Project Report on
Pet culture: Analysing growing interest in Pet Adoption

Submitted By

Jaswanth Satha S R

2K22/DMBA/52

Under the Guidance of

Dr. Rajan Yadav

Professor

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

CERTIFICATE

This is to certify that Mr. Jaswanth Satha S R's work, titled '**Pet culture: Analysing growing interest in Pet Adoption'**, was submitted to Delhi School of Management, Delhi Technological University as part of the requirement for the Master of Business Administration degree.

Dr. Rajan Yadav

DSM

DECLARATION

I hereby declare that the project report entitled "**Pet culture: Analysing growing interest in Pet Adoption**" submitted by me to Delhi School of Management, DTU in partial fulfilment of the requirement for the award of the degree of Master of Business Administration is a record of bonafide project work carried out by us under the guidance of Dr. Rajan Yadav.

Jaswanth Satha S R

(2K22/DMBA/52)

ACKNOWLEDGEMENT

Before I get started, I'd like to express my gratitude to everyone who has been involved in this project since its inception. This project's writing has been one of the most difficult academic challenges I've encountered. This project would not have been completed without the help, patience, and guidance of the individuals involved. I am deeply grateful to them.

It gives me enormous pleasure to present my Major research project report on "**Pet culture: Analysing growing interest in Pet Adoption** ' It has been my privilege to have such project guides who have assisted us since the project's inception. This project's success is the result of my own hard work and determination.

I would like to use this opportunity to thank **Dr. Rajan Yadav**, who served as my mentor despite his numerous academic and professional commitments. His wisdom and insight inspired and motivated me; without his understanding and support, this project would not have been as exciting or productive.

I also feel a strong sense of responsibility to my family and friends, who assisted me in gathering data and resources as well as processing and drafting the manuscript. This project is dedicated to everyone who helped us while we were working on it.

Jaswanth Satha S R

2K22/DMBA/52

EXECUTIVE SUMMARY

The project, "factors driving pet adoption: A complete analysis" globally highlights the vital factors behind the rise/pursuits of pet ownership/s and adoption. The study also seeks to fulfil the aforementioned gaps based on an in-depth analysis of historical, cultural, psychological and social circumstances that contribute to pet adoption.

A major reason for the change in position on animals which is a driving force of transformation, was explained as "Changing social attitude toward animal". Expansion of human-animal bond and ethical treatment of animals has been recognized more. During this shift, pet adoption has seen a rise as pets can be provided with loving homes that were in need.

"Largely influenced by social media and celebrity culture, pet adoption has since become revitalized when reached the masses in a more fathomable perspective," according to Central." Viral trends and Popular trends, economic, political & social developments and. through online campaigns, have also helped in promoting pet adoption where people are encouraged to adopt pets from shelters and rescues instead of purchasing them online.

Increased public awareness of animal welfare issues, including overpopulation in shelters and adverse outcomes related to pet mills, has also played a role in the increase. More people are also opting to adopt animals from shelters and rescues, part of an effort to address some of these problems as well as responsible pet ownership.

In addition, the increasing demand of companionship and emotional support has also driven a significant attention for animal adoption given the fact that many people were experiencing loneliness and isolation. pets give you unconditional love and the emotional support needed to enhance your mental health condition thereby giving track for an over-all well-being.

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Introduction

1.1 Background

The relationship between human beings and animals has experienced a drastic change throughout the years. Of late, there has been a remarkable alteration in trends associated with owning pets living at home by taking them from shelters and rescues instead of purchasing them from breeders or pet shops. This increasing trend is just one example of the change society is making towards how we view and treat animals.

This project plans to examine which factors responsible for this change in adoption pattern and how it affected to the individuals, communities and the society. Therefore, the given study plans to consider all historical, cultural, psychological and economical features that influence specialists' decision-making it enough for providing a full vision of pet culture distributed in time.

the use of mixed methods including the review of literature, data collection and analysis, case studies to identify the developing interest in pet adoption causes. In doing so, it goals to sell accountable pet ownership and the improvement of regulations and practices that support both animal and human welfare.

1.2 Pet culture during and after COVID-19

The COVID-19 pandemic has had a substantial effect on pet tradition, converting the manner we understand and engage with pets. Many human beings have turned to pets as companions. Emotional aid and a sense of normalcy amid the uncertainty and isolation as a result of lockdowns and social distancing. This has caused modifications in pet adoption developments, pet ownership practices and attitudes closer to pets. As we approach the publish-pandemic duration, it is crucial to think about those modifications and the way they may shape pet way of life inside the destiny.

Pet adoption trends

Pet adoptions soared during the epidemic as more people sought the companionship and comfort pets could provide. To deliver in difficult times. Adoptions at shelters and rescue centers increased, and there was a shortage of many adoptable pets. This trend reflected a growing appreciation of the value of pet ownership and a desire to provide loving homes for animals in need.

