the global pet specialty products segment, and the global pet services market. Forbes et al. (2018) noted that even with challenges in business and the global economy, consumer spending on the global pet market has grown. The recent global economic downturn has had no impact on pet owners spending on their pet companions. On the contrary, there continues to be robust growth in the global pet market, including the premium food

market. According to Verdon (2023), 78% of pet owners in a survey performed by Forbes Advisor indicated that they adopted their pets during the pandemic.

Pet humanization is making an impact on purchasing behavior for the global pet care market. The pet owners with the strongest bond with their pet companions also spent the most in purchasing specialty or premium pet food (Verdon, 2023). According to Lee (2023), a study showed that owners who view their pets as family members or surrogate children are willing to pay to make purchases for their pets at any cost to keep them healthy and alive (Lee, 2023). Lee (2023) reports 82% of 1,500 pet parents surveyed by Rover indicated their pets provide the most happiness of what they spend their money on. (Lee, 2023)

According to Lee (2023), the Rover survey results showed 42% of pet parents surveyed indicated said their pet brings them the most happiness out of everything they spend money on and “they’d rather live without their morning latte forever than give up their pet.” Verdon (2023) reported the pet humanization culture trend has also created consumer demand for human-grade meals for cats and dogs. Research by Verdon (2023) notes the human-grade pet meals include quality ingredients, such as squash, sweet potatoes, and whole wheat macaroni.

Research by GMI Global Market Insights (2021) suggests that there are several growth drivers within the growing global pet care market. Their research found one growth driver is the increased focus on protein in pet food. Another growth driver the research found is an increase in pet insurance. Mobile pet grooming is also increasing its revenue in this market. GMI Global Market Insights (2021) found that pet owners are spending more on animal healthcare impacting growth. Lastly, the increase in pet adoption worldwide is a growth driver in the pet care market.

### **2.2.5 Global Pet Food Market**

According to Flanders Investment and Trade-Bangkok, (2020), the pet food market in Thailand, especially the premium dog food segment, grew by 9% (from 2019 to 2020), even through the global pandemic. Flanders Investment and Trade-Bangkok (2020) reports that Nestle Purina Thailand planned to invest \$2.55 billion Baht on a new pet food plant to respond to the market demand (Flanders Investment and Trade-Bangkok, 2020). According to Forbes et al. (2018), the global pet food market is more than \$27 billion and growing. Even during global economic crises and challenging business growth globally, the pet food market is a growing and enormous global market.

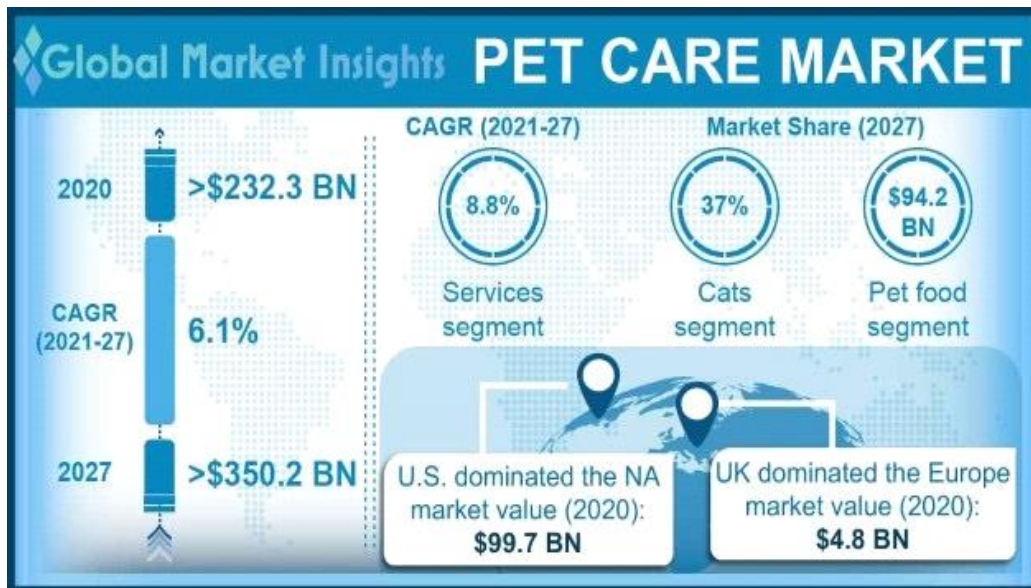
Research by Megna (2023) reports Americans spent \$58.1 billion in 2022 on pet treats and food. Research from Forbes et al. (2018) suggests that pet owners around the world are spending considerable amounts on pet food for their companion animals. They found the average monthly spending on dog food (with costs varying in different areas of the world) with the focus on purchasing for “man’s best friend” is a consistent and growing market. Global Industry Analysts, Inc. (2022) reports that pet food sales are projected to be \$113.9 billion by 2027 and veterinary care is projected to grow at a 5.1% CAGR (compound annual growth rate) between the years 2020 and 2027.

GMI Global Market Insights (2021) reported the pet food segment to be approximately 94.2 billion U.S. Dollars (USD) in 2020. This increase is exhibiting some trends, such as a focus on protein rich quality food and even exotic proteins, such as wild boar and duck for pet health. Research by Verdon (2023) reports the company JustFoodForDogs (U.S. based company that cooks fresh meals for dogs) is expanding to partner with the American pet retail chain Petco with a line of frozen meals sold in the store’s freezer section (Verdon, 2023).

### **2.2.6 Global Pet Care Market**

GMI Global Market Insights (2021) reported the global Pet Care Market had exceeded \$232 billion U.S. Dollars (USD) in 2020. GMI Global Market Insights (2021) projects that the global Pet Care Market will grow by 6.1% CAGR (compound annual growth rate) between 2020 and 2027. Their report shows a projection of 350.3 billion U.S. Dollars (USD) in revenue for the global pet care market.

Figure 2.4: Analysis of the Pet Care Market 2020 to 2027



Analysis of the Pet Care Market 2020 - 2027. Source: Global Market Insights (2022). *Pet Care Market CAGR and Market Share 2020 -2027s*, Global Market Insights, accessed 3 October 2023. <https://www.gminsights.com/industry-analysis/pet-care-market>

Global Industry Analysts, Inc. (2022) reports the global market for pet care was estimated at \$179.4 billion U.S. Dollars in 2020. This amount is on target to be at \$255.4 billion globally by 2027, according to Global Industry Analysts, Inc (2022). Their research reports veterinary care is projected to grow at a 5.1% CAGR (compound annual growth rate) between the years 2020 and 2027. Even during the Covid-19 pandemic, where many areas of global business were steadily declining, the research found that the global pet care market was growing faster than ever. Global Industry Analysts, Inc. (2022) reports the United States Pet Care market in 2020 was estimated to be a \$76.8 billion market.

Research by GMI Global Market Insights (2021) suggests the COVID-19 global pandemic that impacted the world economy did not seem to impact the pet care market. On the contrary, this lucrative market produced an increase in pet ownership and pet adoption during the lockdown times, with many people restricted to their homes wanting pets.

According to Global Industry Analysts, Inc. (2022), China's Pet Care market is projected to increase to \$8.5 billion by 2027. Research by Global Industry Analysts, Inc. (2022) suggests many other areas, such as Japan and Canada, are also on pace for impressive, forecasted growth. Japan is on pace to grow by 4.2% CAGR by 2027. Canada is projected to grow by 5.6% CAGR by 2027. Germany (within the European market) is on pace for growth of 4.1% CAGR. Research shows the United States pet industry reached over \$62 billion in 2016 (Garabed et al., 2021).

Technology is also a factor contributing to the growth in the pet care market. Services that were traditionally on-site are now available with technology through mobile

pet care, GMI Global Market Insights (2021) reported. According to GMI Global Market Insights, (2021) mobile pet grooming and services is a fast-growing part of the pet care segment. Pet care services now offered in a mobile setting through technology include nail clipping, professional bathing, and grooming. The mobile pet care option provides pet owners with local professional service right to their homes, one on one attention of their pet, and no risk of their pets being around other animals (GMI Global Marketing Insights, 2021).

According to Global Industry Analysts, Inc. (2022), the global pet care “OTC (over the counter)” and supplies segment is also reaching new heights. Estimates by Global Industry Analysts, Inc (2022) indicate the USA, Canada, Japan, China, and Europe will contribute to the \$32.2 billion market in 2020 and 5.4% CAGR by 2027. Global Industry Analysts, Inc (2022) also reports that the USA, Canada, Japan, China, and Europe markets are projected to be on pace of \$46.4 billion by 2027. China is the fastest growing pet care market. The Asia-Pacific market is on pace to reach \$23 billion by 2027 with Australia, India, and South Korea leading the growth in this market. Latin America will contribute to the growth with a 6.8% CAGR from 2020-2027. (Global Industry Analysts Inc, 2022)

### **2.2.7 Global Pet Products Market**

Research by Bartlett (2023) reports pet products expansion in areas such as pet-friendly furniture and décor. According to Bartlett (2023), the pet humanization trend is expanding into real estate as developers are adding pet amenities in residential real estate communities. According to Global Industry Analysts, Inc. (2022), pet accessories in the global marketplace are on pace to reach \$41.1 billion by 2025.

Companies such as Harley Davidson, Old Navy and Paul Mitchell now have pet focused products. For example, Paul Mitchell Systems has a “John Paul Pet” division that is “tested on humans but PH Balanced for pets” (John Paul Pet, 2019). The John Paul

Pet products listed on their website have the same high quality salon product as human grade products. Their company website indicates that these products have no parabens, are cruelty free, eco-friendly, contain no animal ingredients, dye free, phthalate free, botanically derived, and made in the United States. The John Paul Pet line also has a John Paul Pet Salon that provides luxury salon services for pets. (John Paul Pet, 2019)

Many companies are expanding into the pet products market worldwide. Harley Davidson has also entered the Pet Accessories market. Harley Davidson pet accessories include a full accessory pet line including dog and cat collars, dog bandanas and pet identification tags. The Old Navy chain now has a pet shop division. Pet products for the Old Navy (2022) brand include bowties for pets, collar and leash sets, pet bandanas, and printed shirts.

The pet products market has experienced growth in international markets and more growth on the horizon. Pet products range from dental hygiene and freshening products to jewelry to birthday cakes. Shampoos, diapers, nail polish, coats and fashion clothing are just a few items entering the pet global market. Wendy Diamond (Editor of Animal Fair magazine and author of “It’s a Dog’s World”) believes that this trend will continue, reports Goudreau (2009). Wendy Diamond’s observations include differences in the last decade to include pets being in dog houses a decade ago to being in silk dog beds or in owner’s beds a decade later (Goudreau, 2009).

### **2.2.8 Global Pet Services Market**

There are new dog and pet services in the global marketplace to respond to the market demand for pets. Some dog and pet services researched include dog walking services, dog friendly hotels and resorts, and even frequent flyer programs for dogs (Forbes, et al., 2018). According to Forbes et al. (2018), there is also an increase in legal battles for custody over pets and legal services.

The Rose Pet Memorial Center (2023) business in the state of Indiana is an example of new end of life services in the pet services market. Their Memorial Center services include cremation, burial, after- hour services, and even comfort pets to support you on premises. Rose Pet Memorial Center indicates their mission is to assist pet parents in making final arrangements for their pets in a professional and compassionate manner (Rose Pet Memorial Center, 2023).

Rose Pet Memorial Center (2023) is an example of a growing trend and demand for pet cremations, cemetery plots, and burial services that pet parents want for their beloved pets as they would for a human. The research by Forbes et al. (2018), examines how the close relationship between owners and their pets has also shown an increase in demand for pet cremations, cemetery plots, and burial services. In the United States, there are more than five hundred pet cemeteries to provide a place of burial for cherished pet companions (Forbes et al, 2018).

Rose Pet Memorial Center (2023) provides as part of their services as being lifelong lovers of animals and the importance of animals treated humanely after they pass away, and not frozen and placed in a plastic bag. The Rose Pet Memorial Center business also promotes their focus on handling the loss of a beloved pet as a part of the family and as would be handled like any family member. Rose Pet Memorial Center (2023) provides the option of having a staff of pet lovers to care for your loved “furbaby” in a dignified manner and they provide the same end of life services as a human funeral home (Rose Pet Memorial Center, 2023).

Woyton (2016) reported that legislation that has been passed in certain parts of the world that allows your pet to be buried with you. In the U.S., New York’s former Governor Andrew Cuomo signed a law that allows New York state residents to be able to be buried with their pets at nonprofit cemeteries, Woyton noted. With the cemetery’s



consent, this bill signed allows New York resident pet owners to be buried with their cremated pet (Woyton, 2016).

### **2.2.10 Pet Cultures Impacting Global Pet Market**

Gray and Young (2011) examined cross-cultural examples throughout history that show the importance of the human-pet dynamic. There may have been a working purpose for the animal which now has turned into a familial purpose. For example, according to Gray and Young (2011), dogs historically were owned by only the elite of the East Asian, Western European, and Aztec societies. Research by Ali (2021) suggests that Australia also has a strong reverence for dogs dating back to the Indigenous communities about 5,000 years ago. Research shows originally with the dingo, the Aboriginal culture has revered the dog that they view as providing physical protection, spiritual protection, and warding off evil spirits (Ali, 2021).

Ancient Egyptians buried their cats among their people. Horses were housed with their people and treated as elite by owners in ancient Asian societies (Gray and Young, 2011). According to Ali (2021), in 1824 Britain was the pioneer country around the globe establishing a welfare charity for animals. According to Gray and Young (2011), cross-cultural examples in current times show an increased bond and importance of the human-pet dynamic. Gray and Young (2011) note that in the United States, dogs were commonly outside in dog houses with basic dog food just a generation ago. Their research shows that dogs in the U.S. now sleep in beds and eat top quality food (Gray and Young, 2011). Australians are still focused on their dog companions. Ali (2021) found that of 20,664 Australians surveyed in 2020, two-thirds reported spending more than six hours a day with their dogs. A total of 50 percent of those surveyed indicated they would take a pay cut if it meant spending more time with their dogs (Ali, 2021).

In the United States, dogs are treated as part of the family, friends, and working companions. Americans also have their dog companions in dog sports, competitions, and performance events. According to Ali (2021), Swedes also focus on dogs in sports and competitions and giving them a job to do. By Swedish law, dog owners also must walk their dogs every 6 hours and requires indoor dogs to have a view from a window that has sunlight (Ali, 2021). Johnstone (2021) noted in her article for the American Kennel Club, mantrailing is a service pet owners are using to train and bond with their pets. Mantrailing is a sport with training dogs to seek out an individual's scent through skin (dead or dying cells) that naturally shed from the body. The trained dog will sniff an article the human has touched and then follow the trail on an extended leash attached to a harness to locate the human (Johnstone, 2021).

According to Johnstone (2021), although mantrailing has been in existence for hundreds of years, it is still an essential tool when hunting for missing persons. In recent years, mantrailing has been increasing in popularity as a recreational and competitive sport with pets and pet parents. Mantrailing has been found to strengthen the bond between the dog and handler due to the trust needed. It is an example of how growing popularity in sports, training and services is bonding pets and their owners (Johnstone 2021).

Research by Ali (2021) found that Japan has had a focus on domesticated dogs since 10,000 BCE. Ali's (2021) research reports the Japanese now often have their dog companions dressed in clothing, jackets and even sunglasses or bows. According to Ali (2021), you may see a dog in Japan now pushed in a stroller and dining out at restaurants with their owners. Research by Ali (2021) notes the Japanese culture is focused on manners and careful thoughts toward others. This extends to their pets. They often carry

“manner water” which is a water bottle they use to wash something their dog has urinated on (Ali, 2021).

Human Animal Bond Research Institute (“HABRI”) (2022) conducted a compelling international survey that confirmed the importance of the bond between pets and their humans. They included both cat and dog owners in their survey. It spanned eight countries, including the United States, China, Japan, Germany, Spain, Brazil, the United Kingdom, and France. The survey also focused on participants being the primary caregivers to the animals and included research from 1,200 veterinarians located also in the United States, China, Japan, Germany, Spain, Brazil, the United Kingdom, and France (HABRI, 2022).

The HABRI (2022) survey results included the suggestion of the strong bond existing with pet owners including:

- 95% consider their pet a part of their family
- 92% say there is no reason they would ever be convinced to give up their pet
- 90% say they have a close relationship with their pet
- 86% would pay whatever it takes if their pet needed extensive veterinary care
- 76% say they would make major life changes for their pet, if necessary

Research by Ali (2021) suggests that Germany has stringent regulations for their dog’s care and training with a high expectation for dog owners in their country. Ali found that there is a “no kill” policy in Germany and it includes in its country’s constitution the rights and protection of its animals. Some states in Germany also have

legislation requirements for dog owners to pass both practical and written exams similar to an application for a driver's license (Ali, 2021).

A Forbes Advisor survey (Megna, 2023) conducted included 10,000 American dog owners concluded that dog owners are making sacrifices in their financial, lifestyle, and professional choices to benefit their dog companions (Megna, 2023).

The Forbes Advisor survey results (Megna, 2023) include:

- 39.29% lived on a tighter budget to afford their dogs' costs and expenses
- 13.96% moved to a house from an apartment, so their dog could have a yard
- 7.47% stayed at a job they disliked because it allowed them to work remotely or had a dog-friendly office
- 6.78% broke up with a significant other who did not like their dog
- 5.25% took a pay cut or accepted a position with fewer benefits to work remotely or have access to a dog-friendly office
- 4.57% left a job they liked because another company let them work from home or had a dog-friendly office

## CHAPTER III : METHODOLOGY

### **3.1 Overview of the Research Problem**

This study sought to determine the influence pet humanization culture has on pet markets worldwide. The methodology section of this research study provides a framework for data collection. This section addresses data collection; demographic selection, a breakdown of demographic variables selected, and survey questions within each designated pet market.

The designated pet markets in the survey include the pet transportation industry, pet travel industry, pet veterinary care industry, pet insurance industry, pet food market industry, pet products industry, pet cremation services industry, and pet cemeteries industry.

### **3.2 Operationalization of Theoretical Constructs**

Data collection for this research included quantitative data in the form of a survey targeted for a specific demographic population and will consist of closed ended survey questions to understand the factors of pet humanization in the global market. There is a focus on strategic information to help businesses understand how they can capitalize on the positive impact that pet humanization can make throughout the international landscape. The survey collected is organized and structured into themes (not parts). This includes: 1) definition of Pet Humanization, 2) explanation of the research and the data collection from participants shall be anonymous, 3) explanation of the survey will be brief and take 5-10 minutes of time to complete, 4) demographic information and 5) survey questions.

The survey platform in this research used the online survey platform “Survey Monkey.” The survey first outlined the definition of Pet Humanization and explained the purpose of the research. According to Global Industry Analysts, Inc. (2022), “Pet

Humanization” is defined as “the emergence of pet parents as part of the humanization of pet(s) trend. Pet humanization is a key revenue generating trend in the pet industry” (Global Industry Analysts, Inc., 2022)

The survey outline explained that the data collected was anonymous to those participating in the survey. The survey outlines included an explanation of how long the survey would take for those participating. The time to complete the survey was limited to 5-10 minutes of time to help attract participants.

The research for this survey targeted a diverse international population audience. Social media platforms LinkedIn and Facebook were used that have diverse international networks to obtain survey participants. The survey was also posted to the Swiss School of Business and Management site that has international colleagues in students and faculty around the globe. There was a large target goal to reach a 50 or more sampling goal.

### **3.3 Research Purpose and Questions**

The purpose of this research study was to explore pet humanization culture’s influence on the international pet market. The data collected was designed to better understand the pet humanization culture in the international landscape.

The research questions (RQ) in this study are:

1. What is the impact of pet humanization culture on international business markets?
2. How can international pet markets capitalize on pet humanization culture?

The demographics selected for this research survey included gender, age, education level, ethnicity, marital status, employment, location (both by continent and country), birthplace, number of children, and employment. These factors were extremely helpful to target the markets and specifics of pet humanization and purchasing behavior within demographics.

The research survey included a breakdown for demographic variables. The gender variables included male, female or other (specify). The age variable included a selection for 18 years of age or younger, 18-29 years of age, 30-45 years of age, 46-59 years of age and over 60 years of age. The highest level of education variable included variables of attending grade school or high school, graduating from high school, Associate's or 2-year degree/Trade School/Apprenticeship, Bachelor's Degree, Master's Degree and Doctorate Degree or Higher. Marital status variable included single, widowed, married, or separated/divorced.

The survey included variables to target pet humanization culture market. Ethnicity variable will include Caucasian, African American, Latino or Hispanic, Asian, Native American, Native Hawaiian/Pacific Islander or Other/Unknown. Employment variables included employed full time, employed part time, self-employed, seeking opportunities, and retired. The demographic question on children variable included 0 children, 1 child, 2-4 children and 4+ children. The demographic location variable included: the United States of America, Canada, South America, Central America, Africa, Europe, Asia, Australia, the Caribbean, and Pacific Islands. The demographic location included specifically "what country are you from?" to further target the pet humanization culture.

## CHAPTER IV : RESULTS

The results of the survey are presented in this chapter. Quantitative results will be examined and incorporated into the findings. The results were taken from the “Survey Monkey” proprietary survey created by the researcher. The participants of the survey were advised that their answers and data would be anonymously used for the research study. There were 82 participants responding to the survey. Of the 82 participants responding, there was a diverse sampling of participants from different countries and cultures to provide an international and cross-cultural perspective. Each question is outlined with a chart to display the objective numerical breakdown of answers by respondents.

### **4.1 Survey Question One**

The first question in the survey asked, “What is your gender?” There were 59 female (71.95%) participants in the survey and 23 male (28.05%) participants to the survey. The total participants of the survey equal 82, showing females were the majority participating in the survey.

### **4.2 Survey Question Two**

Question number two of the survey asked: “What is your age?” Of the 82 respondents, 59 respondents were female and 23 respondents were male. The 59 female respondents had a breakdown of a variety of ages with one respondent being between 18-29 years of age, 12 between 30-45 years of age, 31 between 46-59 years of age, and 15 are 60+ years of age.

Of the 23 male respondents, there was also a variety of age brackets for the data. One male respondent was between 18-29 years of age. 11 male respondents were between 30-45 years of age. Five male respondents were between 46-59 years of age. Lastly, 6 male respondents were over 60+ years of age.



The majority of the participants fell into the 46-59 years of age bracket. This bracket totaled 43.90% of the participants. The next largest age bracket was the 30–45-year-old age group with 28.05% of participants. In addition, the 60+ years of age group represented 25.61% of those surveyed. The 18-29 years of age group represented 2.44% of participants.

### **4.3 Survey Question Three**

Survey question number three asked “Which of the following best describes your employment status?” The female respondents included 38 employed working full time, 38 employed working part-time, 2 not working and looking for work, 2 not employed and not looking for work, 12 retired and one disabled not able to work. The male respondents included 17 employed working full time, 17 employed working part time and three retired.

The largest sub-group in this category included participants that were employed and working full time. This group represented 67.07% of the participants surveyed with 55 participants. The next largest sub group in this category was retired participants representing 18.29% of the participants surveyed.

### **4.4 Survey Question Four**

Survey question four asked “In What Country Do You Live?” The data provided a diverse sampling of countries and cultures around the world. Respondents from the United States of America included 47 females and 15 males. One male respondent was located in Australia, one male respondent was located in Canada and one female respondent was from the Czech Republic.

One female respondent was from Germany, another female respondent and male respondent were from India, two female respondents and one male respondent were from Italy and one female respondent was from Mexico. One male respondent was from

Netherlands, one female respondent was from Portugal, one female respondent was from the Russian Federation and one male respondent from Serbia. Lastly, a male respondent was from Switzerland, four female respondents were from Switzerland and one male was from the United Kingdom. The survey results provided a platform for the countries and cultures representative in the data.

#### **4.5 Survey Question Five**

Survey question five asked “What is the highest level of school you have completed or the highest degree you have received?” The highest group of respondents were 20 females responding with graduate level education. Fourteen female respondents followed in the next highest group with a Bachelor of Science degree level education.

The largest sub group in this category was participants with graduate level degrees with 36.59% of participants. The next largest sub group in this category was those with a Bachelor of Science / four year degree with 26.83% of participants.

#### **4.6 Survey Question Six**

Survey question six asked “What is your current relationship status?” The largest group of respondents fell into the females that are married category with 34 respondents. The next highest within this category of respondents were single females who were never married with 13 respondents out of 82 total respondents.

The largest sub group in this category was married with 56.10% of participants. The next largest sub group in this category was represented by 23.17% of participants who were single and never married.

#### **4.7 Survey Question Seven**

Survey question seven asked “What race/ethnicity best describes you? Please choose one.” The responses again provided a diverse sampling of respondents. Each race/ethnicity was represented in the survey including American Indian or Alaskan

Native, Asian/Pacific Islander, Black or African American, Hispanic, White/Caucasian and Multiple Ethnicity. The highest number of respondents includes 71 respondents that are White/Caucasian. The highest sub group of respondents was females who were White/Caucasian totaling 53 respondents.

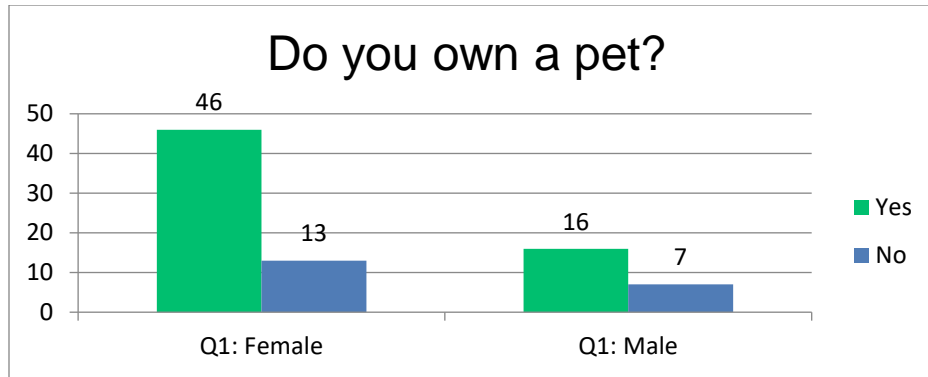
Each race/ethnicity was represented with 1.2% American Indian or Alaskan Native, 6.10% Asian/Pacific Islander, 1.22% Black or African American, 3.66% Hispanic and 86.59% White/Caucasian respondents represented.

#### **4.8 Survey Question Eight**

Survey question number eight asked “In which continent are you born?”. The survey results again provided a great sampling of different continents and cultural differences. The diverse sampling included those born in South America, North America, Europe, Australia and Asia.

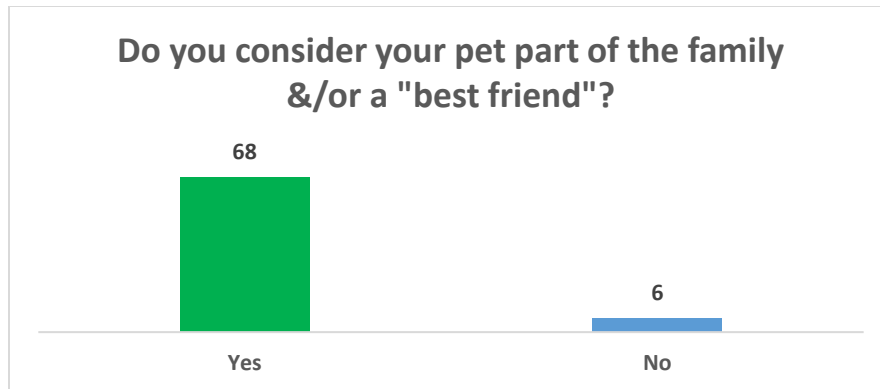
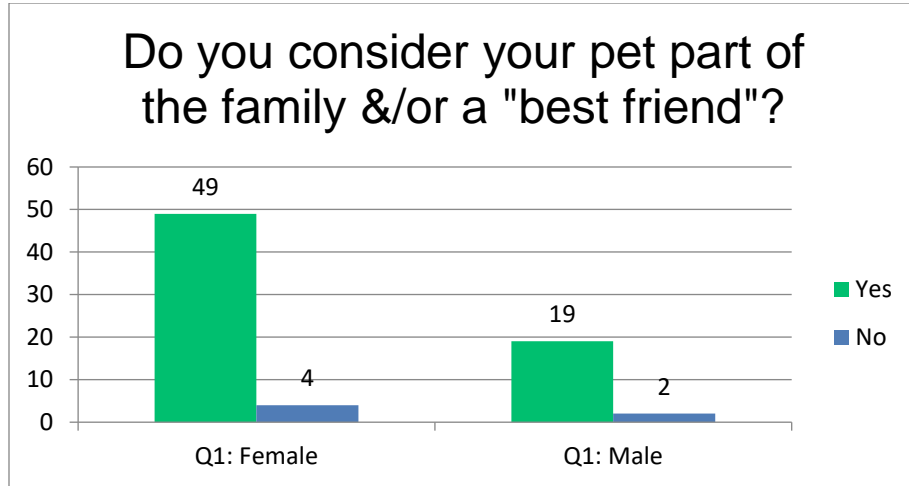
The largest response group was females from North America, totaling 45 respondents. The next highest response group was represented by males from North America with 13 respondents. The diverse continents represented by respondents included 70.73% North American, 17.07% European, 4.88% Asian & 2.44% African.