Changes in pet ownership practices

The pandemic also changed pet ownership as people adapted to new behaviours and lifestyles. . . . . As more people work from home, pets have become constant companions,

providing emotional support and companionship during long periods of isolation. engaging in activities such as walking, sports and crafts.

Attitudes towards pets

The pandemic additionally affected attitudes in the direction of pets, and lots of humans preferred this. Role more deeply the position pets play in our lives. Pets had been seen as a supply of comfort and joy all through difficult instances, and many humans have said being grateful for the companionship and unconditional love that pets offer. This change in attitudes in the direction of pets may want to have long-term results on pet subculture, leading to greater recognize and empathy for animals.

Post-pandemic Perspective

Looking into the publish-pandemic technology, it's miles probably that a number of the changes in pet culture resulting from COVID-19 will preserve Many individuals who undertake pets during the pandemic may additionally nevertheless respect the companionship and emotional aid of pets, main to persisted hobby in pet adoption. In addition, the reports of the pandemic can also have improved cognizance of the importance of accountable pet ownership and animal welfare, which caused a more compassionate mindset toward pets.

Pets tradition manner to look and engage with pets. As we flow ahead, it is essential to reflect on those changes and consider how they will affect pet tradition within the destiny. By recognizing the function of pets in our lives and selling responsible pet possession, we will create extra compassionate and gratifying relationships among humans and animals

1.3 Research Objectives

To explore the historic, cultural and psychological factors that affect pet ownership. Trends: the historic context of pet possession and understanding the cultural and psychological elements that shape attitudes can offer perception into why people pick to adopt pets.

Explores the impact of social media, movie star culture, and viral tendencies on pet adoption: Social media. And celeb endorsements can play an important role in elevating cognizance of pet adoption and influencing purchaser behaviour.

Analyse the role of extended consciousness of animal welfare issues in pet adoption: growing consciousness of problems which include pet overpopulation, euthanasia in shelters, and the consequences. Of dogs can also inspire people to adopt pets from shelters and rescues.

To look at the connection between improved companionship call for and emotional guide and hobby in adopting pets in among: pets can provide companionship, emotional guide, and knowledge. Communication, especially all through times of loneliness or pressure. Understanding how this increases hobby in pet adoption can provide precious data approximately human-animal relationships.

1.4 Scope of the Study

This look at specializes in figuring out and analysing the key factors that result in the developing hobby in pet adoption. Pets paying special interest to know-how the reasons for taking pets from shelters and rescue facilities. The research examines these factors from a holistic angle, taking into consideration historic, cultural, mental and social influences.

2.Literature Review

2.1 Historical Perspectives on Pet Keeping

The records of pets is a fascinating adventure that reflects the evolving relationship among humans and animals. Although pets are often considered valued companions today, their position and significance range broadly throughout cultures and eras.

Ancient civilizations inclusive of the Egyptians, Greeks, and Romans valued pets for plenty reasons. For example, the Egyptians valued cats for their looking skills and their association with the goddess Bastet. In Greek and Roman societies, puppies had been commonly taken into consideration for searching, protection and companionship.

In the Middle Ages, pets had been often related to luxury and standing, and small dogs and birds have been popular a number of the nobility. But pets have been additionally sometimes regarded with suspicion, specifically throughout the plague once they have been thought to unfold sickness.

The Industrial Revolution marked a shift in pet possession as urbanization and lifestyle adjustments caused greater humans retaining pets in preference to congregations. For utilitarian purposes. In the nineteenth and twentieth centuries, pet possession became more and more common and pets were increasingly more considered contributors of the own family.

In contemporary instances, pet possession is deeply rooted in lots of societies and pets play an vital position in people's lives. . . The pet enterprise has grown appreciably and gives a extensive range of products and services to satisfy the needs of pet owners.

The records of pet ownership is a testomony to the long-lasting bond between people and animals. From ancient civilizations to the present day, pets have held a unique location inside the hearts of people around the sector, bringing joy, companionship and meaning to infinite lives.