#### 4.9 Survey Question Nine



Survey question nine asked “Do you own a Pet?” The majority of respondents (62 out of 82 respondents) indicated they do have a pet. The largest group of respondents was females with a pet that totaled 46 respondents. The smallest group of respondents was the seven males without a pet. Respondents who responded “yes” represented 75.61% of respondents. Respondents who responded “no” accounted for 24.39% of all respondents.

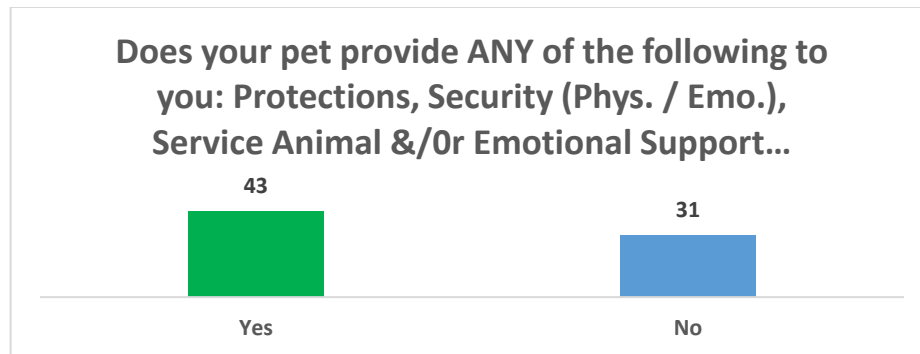
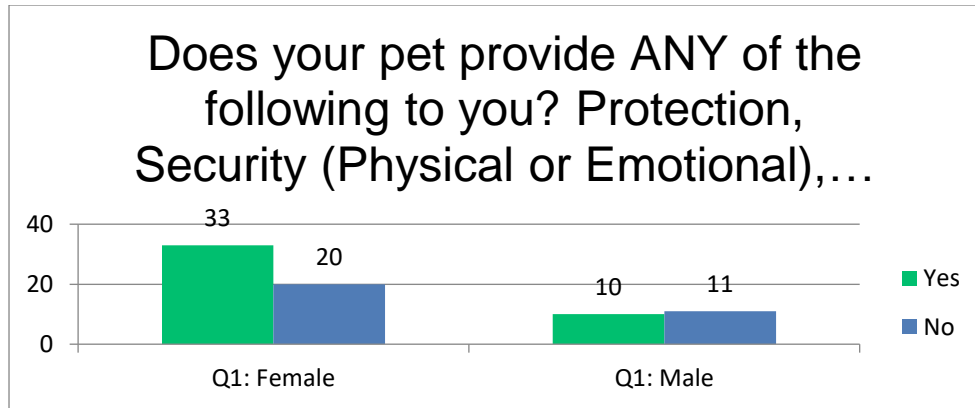
#### 4.10 Survey Question Ten



Survey question ten asked “Do you consider your pet a part of the family &/or best friend?” Sixty-eight respondents responded “yes” and only 6 respondents responded “no.” Of the respondents who said “yes,” 49 were female respondents and 19 were male respondents. Only four females and 2 males indicated “no” to this question.

Respondents responding “yes” represented 91.89% of those surveyed. Those who responded “no” represented 8.11% of those surveyed.

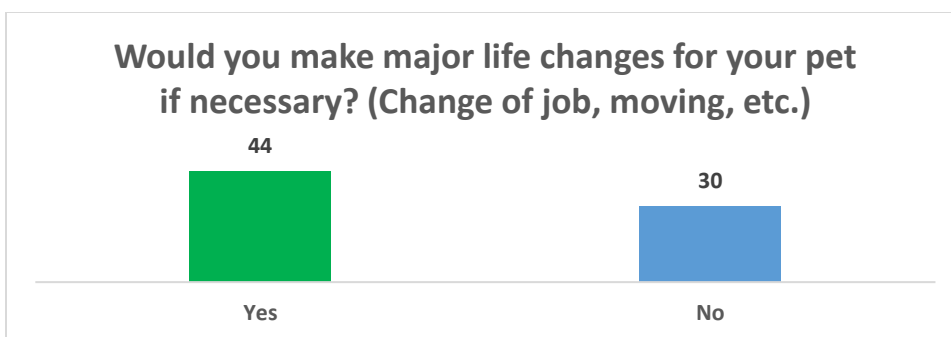
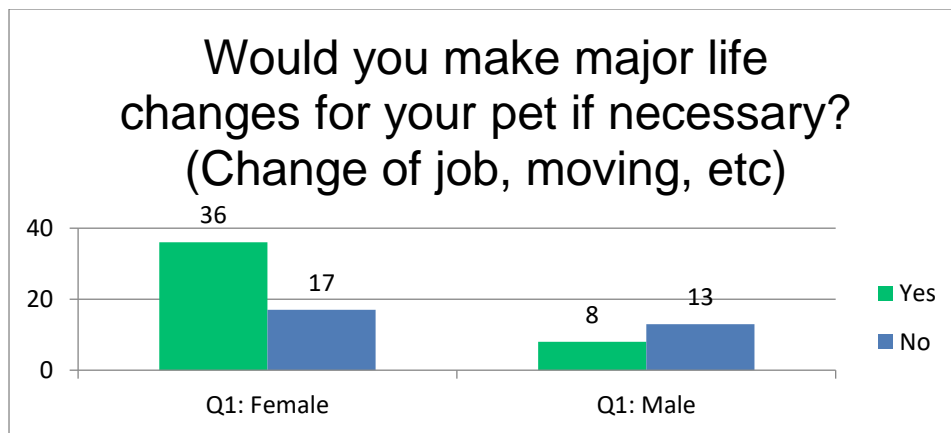
#### 4.11 Survey Question Eleven



Survey question eleven asked “Does your pet provide any of the following to you? Protection, Security (Physical or Emotional), Service Animal (Military, Work, or Individual) &/or Emotional Support Animal”. The majority of respondents (43) said “yes”, while 31 responded “no”.

Those responding “yes” to this question totaled 58.11% of the total, while 41.89% responded “no.” The largest subgroup in this category was females, with 33 respondents (62.26%) responding yes.

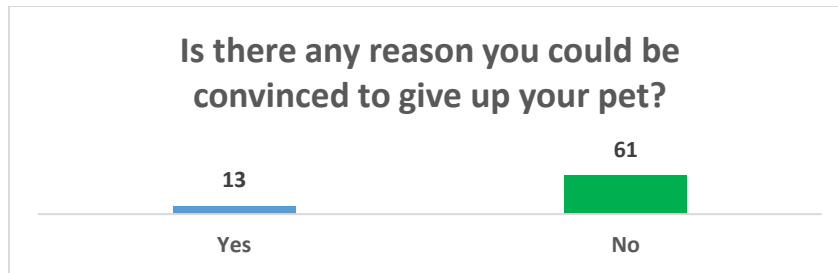
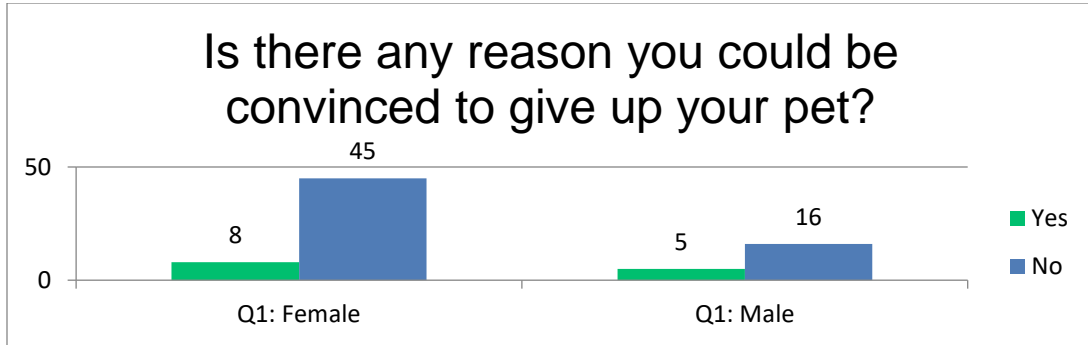
#### 4.12 Survey Question Twelve



Survey question twelve asked “Would you make major life changes for your pet if necessary? Change of job, moving, etc. The majority of the respondents responded “yes” with 44 respondents. Thirty respondents replied “no.” The largest subgroup in this category was 36 females indicating yes, they would make major life changes for their pet, if necessary.

The majority of respondents indicated “yes” with 59.46% of respondents. Females responding “yes” to this question represented the largest sub category with 67.92% of respondents.

#### 4.13 Survey Question Thirteen

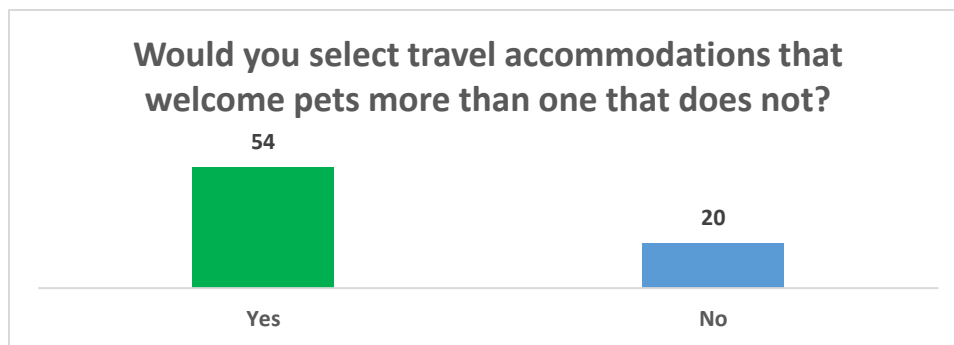
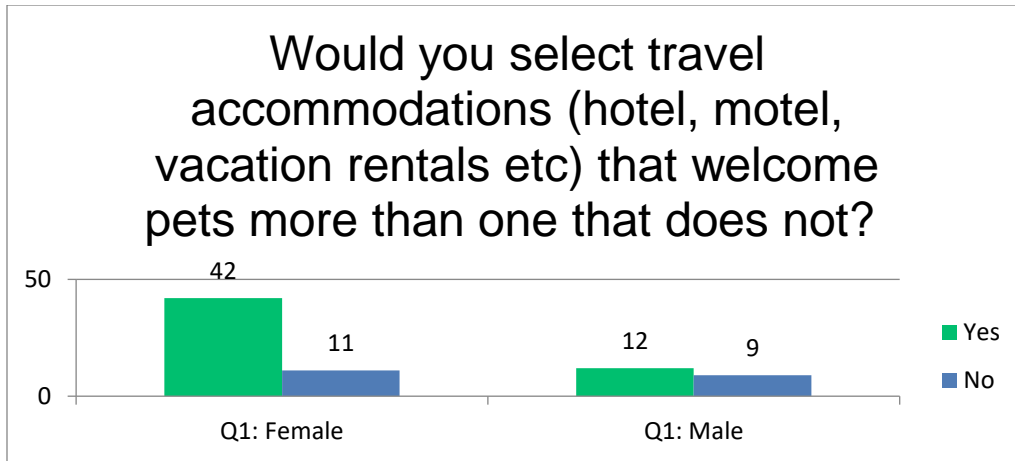


Survey question thirteen asked “Is there any reason you could be convinced to give up your pet?” The majority responded “no” with 61 respondents. The largest subgroup in this category responded “yes,” with 45 female respondents.

Those responding “no” represented 82.43% of respondents. Those responding “no” represented 17.57% of respondents. The largest subgroup in this category was females responding “no,” totaling 84.91% of those surveyed.



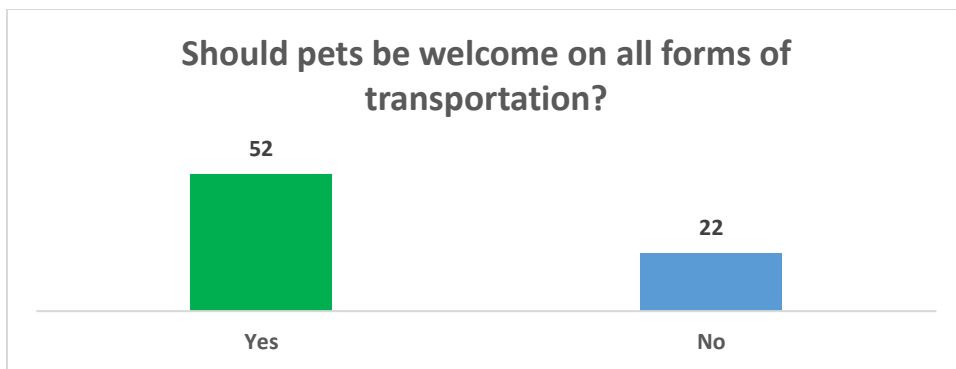
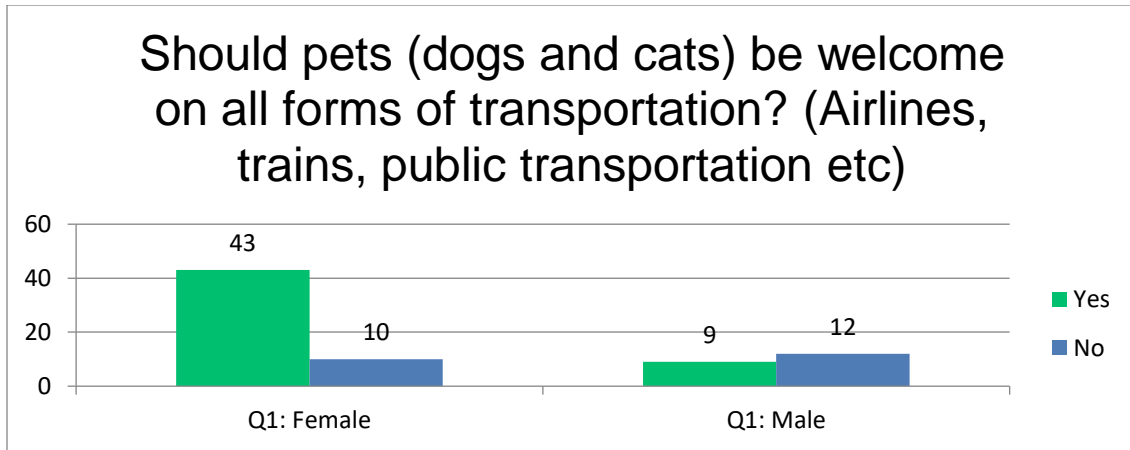
#### 4.14 Survey Question Fourteen



Survey question fourteen asked “Would you select travel accommodations (hotel, motel, vacation rentals etc.) that welcome pets more than one that does not?” The majority responded yes with 54 respondents. The largest sub group in this category was females that responded yes with 42 respondents.

Those who responded “yes” represented 72.97% of those surveyed. Participants that responded “no” represented 27.03%. The majority of those participating prefer travel accommodations that welcome pets.

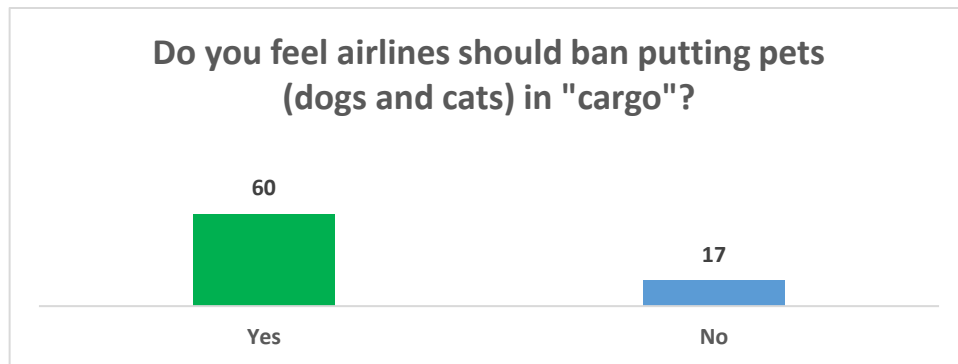
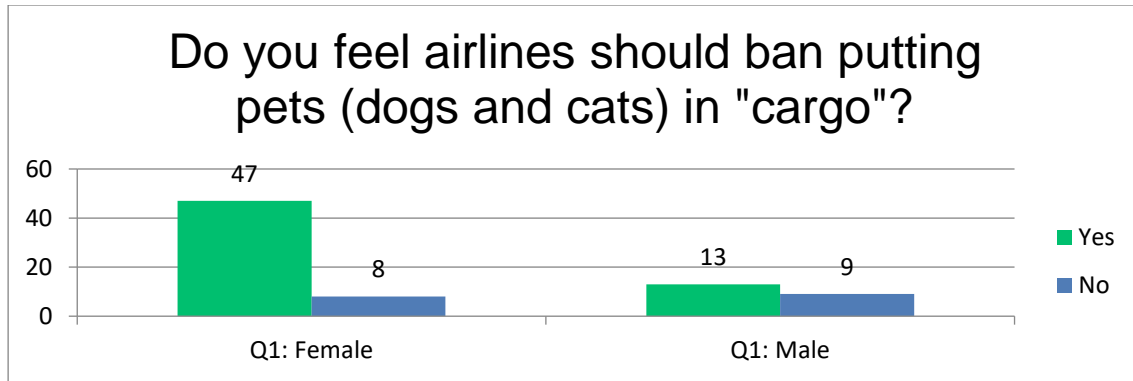
#### 4.15 Survey Question Fifteen



Survey question fifteen asked “Should pets (dogs and cats) be welcome on all forms of transportation? (Airlines, trains, public transportation etc.)” The majority of respondents indicated “yes” with 52 respondents. The 52 respondents represent 70.27% of the total surveyed.

The highest subcategory was females who responded yes with 43 respondents. The 43 females responding yes represent 81.13% of participants. The smallest subcategory was males who responded “yes” with 9 respondents.

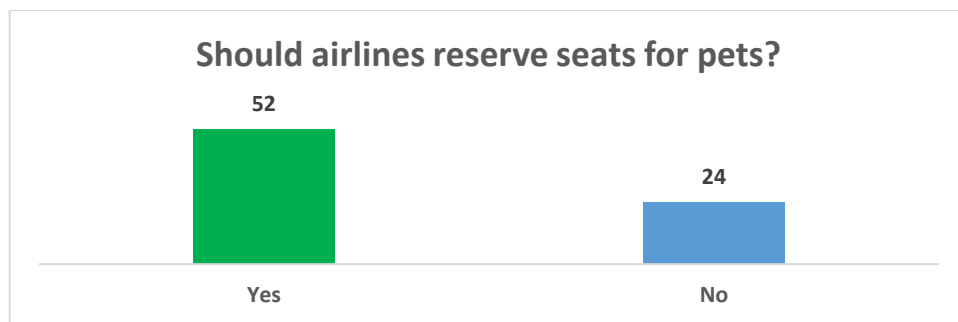
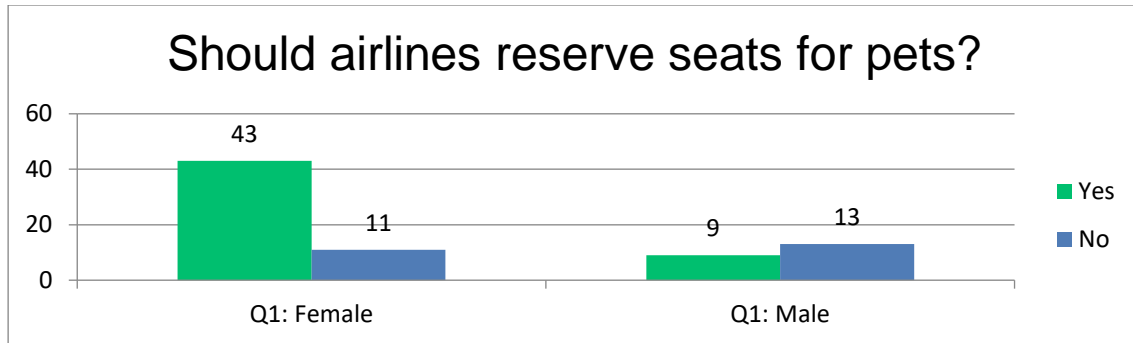
#### 4.16 Survey Question Sixteen



Survey question sixteen asked “Do you feel airlines should ban putting pets (dogs and cats) in “cargo?””. The survey included a description of “cargo” on an airline being the location under an airplane where packages and luggage are stored. Pets would be in the dark exposed to aircraft noise. The majority of respondents replied “yes” with 60 respondents.

The percentage of those responding “yes” totaled 77.92%. Those responding “no” to this question represented 22.08%. The largest subgroup in this category was females responding yes with 47 responses.

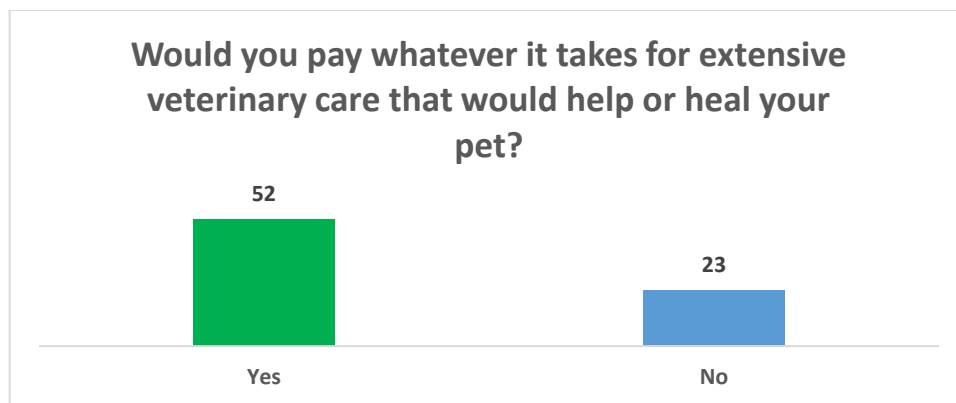
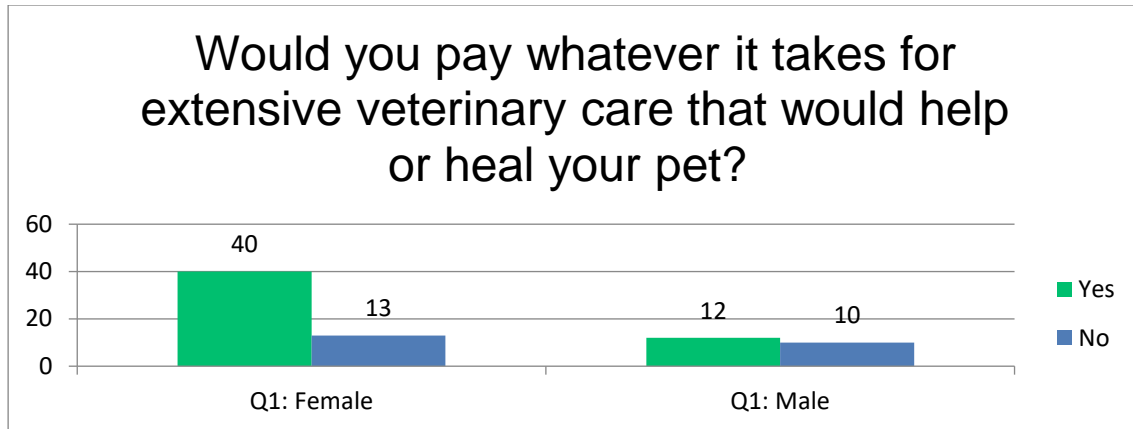
#### 4.17 Survey Question Seventeen



Survey question seventeen asked “Should airlines reserve seats for pets?” The majority responded “yes” with 52 respondents. Those responding “yes” represented 68.42% of the total respondents.

The largest sub category group was females responding “yes” with 43 respondents. The lowest subcategory group was males responding “yes” with nine responses.

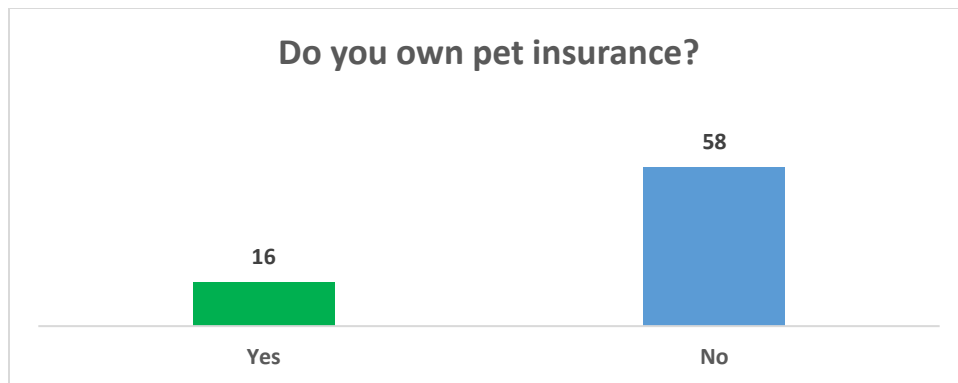
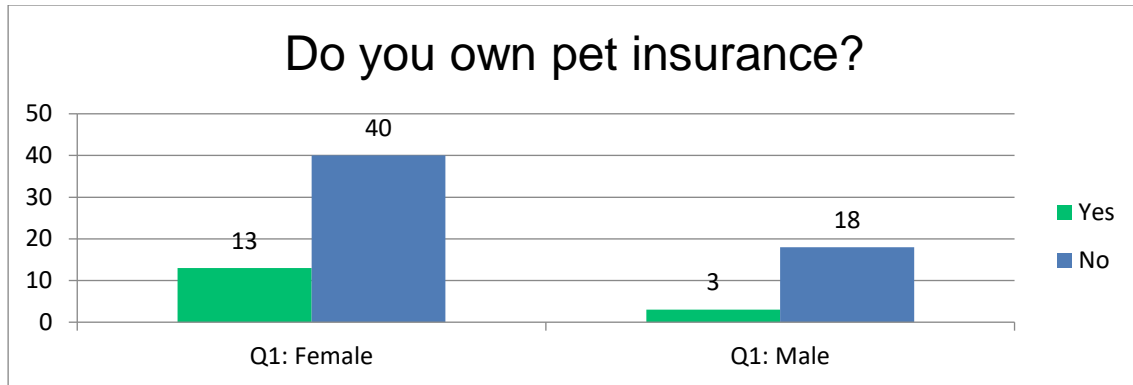
#### 4.18 Survey Question Eighteen



Survey question number eighteen asked “Would you pay whatever it takes for extensive veterinary care that would help or heal your pet?” The majority of respondents answered “yes” with 52 respondents. Those who answered “yes” to this question represented 69.33% of all respondents.

The largest subgroup in this category was females who answered yes, totaling 40 respondents. Males responding “yes” to this question totaled 12 respondents. The males responding “yes” represented 54.55% of the males surveyed.