3. Research Methodology

3.1 Research design

The term "research layout" refers back to the framework for accomplishing the research. This permits the researcher to select a research tool this is suitable for the research goals and subject matter. The Pet Culture Project's research, which examines the growing interest in pet adoption, employs a blended strategies technique to attain a comprehensive understanding of the problem. Data collection and evaluation are carried out the usage of each qualitative and quantitative strategies. Qualitative strategies, such as interviews and surveys are used to explore people's attitudes, perceptions and experiences with pet adoption. Quantitative methods are used to become aware of traits and styles in pet adoption behaviour, which include analysis of information on adoption costs, demographic styles, and monetary affects. The studies layout additionally includes a literature review to contextualize the findings within current research and theoretical frameworks. Overall, the studies layout is based to offer a comprehensive and in-depth analysis of pet adoption trends and their affects

3.2 Data collection

Data collection on pet culture and growing interest in pet adoption. A multi-stage approach has been incorporated to collect a wide range of data. Primary data is collected through surveys, interviews and observations to understand people's attitudes, behaviours and motivations towards pet adoption. Surveys are distributed to pet owners, potential adopters, and the general public to gather quantitative information about adoption preferences, experiences, and barriers Conduct interviews with shelter professionals' insiders, veterinarians, and pet adoption counsellors to gain qualitative insight into the adoption process and challenges they face shelters and rescues. In adoption programs and shelters, monitoring is carried out to understand the interactions between adopters and animals. In addition, secondary data are collected from literature, reports, and existing archives to provide context and background information on pet adoption trends, population structure, and the impact of pet ownership

Data was collected for my research project using a Google Form was conducted between March 26, 2024 and April 2, 2024.

I received a total of 30 responses and considered all survey responses.

3.3 Hypothesis Testing

A statistical hypothesis is a statement that is unproven but can be tested. A hypothesis test is used to determine whether this statement is correct.

The null hypothesis (H0 $H0$) assumes that the observations are statistically independent, meaning there is no difference between the populations being tested. If the null hypothesis is true, it implies that any changes observed in an experiment are the result of random chance rather than changes made to the experiment's variables.

The alternative hypothesis H1 $H1$ suggests that the observations are related (not independent) in some way. We only adopt the alternative hypothesis after rejecting the null hypothesis. For example, serotonin levels influence a person's ability to cope with stress.

Analysis, Discussion and Recommendations

4.1 Data Collection and Sample

I chose a sample size of 30 people from the target group of this study. The sample was randomly selected because the survey was conducted online and was anonymous.

Since most Internet users are very protective of their privacy and do not particularly want to reveal information to others by participating in the survey, the survey was conducted anonymously. Since the material was obtained specifically for my research, I am using the base material.
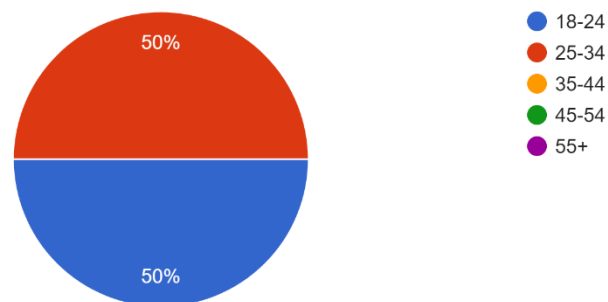
4.2 Data Analysis

Through the use of questionnaires, the following conclusions were reached :

Table 4.1.1: Age

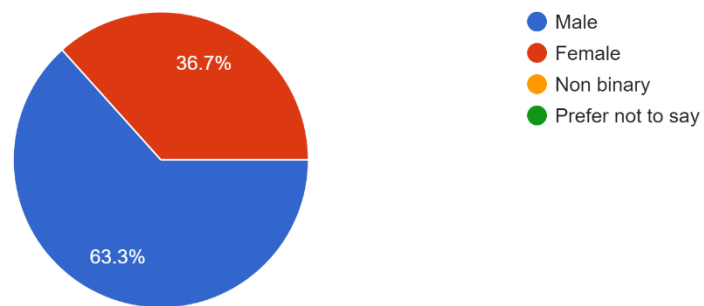| Scale/Particulars	Response	%
18-24	15	50
25-34	15	50
35-44	0	0
45-54	0	0
55+	0	0

Age
30 responses

Analysis and Interpretation:

It is clear that the above data of respondents were 50% were from18-24 age group and 50% were from 25- 34 age group.

Table 4.1.2: Gender

Scale/Particulars	Response	%
Male	19	36.7
Female	11	63.3
Total	30	100

Gender

30 responses

Analysis and Interpretation:

It is clear that the above data of respondents were 36.7% Female and 63.3% Male

Two Tailed Test (Hypothesis Testing)

Since Alternative hypothesis includes the possibility of a different in both direction, this is a Two Tailed Test

Null Hypothesis H0 : The Pet adoption rate by both Male and Female were same.

Alternative Hypothesis H1 : The Pet adoption rate by both Male and Female were different.