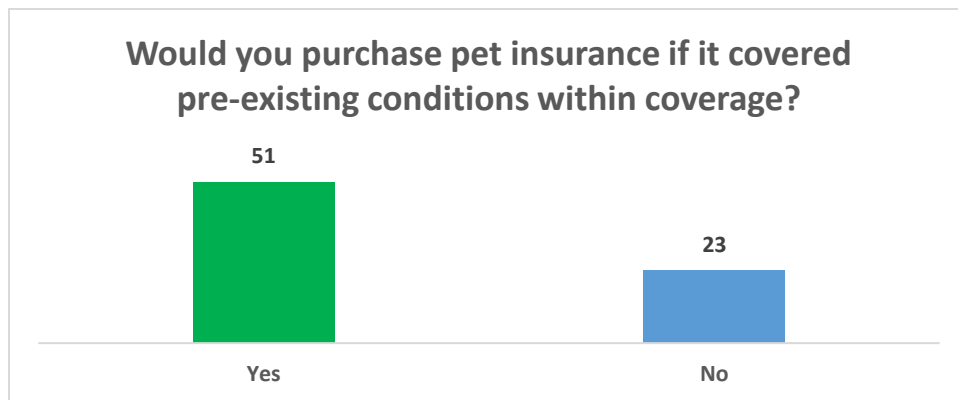
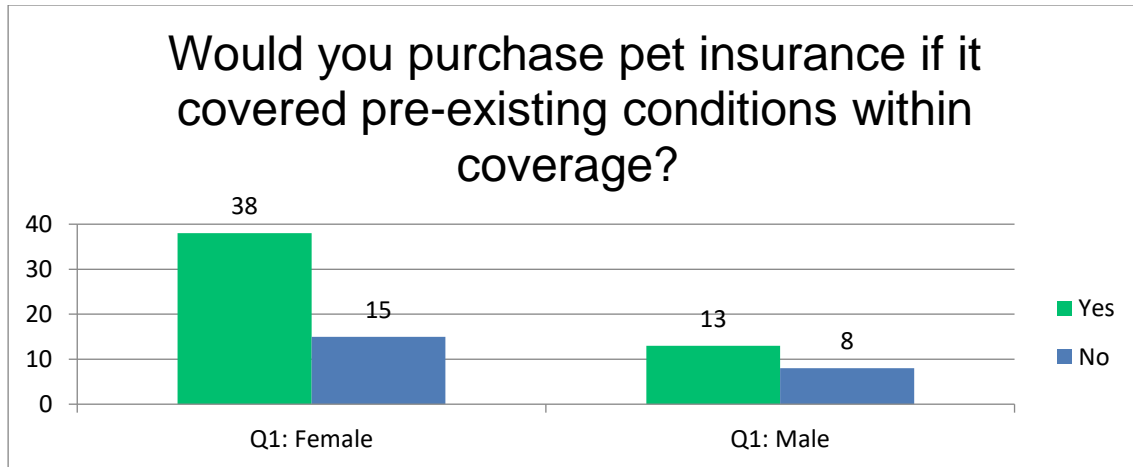
#### 4.19 Survey Question Nineteen



Survey question number nineteen asked “Do you own pet insurance?” The majority of respondents answered “no” with 58 respondents. Those responding “no” represent 78.38% of all respondents.

The largest subgroup in the category consisted of females that responded “no” they do not have pet insurance with 40 respondents. The lowest subgroup in the category consisted of males that responded “yes” to having pet insurance.

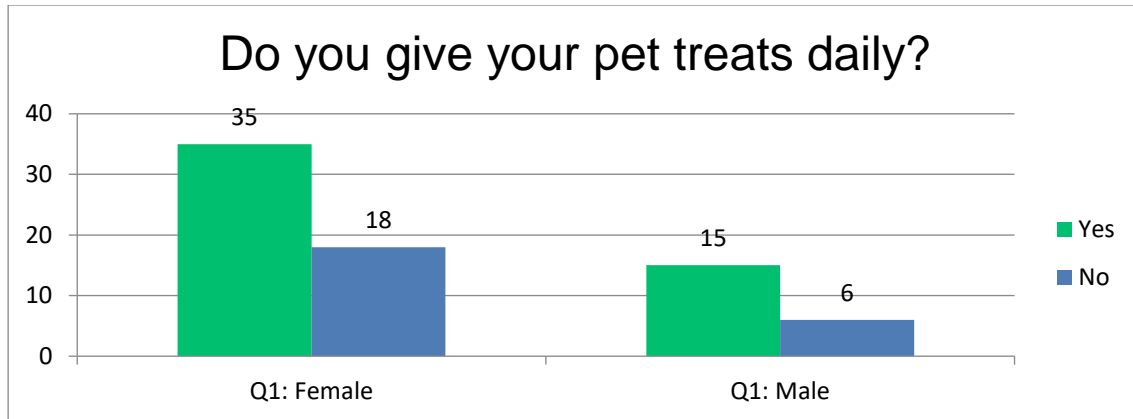
#### 4.20 Survey Question Twenty



Survey question number twenty asked “Would you own pet insurance if it covered pre-existing conditions within coverage?” The majority of responses indicated “yes” with 51 respondents. This represented 68.92% of respondents indicating they would purchase pet insurance, if it covered pre-existing conditions within coverage.

The largest sub category was females responding yes with 38 respondents. The smallest subcategory was males who responded no, totaling eight respondents. Eight respondents skipped the question since they did not have a pet.

#### 4.21 Survey Question Twenty-One

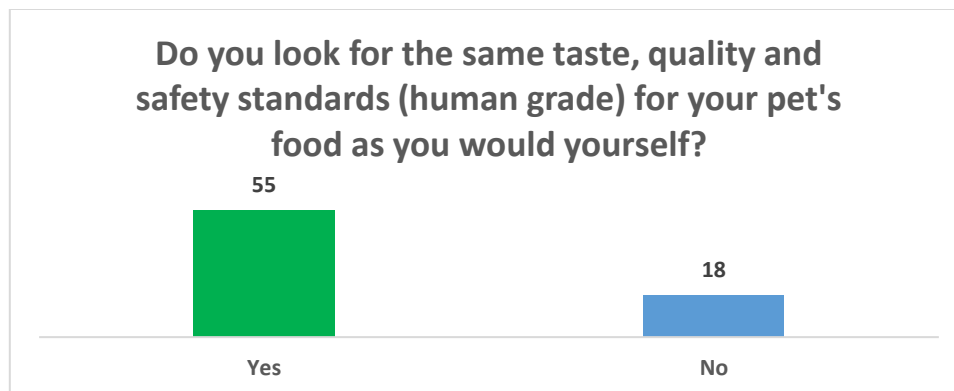


Survey question twenty-one asked “Do you give your pet treats daily?” The majority of respondents indicated yes with 50 respondents. This represents 67.57% of respondents indicating they give their pets treats daily.

The largest sub category was females indicating yes with 35 respondents. Eighteen females responded no they do not give their pets treats daily. Fifteen males responded yes to giving their pets treats daily. The smallest subcategory was six male respondents who indicated “no”.

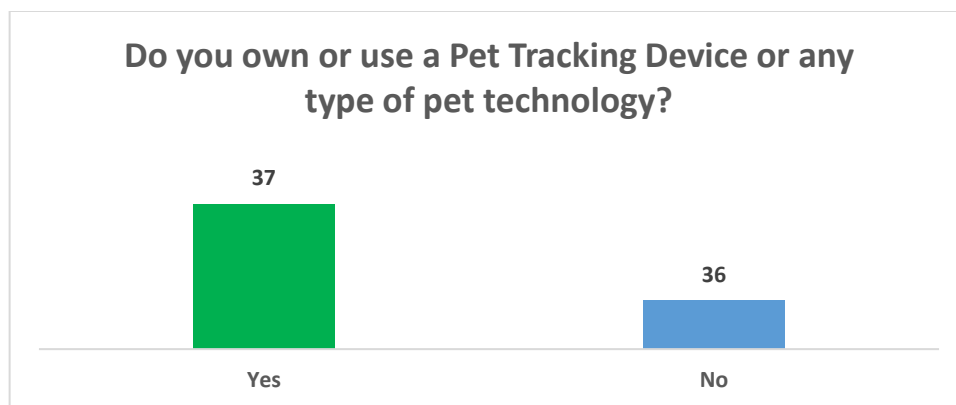
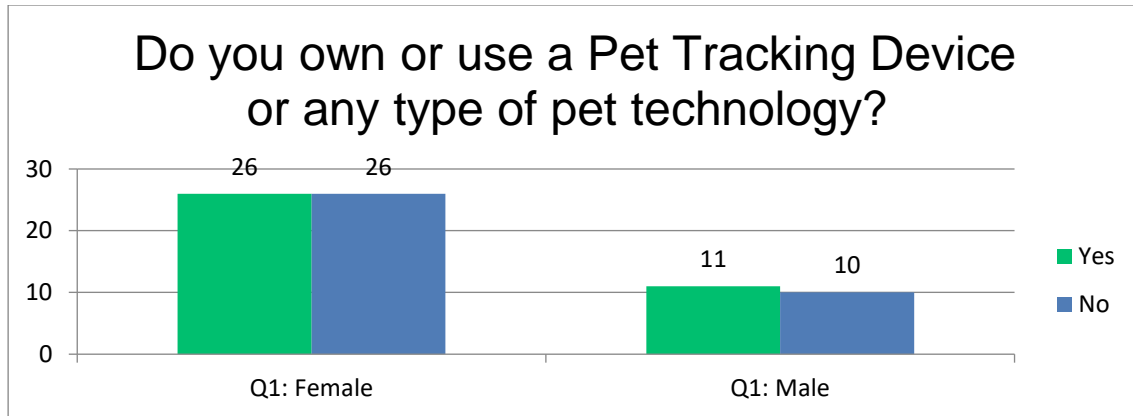


#### 4.22 Survey Question Twenty-Two



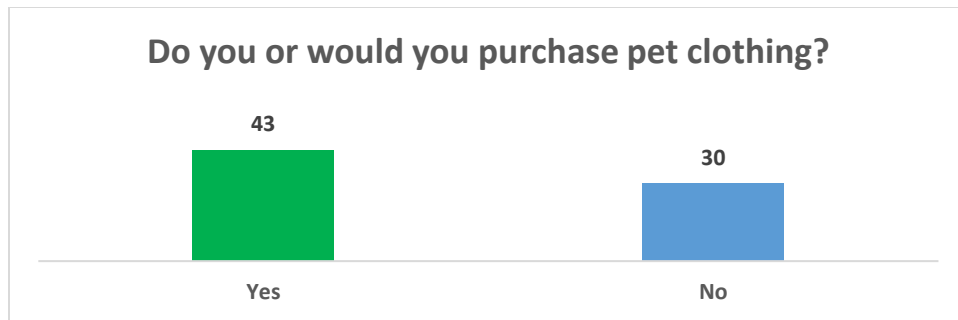
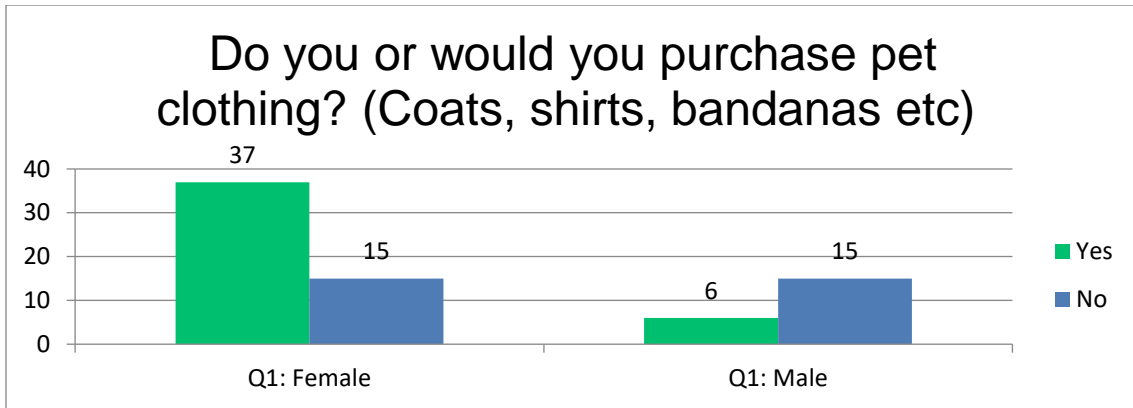
Survey question twenty-two asked “Do you look for the same taste, quality and safety standards for your pet’s food as you would yourself?” The majority of respondents indicated yes, with 55 respondents. This represents 75.34% of total respondents answering yes to this question. The largest subcategory included females responding yes with 40 respondents.

#### 4.23 Survey Question Twenty-Three



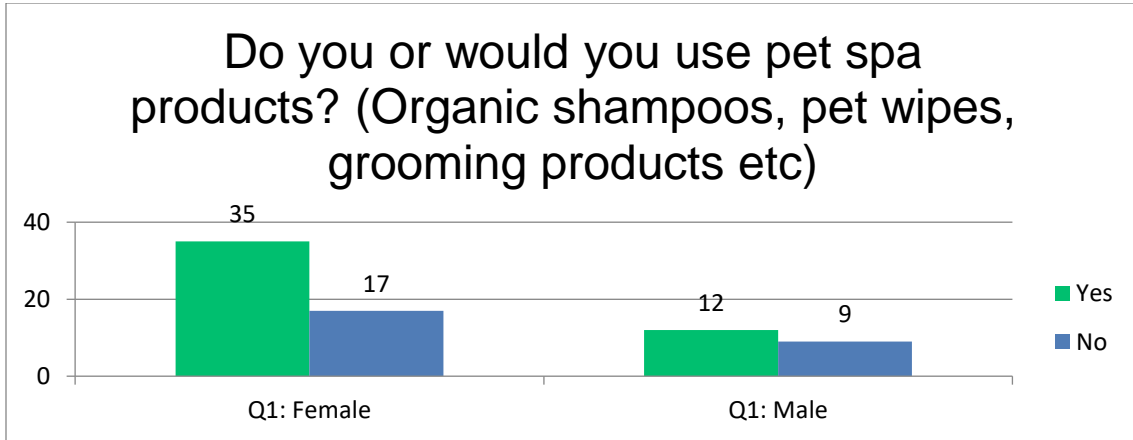
Survey question twenty-three asked “Do you own or use a pet tracking device or other similar technology?” The majority of those surveyed indicated yes, with 37 respondents. This number represents 50.68% of those surveyed. Females answering yes totaled 26 respondents. Females that answered no also totaled 26 respondents.

#### 4.24 Survey Question Twenty-Four



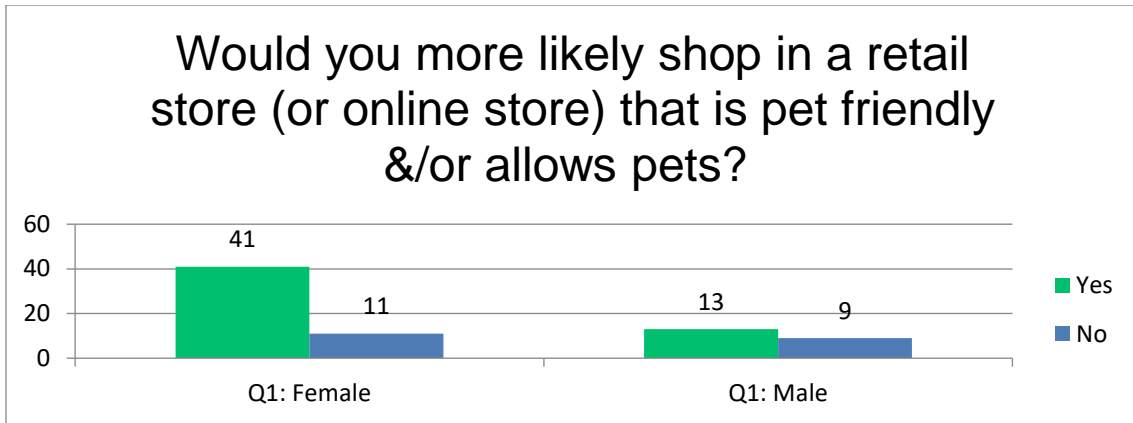
Survey question number twenty-four asked “Do you or would you purchase pet clothing?” (Coats, shirts, bandanas, etc) The majority responded yes with 43 respondents. This amount represents 58.90% of those surveyed indicating they have or would purchase pet clothing. The largest sub category included females who responded yes, that totaled 37 respondents.

#### 4.25 Survey Question Twenty-Five



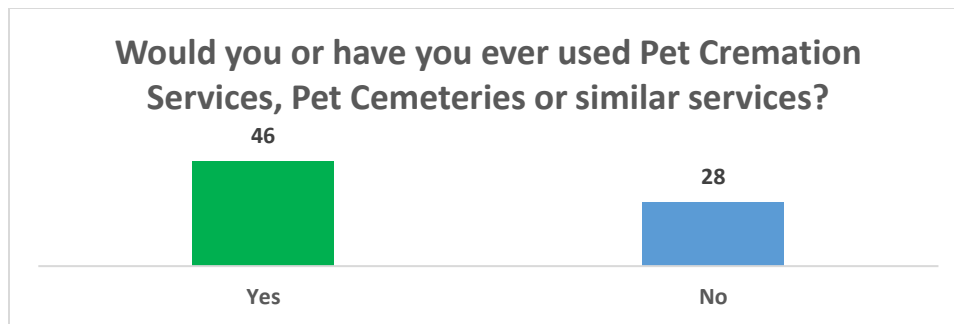
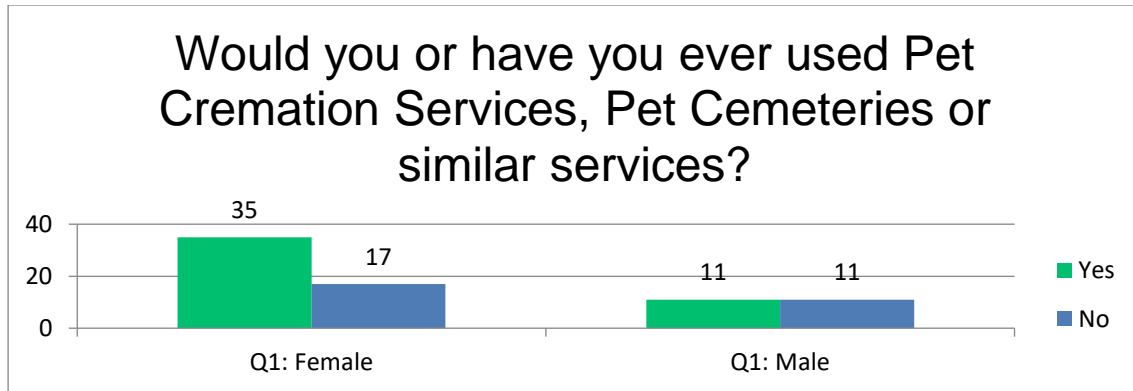
Survey question number twenty-five asked “Do you or would you use spa products?” The majority of respondents indicated “yes” with 47 respondents. This number represents 64.38% of respondents indicating they do or would use spa products. The largest sub-category was females indicating yes with 35 respondents.

#### 4.26 Research Question Twenty-Six



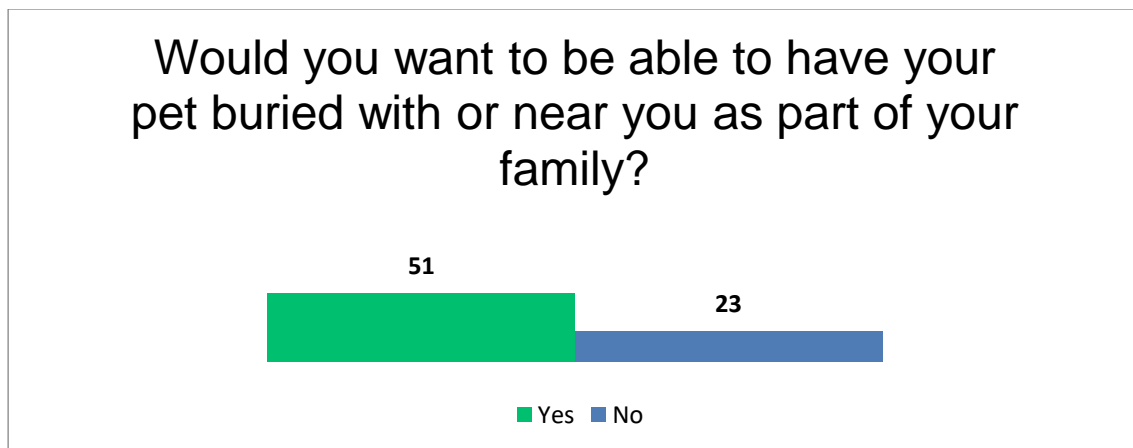
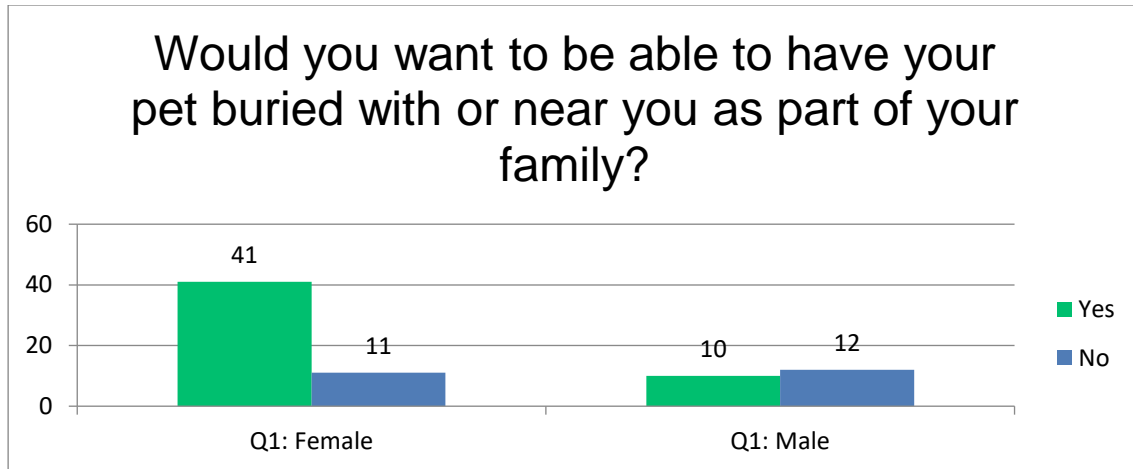
Survey question number twenty-six asked “Would you more likely shop in a retail store (or online store) that is pet friendly &/or allows pets?” The majority responded yes, with 54 respondents. This number represents 72.97% of respondents indicating they would more likely shop in a retail or online store that is pet friendly &/or allows pets. The largest subcategory was females responding yes with 41 respondents.

#### 4.27 Research Question Twenty-Seven



Survey question number twenty-seven asked “Would you or have you ever used Pet Cremation Services, Pet Cemeteries or similar services?” The majority responded yes, with 46 respondents. This number represents 62.16% of respondents indicating they would or have used pet cremation services, pet cemeteries or similar services. The largest sub category was females responding yes with 35 respondents.

#### 4.28 Research Question Twenty-Eight



Survey question number twenty-eight asked “Would you want to be able to have your pet buried with or near you as part of your family?” The majority of respondents responded yes, with 51 respondents. This number represents 68.92% of respondents indicating they would want to be able to be buried with their pet as part of the family. The largest sub category was females responding yes with 41 respondents.

## CHAPTER V: DISCUSSION AND CONCLUSION

This chapter discusses the results of the research survey and how they relate to the research from the literature review. This chapter will connect the data collection for the research study and concepts in published research. It will be organized by topics to benefit specific international business markets with opportunities.

The discussion and conclusion of results topics will include 1) pets as family and relationships, 2) pet transportation and travel industry, 3) pet veterinary care and pet insurance, 4) pet food market, 5) pet products market and 6) pet cremation services and pet cemeteries.

The findings of the research survey and results are consistent with those found in research during the literature review on this topic. One example that will be discussed is the HABRI (Human Animal Bond Research Institute) survey that was conducted (HABRI, 2022).

### **5.1 Pets as Family and Relationships**

The pet humanization survey for this research study was consistent with findings from HABRI's (2022) survey and findings relating to pets as family and relationships. Survey question number ten asked "Do you consider your pet a part of the family &/or a "best friend"? 91.89% of those surveyed answered "yes" to this question. This is consistent with HABRI's (2022) survey that showed 95% of those surveyed consider their pets part of the family and 90% that considered having a close relationship with their pet.

Goudreau's (2009) research also suggests that a pet is a companion, "four-legged child" and focus of attention and affection. As consumers, women are focusing on their pets as a priority like never before, reports Goudreau. This was consistent with the survey results of this research study. When survey participants for this research study



were asked “Do you consider your pet part of the family &/or a best friend?” 92.45% of females responded “yes.”

Survey question number twelve asked “Would you make major life changes for your pet if necessary? (Change of job, moving, etc)”? 59.46% of those surveyed answered “yes” to this question. This is consistent with HABRI’s (2022) survey that showed 76% of those surveyed said they would make major life changes for their pet if necessary.

Survey question number thirteen asked “Is there any reason you could be convinced to give up your pet”? 82.43% of those surveyed answered “no” to this question. This is consistent with HABRI’s (2022) survey that showed 92% of those surveyed said there is no reason they would be convinced to give up their pet.

## **5.2 Pet Transportation and Travel Industry**

Research by Goudreau (2009) included new markets desired by devoted pet parents in the Pet Transportation and Travel Industry. Goudreau (2009) notes that owners can now spoil their dogs, cats and other pets by including different options from doggy hotels with HD television to airlines devoted to pets. Pet Airways, Goudreau (2009) stated, is a new airline solely for the use of pets as passengers known as “pawsengers.”

Ali (2021) found that England is a country that also welcomes dog companions in retail stores, public transportation, pubs, and restaurants. The dog culture in England is set up to accommodate their dog companions in their lives, homes, and vehicles (Ali, 2021). Ali’s (2021) research found that Sweden also welcomes dogs on their public transportation and in workplaces.

This research by Goudreau (2009) and Ali (2021) was consistent with the survey results of this research study. When survey participants for this research study were

asked, “Should pets (dogs and cats) be welcome on all forms of transportation? (Airlines, trains, public transportation etc.)”, the majority of respondents indicated “yes” with 52 respondents. The 52 respondents represent 70.27% of the total surveyed.

In addition, survey question fourteen asked “Would you select travel accommodations (hotel, motel, vacation rentals etc.) that welcome pets more than one that does not?” The majority responded yes with 54 respondents. Those who responded “yes” represented 72.97% of those surveyed. The majority of those participating in the survey indicated they prefer travel accommodations that welcome pets. This was consistent with the research by Bartlett (2023) that noted businesses, such as restaurants and hotels, have become more pet friendly as owners consider their pets as members of the family and want to them to be welcome and included.

### **5.3 Pet Veterinary Care and Pet Insurance**

Survey question number eighteen asked “Would you pay whatever it takes for extensive veterinary care that would help or heal your pet”? 69.33% of those surveyed answered “yes” to this question. This is consistent with HABRI’s (2022) survey that showed 86% of those surveyed said they would pay whatever it takes if their pet needed extensive veterinary care (HABRI, 2022). The research survey results are also consistent with research by Verdon (2023) that noted the pet humanization trend has caused pet parents to provide the best care possible and do anything to protect and extend the life of their beloved pets.

Research by Gray and Young (2011) found that even the insurance industry has recognized a significant increase in pet insurance. The number of pet owners with pet insurance rates was reported to have increased from 1% in 2001 to approximately 5-7%, demonstrating the increased focus on healthcare for pets.

Survey question number nineteen asked “Do you own pet insurance?” There were sixteen respondents answering “yes” that they own pet insurance. Those who responded “yes” represented 21.62% of all participants of the survey. This research survey result is consistent with Gray and Young’s (2011) research that indicates an increase in pet insurance coverage and a focus on healthcare for pets. This result from the research survey is consistent with Verdon’s research indicating a steady increase in pet insurance and pet insurance products sales purchased by pet owners. According to Verdon, pet insurance sales in the United States of America has more than doubled in sales from 2018 to 2021 (Verdon, 2023).

Survey question number twenty asked “Would you own pet insurance if it covered pre-existing conditions within coverage?” The majority of responses indicated “yes” with 51 respondents. This represented 68.92% of respondents indicating they would purchase pet insurance, if it covered pre-existing conditions within coverage. This research survey result is consistent with Gray and Young’s (2011) research that indicates focus on healthcare for pets.

#### **5.4 Pet Food Market**

Research by Goudreau (2009) including his comments by Alan Siskind is consistent with the impact of pet humanization in this research study. Alan Siskind states, “We have started to celebrate the humanization of pets. The lifestyle changes are dramatically influencing the products and trends.” Siskind believes pets have been humanized to where pet owners want them treated with the same comfort, clothing, food, and health care as they are accustomed to (Goudreau, 2009).