Let Number of Male Adopted Pet be P1

Let Number of Female Adopted Pet be P2

Total Responses = 30

Number of Male Adopted Pet P1= 19

Number of Female Adopted Pet P2= 11

Null hypothesis H0: μ : $P1-P2 = 0$

Alternative Hypothesis H1: μ : $P1-P2 \neq 0$
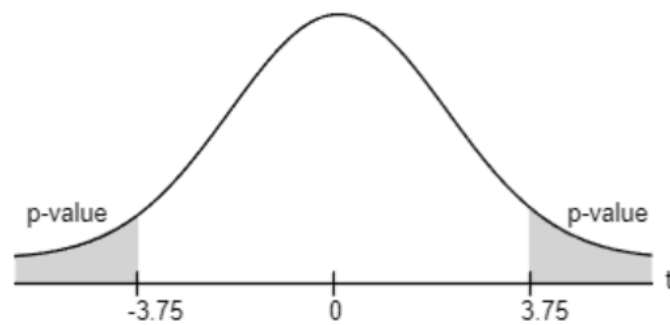
$$n = 2 \quad \bar{x} = 15 \quad s = 5.66$$

Test Statistic:

$$t = \frac{\bar{x} - \mu_o}{s/\sqrt{n}} = \frac{15 - 0}{5.66/\sqrt{2}} = 3.75$$

Degrees of Freedom:

$$df = n - 1 = 2 - 1 = 1$$

p-Value Approach:

Student's t-Distribution Table

df	.20	.10	.05	.025	.01	.005
		Area in Upper Tail				
0	NaN	NaN	NaN	NaN	NaN	NaN
1	1.376	3.078	6.314	12.706	31.821	63.657
2	1.061	1.886	2.920	4.303	6.965	9.925

$$p\text{-value} = 2(.05 \text{ to } .10) = .10 \text{ to } .20$$

(Note: Exact p-value is .1660)

Rejection Rule: Reject H_0 if p-value $\leq .05$

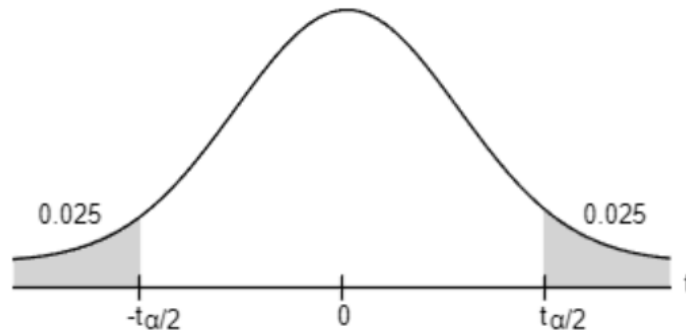$$p\text{-value} = .10 \text{ to } .20 \leq \alpha = .05$$

Conclusion: $\boxed{\text{Reject } H_o}$

Interpretation: Conclude $\mu \neq 0$

Critical Value Approach:

Student's t-Distribution Table

Area in Upper Tail

df	.20	.10	.05	.025	.01	.005
0	NaN	NaN	NaN	NaN	NaN	NaN
1	1.376	3.078	6.314	12.706	31.821	63.657
2	1.061	1.886	2.920	4.303	6.965	9.925

Critical Values:

$$-t_{\alpha/2} = -12.706 \text{ and } t_{\alpha/2} = 12.706$$

Rejection Rule:

Reject H_0 if $t \leq -t_\alpha$ or if $t \geq t_\alpha$

$$t = 3.75 > -t_{\alpha/2} = -1.96$$
$$\text{and } t = 3.75 < t_{\alpha/2} = 1.96$$
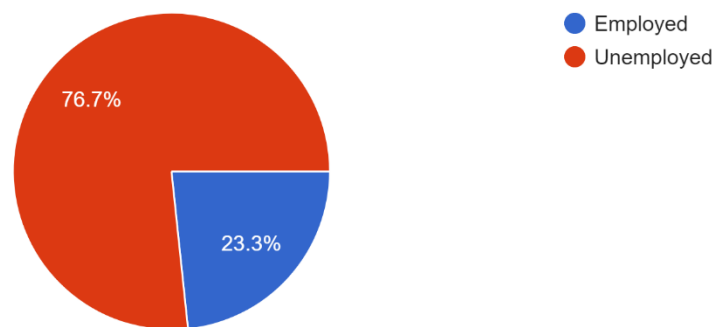
Conclusion: $\boxed{\text{Reject } H_o}$

Interpretation: Conclude $\mu \neq 0$

From the above result we can reject Null Hypothesis. So it is clear that Pet adoption rate by both male and female were different.

Table 4.1.3: Occupation

Scale/Particulars	Response	%
Employed	7	23.3
Unemployed	23	76.7
Total	30	100

Occupation

30 responses

Analysis and Interpretation:

It is clear that the above data of respondents 76.7% were unemployed and 23.3% were employed.

Two Tailed Test (Hypothesis Testing)

Since Alternative hypothesis includes the possibility of a different in both direction, this is a Two Tailed Test

Null Hypothesis H0 : The Pet adoption rate by both Employed and Unemployed were same.