Flanders Investment and Trade-Bangkok (2020) provided research that is also consistent with the research findings of this research survey. According to Flanders Investment and Trade-Bangkok, (2020), the pet food market in Thailand, especially the

premium dog food segment, grew by 9% (from 2019 to 2020) even through the years of the pandemic worldwide. Flanders Investment and Trade-Bangkok (2020) reports that Nestle Purina Thailand planned to invest \$2.55 billion Baht on a new pet food plant to respond to the market demand. (Flanders Investment and Trade-Bangkok, 2020)

Survey question twenty-two asked “Do you look for the same taste, quality and safety standards for your pet’s food as you would yourself?” The majority of respondents indicated yes with 55 respondents. This represents 75.34% of total respondents answering yes to this question. This is consistent with the research noted by Goudreau (2009) and Flanders Investment and Trade-Bangkok (2020).

### **5.5 Pet Products Market**

Research by Forbes et al. (2018) reports the global pet products market is another growing segment of the large global pet market. This research suggests there is a growing market globally for specialty products designed just for pets. Pet products range from dental hygiene and freshening products to jewelry to birthday cakes.

Research by Verdon (2023) indicates Walmart, the mega U.S. retailer, announced a partnership with The Dodo (media brand focused on pets) with a rollout of a “pet lovers’ box” of retail products to appeal to pet parents. According to research by Forbes et al. (2018), companies with human products are expanding into the lucrative pet market. Shampoos, diapers, nail polish, coats and fashion clothing are just a few items expanding into the pet global market. Companies such as Harley Davidson Motorcycle Brand, Old Navy Stores and Paul Mitchell Hair Care Products now have pet focused products.

For example, Paul Mitchell Systems has a “John Paul Pet” division that is noted to be “tested on humans but PH Balanced for pets” (John Paul Pet, 2019). The John Paul Pet products listed on their website have the same high quality salon products as human grade products. The John Paul Pet line products on their company website indicate their

products do not contain parabens, are cruelty free, eco-friendly, contain no animal ingredients, are dye free, phthalate free, botanically derived and made in the U.S (John Paul Pet, 2019)

Forbes et al. (2018) noted that many companies are expanding into the pet products market worldwide. Harley Davidson Motorcycles has also entered the Pet Accessories market. Harley Davidson pet accessories include a full accessory pet line including dog and cat collars, dog bandanas and pet identification tags. Pet products for Old Navy Inc.'s (2022) brand include bow-ties for pets, collar and leash sets, pet bandanas and printed shirts.

According to Global Industry Analysts, Inc. (2022), pet accessories in the global marketplace are on a pace to reach \$41.1 billion by 2025. Global Industry Analysts, Inc. (2022) research suggests that pet parents are a lucrative business in the global marketplace. Research by Verdon (2023) notes that Petco's (American Pet Retailer) Chief Executive Officer, Ron Coughlin, indicated that pet humanization trend is a permanent shift that will continue to show revenue growth and has been on this trend for the last decade. According to Global Industry Analysts, Inc. (2022), women tend to be the primary care provider for the pets and family and the target market for the growing pet industry market worldwide (Global Industry Analysts, Inc., 2022).

This was consistent with the findings in the research survey. When survey participants were asked, "Do you or would you purchase pet clothing (coats, shirts, bandanas etc.)?" the majority of respondents answered "yes," representing 58.90% of those surveyed. It is also noted that of those that responded "yes" to this question, 71.15% of respondents answering "yes" were female.

## **5.6 Pet Cremation Services and Pet Cemeteries**

The research by Forbes et al. (2018), examines how the close relationship between owners and their pets has also shown an increase in demand for pet cremations, cemetery plots, and burial services. In the U.S., there are more than five hundred pet cemeteries to provide a place of burial for cherished pet companions (Forbest et al., 2018)

Woyton (2016) reported there is legislation that has been passed in certain parts of the world that allows your pet to be buried with you. In the United States of America, New York's former Governor Andrew Cuomo signed a law that allows New York state residents to be able to be buried with their pets at nonprofit cemeteries, Woyton noted. It requires the cemetery's consent, however (Woyton, 2016)

Survey question number twenty-seven asked "Would you or have you ever used Pet Cremation Services, Pet Cemeteries or similar services"? There were 46 respondents answering "yes" to this question in the survey. The majority, totaling 62.16% of those surveyed answered "yes" to this question. This was consistent with the research noted on this topic by Forbes et al.

Survey question number twenty-eight asked "Would you want to be able to have your pet buried with or near you as part of your family?" The majority totaling 68.92% of those surveyed responded "yes" to this question. This was consistent with the research noted on this topic by Forbes et al.

## CHAPTER VI : CONCLUSION

### 6.1 Summary

In conclusion, this academic thesis examines pet humanization culture and its impact on international pet markets. A focus on how businesses can capitalize on the positive impact that pet humanization can make throughout the international landscape was highlighted. Key data collection methods for this research included existing research and a proprietary survey developed by the researcher.

The specific international business markets included the transportation industry, hospitality industry, pet products markets, pet food markets, veterinary care market, pet insurance market, pet cremation services, and pet cemeteries.

Demographics for this study included strategically targeted demographic information to better understand the pet humanization culture in the international landscape. It is also directed to helping businesses with data that can help target and capitalize on certain market demographics.

The research for this survey targeted a diverse international population audience. The diverse international networks of social media platforms LinkedIn and Facebook were used to obtain survey participants. The survey was also posted to the Swiss School of Business and Management site that has international colleagues in students and faculty around the globe. There was a large target goal to reach a 50 or more sampling goal.

The literature review looked at the connections to the pet humanization survey for this research study. Each topic was explored within the survey and one example included the topic of how pet owners view their pets in relationships and as part of their family. The pet humanization survey for this research study was consistent with findings from HABRI's (2022) survey and Forbes Advisor's Pet Ownership Statistics and Facts in 2023 (Megna, 2023) findings relating to pets as family and relationships.

In addition, the pet humanization survey for this academic thesis was consistent with Goudreau's (2009) research which reported that women consumers increasingly focus on their pets as a priority. The survey results revealed that 92.45% of females participating in the survey responded to the question "Do you consider your pet part of the family &/or a best friend."

Another consistency was noted with HABRI's (2022) survey indicating that 76% of those surveyed would make major life changes for their pet, if necessary. This was consistent with this academic thesis survey with 59.46% of respondents indicating "yes" when asked "Would you make major life changes for your pet if necessary? (Change of job, moving, etc.)"

The survey results of this research were also consistent with HABRI's (2022) survey when 82.43% of those surveyed in this academic thesis survey answered "no" to the question "Is there any reason you could be convinced to give up your pet?". This is consistent with HABRI's (2022) survey that showed 92% of those surveyed said there is no reason they would be convinced to give up their pet. This is also consistent with research from Bartlett (2023) noting the focus of pet owners on employment that welcomes their pets rather than giving up the pet. (2023) According to Bartlett, companies, such as Google, attracting pet owners with their pet friendly workplaces including dog friendly cafeterias, outdoor spaces, and dog-friendly play areas. (Bartlett, 2023)

There were further consistencies with this research survey results and research relating to the question that asked, "Should airlines reserve seats for pets?" The majority responded "yes," which represents 68.42% of survey respondents. This was shown to be consistent with research by Bartlett (2023) reporting how Delta Airlines has created a program called Delta Pets that allows passengers to be accompanied by their pet dogs,



cats and household birds in the cabin. (2023) According to Bartlett (2023), Delta Airlines has created the pet program to ensure the safety and comfort of pets to appeal to the pet humanization trend demand within the airline industry. (Bartlett, 2023)

## **6.2 Limitations**

Limitations are noted within the presentation of this academic thesis study. One limitation on the collection of data includes using only closed ended questions in this research study. There were examples relating to the limitation of closed ended questions from research survey participants.

One participant of the research survey asked for clarification on a survey question. The survey questions the participant referred to was asking “Should pets be welcome on all forms of transportation?” The participant made the comment that he felt trained pets should be welcome on all transportation. Since the research survey for this academic thesis was designed specifically with closed ended questions, this created a limitation in data.

Another participant of the research survey commented on the research survey questions relating to pets on airlines. He indicated that he had a comment relating to the questions that asked, “Should airlines reserve seats for pets?” and “Do you feel airlines should ban putting pets (dogs and cats) in cargo?” The participant commented that the clarification of including dogs and cats as pets is important in the research survey questions as it is outlined. He continued that there are a variety of animals that airline customers view as pets and want to be seated within cabin but could present a safety risk in flying. The survey question for “Do you feel airlines should ban putting pets in cargo?” specified (dogs and cats). However, the limitation of the closed ended question was a limitation to the research thesis data. The use of closed ended questions limited a full representation of the full impact on pet humanization culture.

### **6.3 Future Research**

Further research for this research topic could further explore the pet insurance market. In the research survey results, it was noted that when asked if participants purchase pet insurance for their pets, only sixteen respondents answered “yes” that they own pet insurance. Those who responded “yes” only represented 21.62% of all participants of the survey.

It is noted, however, when research survey participants were asked “Would you own pet insurance if it covered pre-existing conditions within coverage?” The majority of responses indicated “yes” with 51 respondents. This represented 68.92% of respondents indicating they would purchase pet insurance if it covered pre-existing conditions within coverage. This research survey result and analysis shows an opportunity in the pet insurance market.

Further research could address a larger sampling of respondents and data. A suggestion to evaluate with a sampling of respondents not accessible to the internet or other distribution channels than the internet would further improve the likelihood of obtaining data on the research topic. The use of open ended questions rather than the closed ended questions used in this academic thesis could be included in further research to give a broader view on the pet humanization culture topic.

Additional research could also include interviews that could view the expressions and ability to see the reactions to questions to further explore another dimension to data on pet humanization culture. Future research can further explore if the pet humanization culture trends noted in this research continue.

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## **APPENDIX A: SURVEY COVER LETTER AND LINK**

Thank you for participating in our survey for my doctorate research topic!

Your answers are completely anonymous and will be part of my doctorate research in International Business Markets and Pet Humanization Culture. It is designed to be completed in just a few minutes or less.

Greta (my special canine pet) has been my research partner and motivator for the research topic.

Your participation is much appreciated!

Lisa Tamilya

Survey Link - <https://www.surveymonkey.com/R/6FMCFGJ>

## **APPENDIX B: TOPICS AND QUESTIONS EXPLORED IN RESEARCH STUDY**

The following topics and questions were explored in the research study:

- The impact of Pet Humanization Culture on pet owner relationships with their pets and pets as part of family
  - How do pet owners view their pet relationships?
  - How do the relationships pet owners have with their pets impact their purchasing decisions and life changes?
  
- Pet Humanization Culture impact and pet owner preferences within the Pet Transportation and Travel Industry
  - How do pet owners view purchasing decisions and preferences within the transportation and travel industry?
  - What are the views of pet owners regarding current transportation policies on pet transportation and airlines?
  
- The Impact on Pet Humanization Culture in Pet Veterinary Care and Pet Insurance Industry
  - What are pet owner views on decisions relating to pet veterinary care and pet insurance?
  - How would the potential coverage of pre-existing conditions for pet insurance impact the decision to purchase pet insurance by pet owners?
  
- Pet Humanization Culture impact and Pet Owner Preferences within the Pet Food and Pet Products Market

- How do pet owners view purchasing decisions in the pet food and pet products market; including food quality, pet technology, pet clothing, pet spa products, and shopping preferences?
- The Impact on Pet Humanization Culture and Pet Owner Preferences relating to Pet Cremation Services and Pet Cemeteries
  - How do pet owners view using end-of-life services for pet including pet cremation services, pet cemeteries and the opportunity to have a pet buried with them as part of their family?

The focus of the survey questions for the research incorporated these research questions and purpose.

## APPENDIX C: RESEARCH SURVEY QUESTIONS

Questions on pets as family and relationships:

- Do you own a pet?
- Do you consider your pet a part of the family &/or a best friend?
- Does your pet provide any of the following? Protection, security (physical or emotional), Service Animal (Military, Work or Individual) &/or Emotional Support animal?
- Would you make major life changes for your pet if necessary? (Change of job, moving, etc)
- Is there any reason you could be convinced to give up your pet?

Questions regarding Pet Transportation and Travel Industry:

- Would you select travel accommodations (hotel, motel, vacation rentals etc) that welcome pets more than those that don't?
- Should pets be welcome on all forms of transportation? (Airlines, trains, public transportation, etc.)
- Do you feel airlines should ban putting pets in "cargo"? (Note: "Cargo" is location under the airplane with packages and luggage are stored in the dark)
- Should airlines reserve seats for pets?

Questions relating to Pet Veterinary Care & Pet Insurance:

Would you pay whatever it takes for extensive veterinary care that would help or heal your pet?

- Do you own pet insurance?

- Would you own pet insurance if it covered pre-existing conditions within coverage?

#### Questions relating to Pet Food Market

- Do you give your pet treats daily?
- Do you look for the same taste, quality and safety standards for your pet's food as you would yourself?

#### Questions relating to Pet Products Market

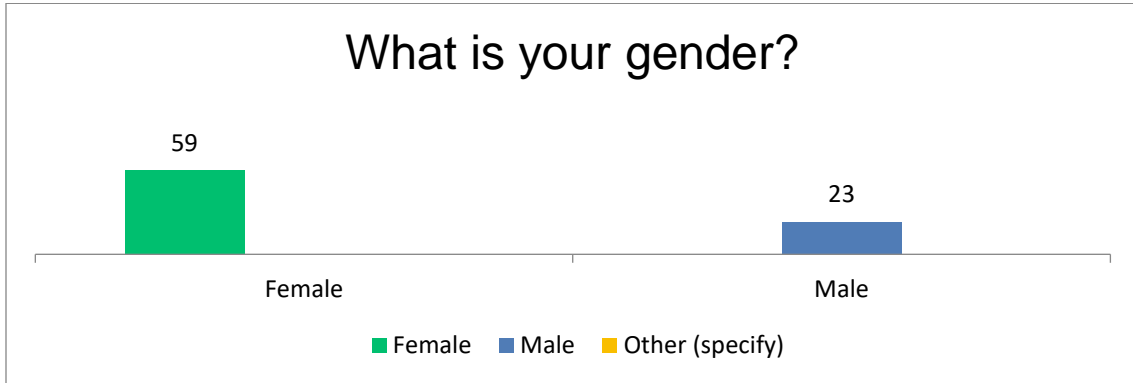
- Do you own or use a pet tracking device or similar other pet technology?
- Do you or would you purchase pet clothing? (Coats, shirts, bandanas etc.)
- Do you or would you use pet spa products? (Organic shampoos, pet wipes, grooming products etc.)
- Would you more likely shop in a retail store (or online store) that is pet friendly &/or allows pets?

#### Questions on Pet Cremation Services and Pet Cemeteries

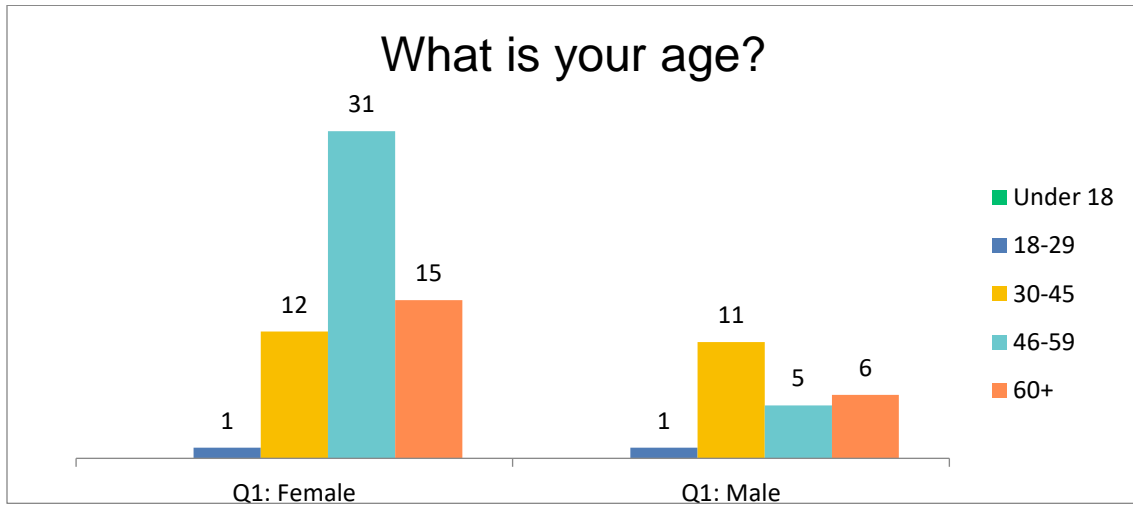
- Would you or have you ever used Pet Cremation Services or Pet Cemeteries or similar services?
- Would you want to be able to have your pet buried with or near you as part of your family?



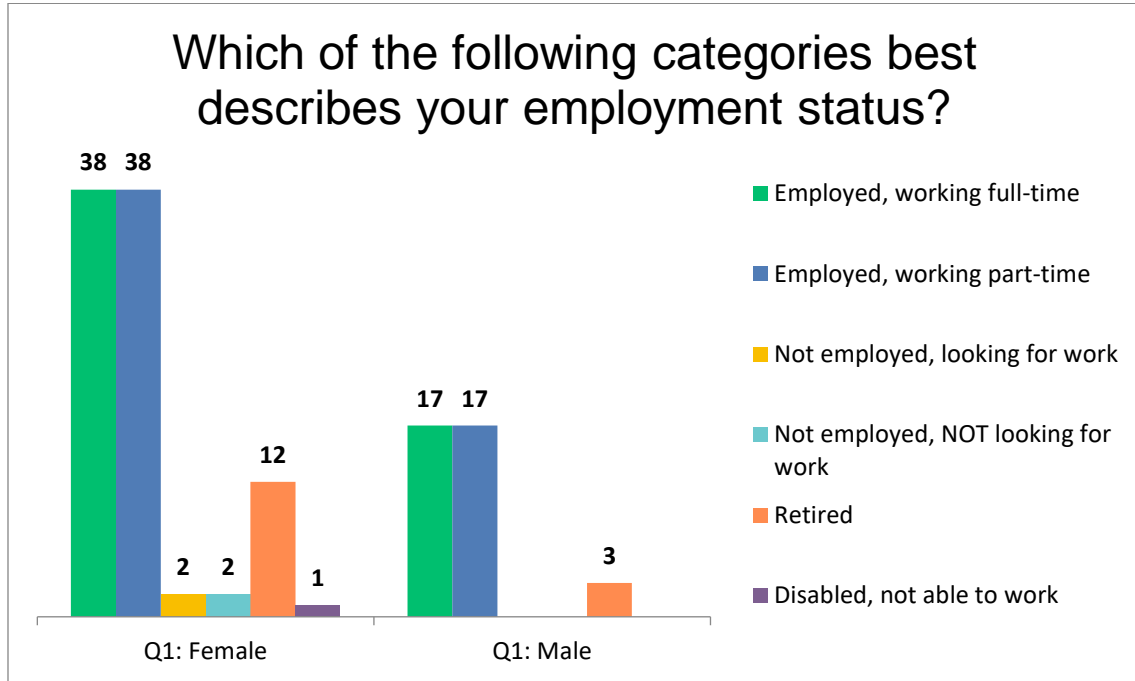
**APPENDIX D: DEMOGRAPHIC SURVEY QUESTION 1**



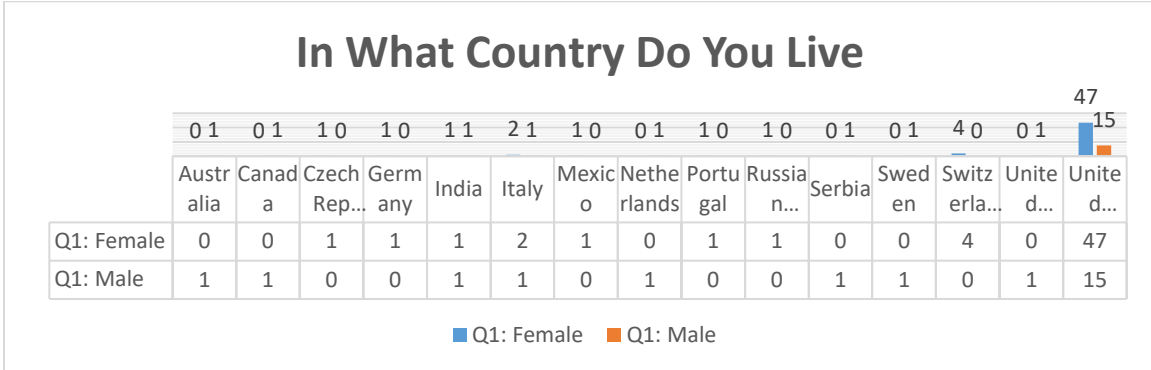
## APPENDIX E: DEMOGRAPHIC SURVEY QUESTION 2



**APPENDIX F: DEMOGRAPHIC SURVEY QUESTION 3**

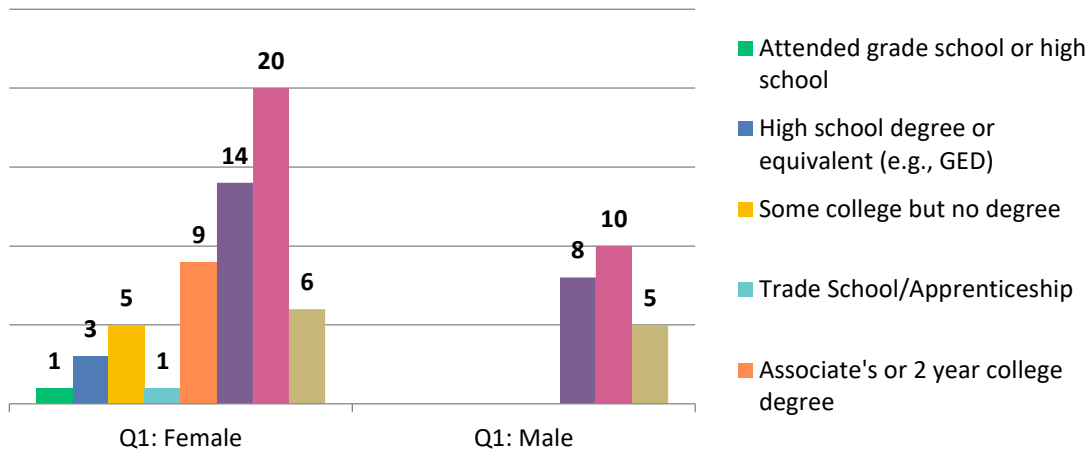


**APPENDIX G: DEMOGRAPHIC SURVEY QUESTION 4**

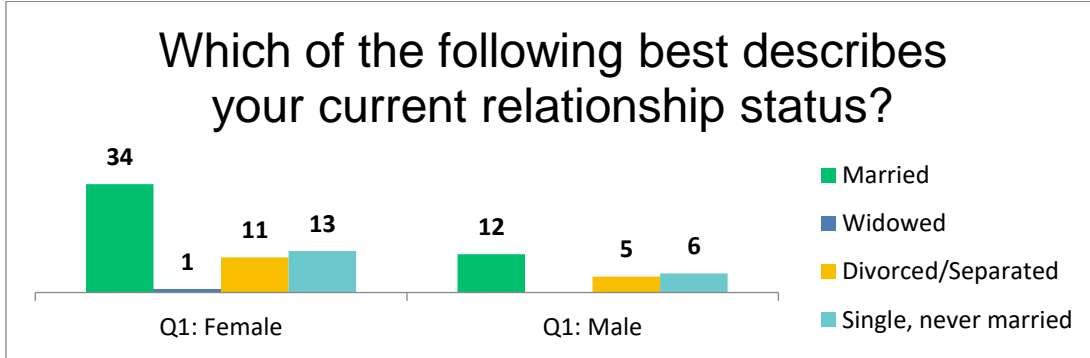


**APPENDIX H: DEMOGRAPHIC SURVEY QUESTION 5**

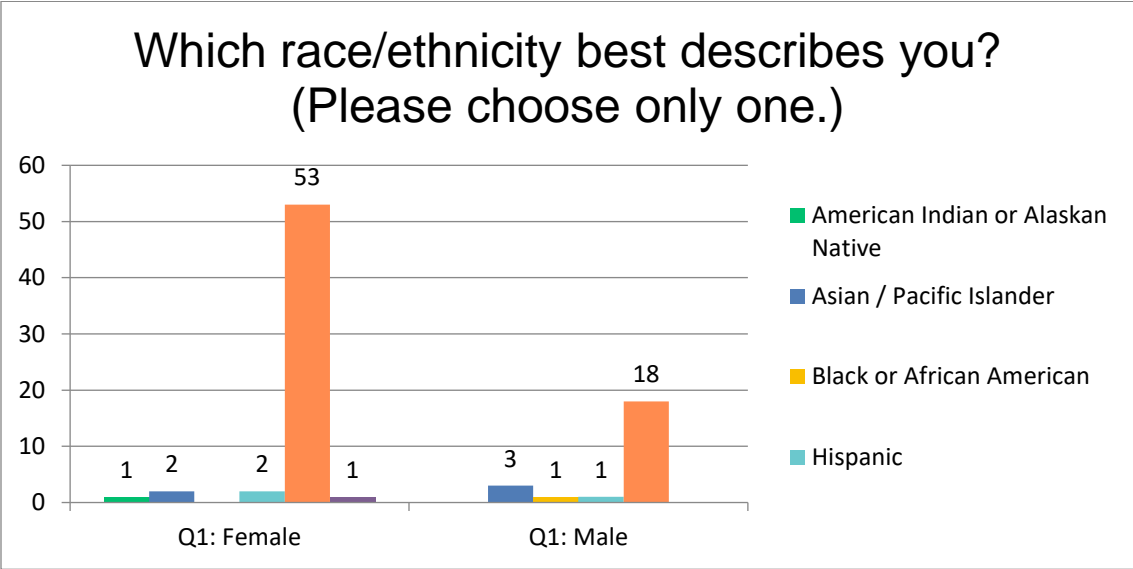
What is the highest level of school you have completed or the highest degree you have received?



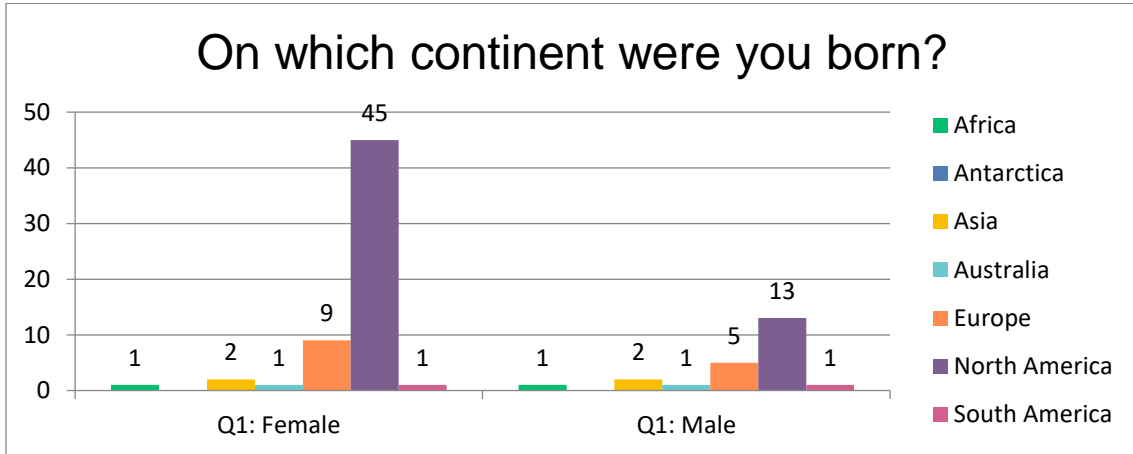
**APPENDIX I: DEMOGRAPHIC SURVEY QUESTION 6**



**APPENDIX J: DEMOGRAPHIC SURVEY QUESTION 7**



**APPENDIX K: DEMOGRAPHIC SURVEY QUESTION 8**





## **APPENDIX L: HUMAN ANIMAL BOND RESEARCH INSTITUTE SURVEY**

Habri (Human Animal Bond Research Institute) (2022) conducted a compelling international survey that confirmed the importance of the bond between pets and their humans. They included both cat and dog owners in their survey. It covered eight countries including: the United States, China, Japan, Germany, Spain, Brazil, the United Kingdom, and France. The HABRI survey also focused on participants being the primary caregivers to the animals and included research from 1,200 veterinarians also located in the United States, China, Japan, Germany, Spain, Brazil, the United Kingdom, and France.