Alternative Hypothesis H1 : The Pet adoption rate by both Employed and Unemployed were different.

Let Number of Respondents who were Unemployed be P1

Let Number of Respondents who were Employed be P2

Total Responses = 30

Number of Respondents Adopted Pet after covid-19 P1= 23

Number of Respondents Adopted Pet before covid-19 P2= 7

Null hypothesis H0: μ : P1-P2 = 0

Alternative Hypothesis H1: μ : P1-P2 $\neq$ 0

$$n = 3 \quad \bar{x} = 20 \quad s = 11.79$$

Test Statistic:

$$t = \frac{\bar{x} - \mu_o}{s/\sqrt{n}} = \frac{20 - 0}{11.79/\sqrt{3}} = 2.94$$

Degrees of Freedom:

$$df = n - 1 = 3 - 1 = 2$$

p-Value Approach:

Student's t-Distribution Table

			Area in Upper Tail			
df	.20	.10	.05	.025	.01	.005
1	1.376	3.078	6.314	12.706	31.821	63.657
2	1.061	1.886	2.920	4.303	6.965	9.925
3	0.978	1.638	2.353	3.182	4.541	5.841

$$p\text{-value} = 2(.025 \text{ to } .05) = .05 \text{ to } .10$$
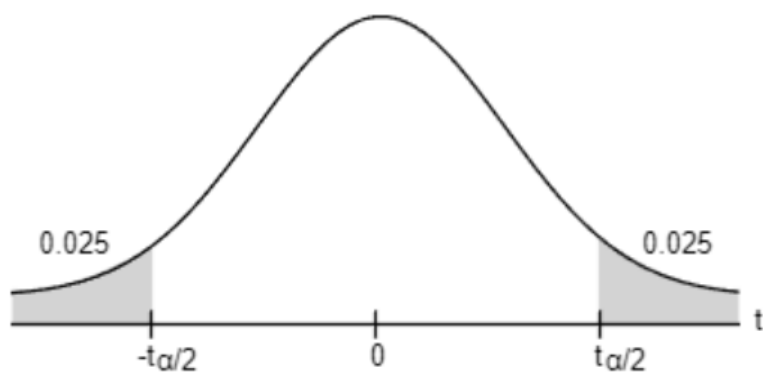
(Note: Exact p-value is .0989)

Rejection Rule: Reject H_0 if p-value $\leq .05$

$$p\text{-value} = .05 \text{ to } .10 \leq \alpha = .05$$

Conclusion: $\boxed{\text{Reject } H_o}$

Interpretation: Conclude $\mu \neq 0$

Critical Value Approach:

Student's t-Distribution Table

			Area in Upper Tail			
df	.20	.10	.05	.025	.01	.005
1	1.376	3.078	6.314	12.706	31.821	63.657
2	1.061	1.886	2.920	4.303	6.965	9.925
3	0.978	1.638	2.353	3.182	4.541	5.841

Critical Values:

$$-t_{\alpha/2} = -4.303 \text{ and } t_{\alpha/2} = 4.303$$

Rejection Rule:

Reject H_0 if $t \leq -t_\alpha$ or if $t \geq t_\alpha$

$$t = 2.94 > -t_{\alpha/2} = -1.96$$
$$\text{and } t = 2.94 < t_{\alpha/2} = 1.96$$

Conclusion: $\boxed{\text{Reject } H_o}$

Interpretation: Conclude $\mu \neq 0$

Chi – Square Test

The chi-square test for hypothesis tests determines whether your data is as expected. The basic idea behind the test is to compare the observed values in your data to the expected values that would occur if the null hypothesis is true.

Chi-square tests are commonly used in two ways: the goodness of fit test and the independence test. Both tests use variables to divide your data into categories. As a result, people may be confused about which test to use. We used Chi - Square goodness to fit the test.

Result of the test:-

Categories	Observed Frequency	*Expected Value
Employed	7	15
Unemployed	23	15

Expected values should be at least 1 for all values and at least 5 for 80% of them.

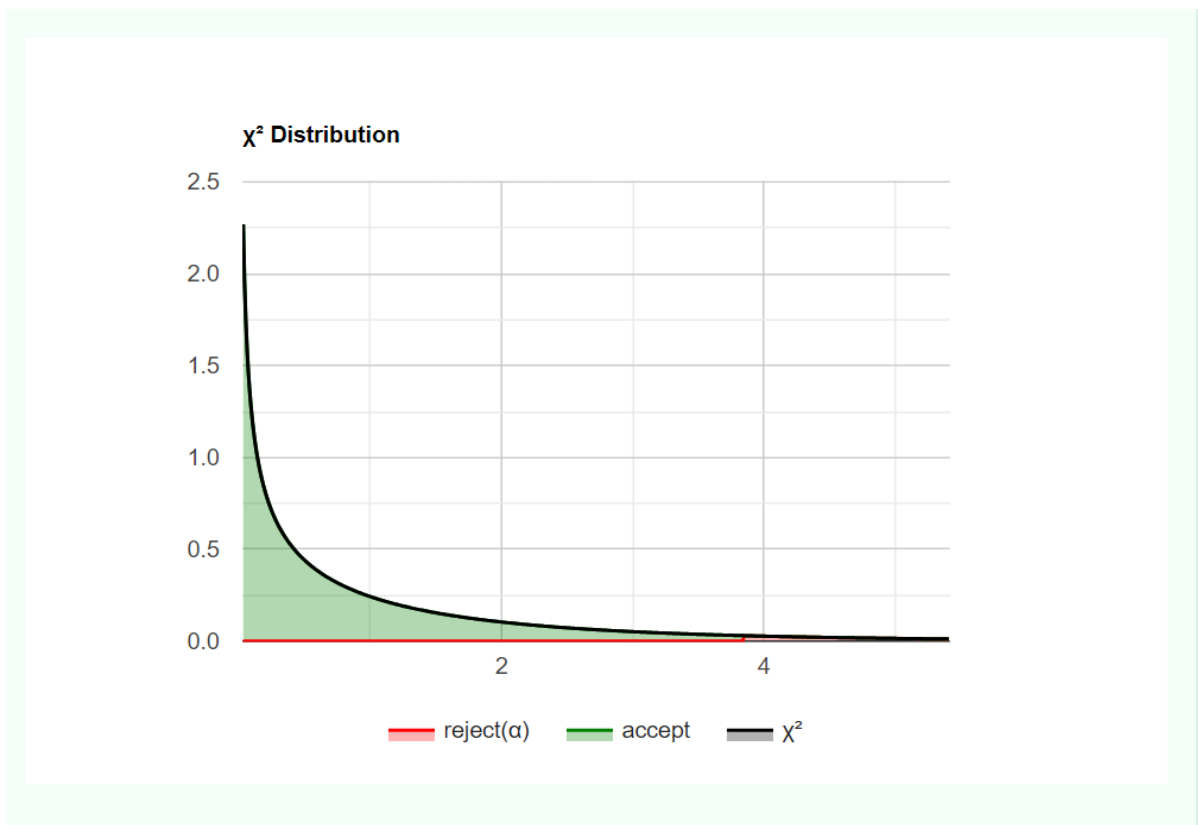Blue - less than five, but still acceptable.
Red- indicates a potential issue.

$$\chi^2 = \frac{(7-15)2}{15} + \frac{(23-15)2}{15} = 8.533$$

P-value = 1 - p(χ^2(1) ≤ 8.533).

k	2	Number of categories
n	30	Sample size
χ^2	8.533333	Chi square test statistic
DF	1	df = k-m-1 =2-0-1 = 1
Phi effect (Φ)	0.533333	$\Phi = \sqrt{(\chi^2/n)}$

χ² Distribution

reject(α)   accept   χ²

Validation: Goodness of fit using χ^2 distribution (right-tailed).

1. H0 hypothesis

The null hypothesis (H0) is rejected as the p-value is less than α. The statistical model did not fit the observations.

2. P-Value

The p-value is 0.003487 ($p(x < \chi^2) = 0.9965$). It means that the probability of a type I error (rejecting a correct H0) is low: 0.003487 (0.35%).

The smaller the p-value, the stronger the support for H1.

3. The Statistics The test statistic χ^2 is 8.5333, which is not within the 95% range of acceptance. [$-\infty$: 3.8415].

4. Size of the effect.

The observed effect size, phi, is large (0.53). This indicates that the observed data differs significantly from the expected data.
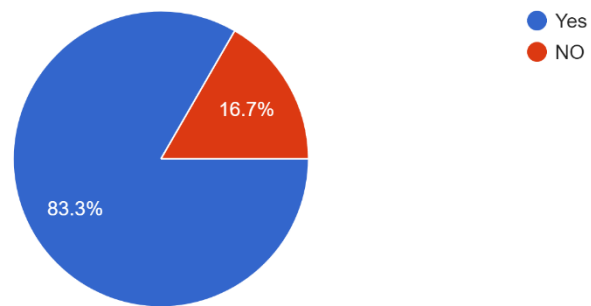
From the above result we can reject Null Hypothesis. So it is clear that Pet adoption rate by both employed and unemployed were different.

Table 4.1.4: Having Pet or not

Scale/Particulars	Response	%
Yes	25	83.3
No	5	16.7
Total	30	100

Do you have Pet?

30 responses
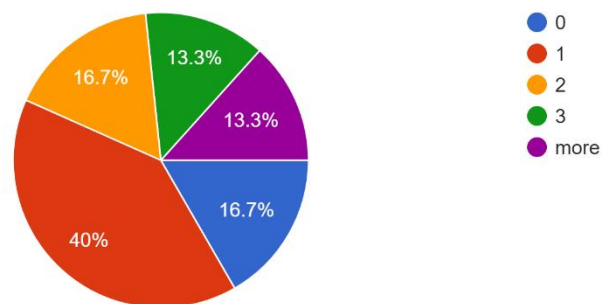

Analysis and Interpretation:

It is clear that the above data of respondents were 83.3% having pet and 16.7% were not having pet.

Table 4.1.5: Number of Pets

Scale/Particulars	Response	%
0	5	16.7
1	12	40
2	5	16.7
3	4	13.3
More	4	13.3
Total	30	100

How many pets do you have?
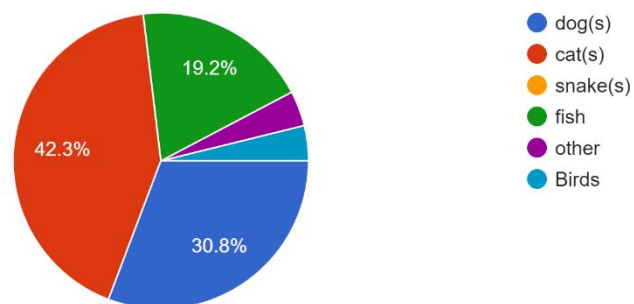30 responses

Analysis and Interpretation:

It is clear that the above data of respondents that majority of them adopted only one pet.

Table 4.1.6: Types of Pets

Scale/Particulars	Response	%
Dogs	8	30.8
Cats	11	42.3
Snakes	0	0
Fish	5	19.2
Birds	1	3.8
Others	1	3.8
Total	26	100

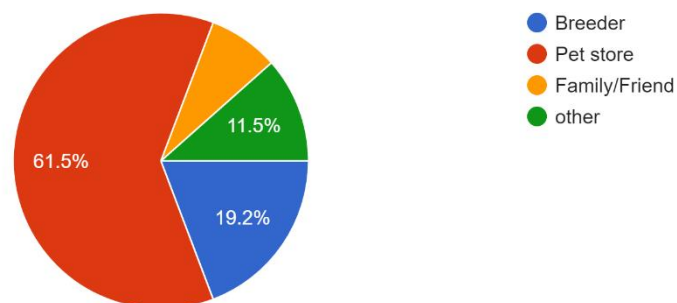What type of pet(s) do you have?

26 responses

Analysis and Interpretation:

It is clear that the above data of respondents that majority of them having dogs and cats as their pets.

Table 4.1.7: Adoption

Scale/Particulars	Response	%
Breeder	5	19.2
Pet store	16	61.5
Family/friends	2	7.7
Other	3	11.5
Total	26	100

Where you get your Pet?
26 responses

Analysis and Interpretation:

It is clear that the above data of respondents that majority of them adopted pet from pet store.

Table 4.1.8: Benefits of having pet

Scale/Particulars	Response	%
Provide me companionship	10	38.5
Help me relax/ reduce stress	11	42.3
Distract me from my health problems	3	11.5
Other	2	7.7
Total	26	100

In what way's your Pet benefit your life and well being
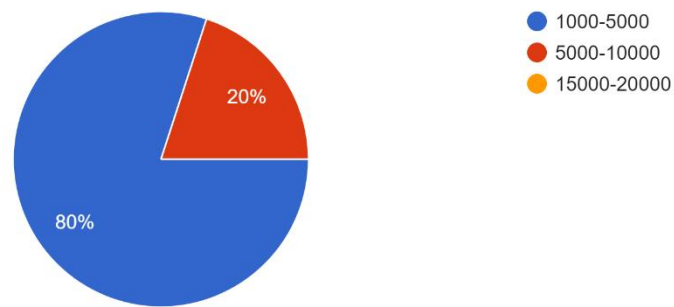26 responses
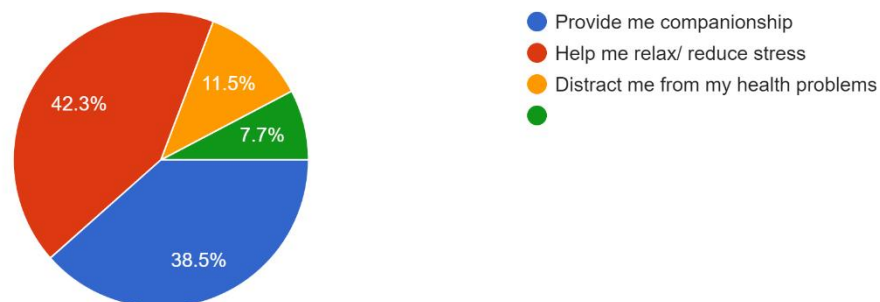
Analysis and Interpretation:

It is clear that the above data that the pet adoption helps in relaxation/ reducing stress and providing a companionship.

Table 4.1.9: Monthly Expenditure on Pet

Scale/Particulars	Response	%
1000-5000	20	80
5000-10000	5	20
15000-20000	0	0
Total	25	100

How much money do you monthly spend on your Pet
25 responses

Analysis and Interpretation:

It is clear that the above data of respondents that most of them spends about Rs.1000-Rs.5000 on their pet.
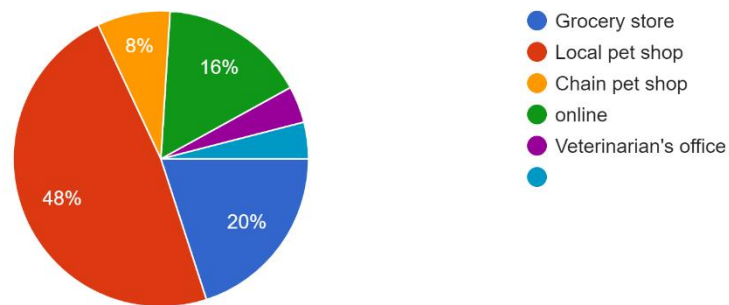
Table 4.1.10: Pet Food

Scale/Particulars	Response	%
Grocery store	5	20
Local pet shop	12	48
Chain pet shop	2	8
Online	4	16
Veterinarian's office	1	4
others	1	4
Total	25	100

Where do you primarily purchase your pets food?
25 responses

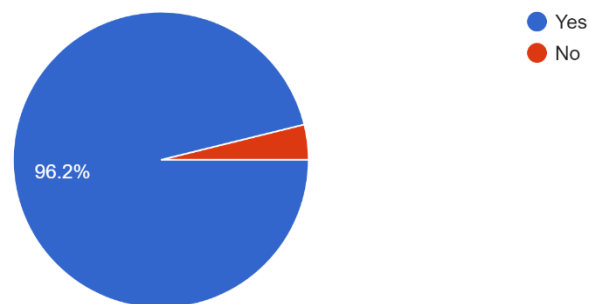**Analysis and Interpretation:**

Above data shows the information from where respondents purchase pet's food.

Table 4.1.11: Accessibility to vet

Scale/Particulars	Response	%
Yes	25	96.2
No	1	3.8
Total	26	100

Do you have a vet that easily accessible to you

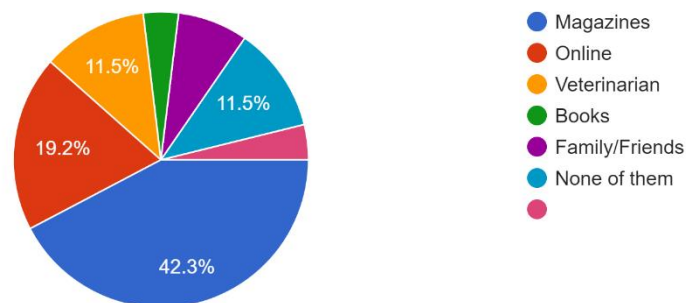26 responses

Analysis and Interpretation:

From the above data, it is clear that most of them having accessibility to vet.

Table 4.1.12: Primary information about pet care

Scale/Particulars	Response	%
Magazines	11	42.3
Online	5	19.2
Veterinarian	3	11.5
Books	1	3.8
Family/Friends	2	7.7
None of them	3	11.5
Other	1	3.8
Total	26	100

Where do you primarily get information about pet care?
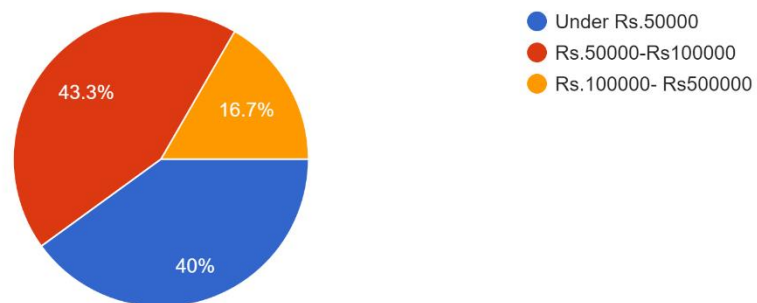26 responses

Analysis and Interpretation:

Above data shows from where respondents get information about pet care.

Table 4.1.13: House hold income

Scale/Particulars	Response	%
Under Rs.50000	12	40
Rs.50000-Rs.100000	13	43.3
Rs.100000-Rs.500000	5	16.7
Total	30	100

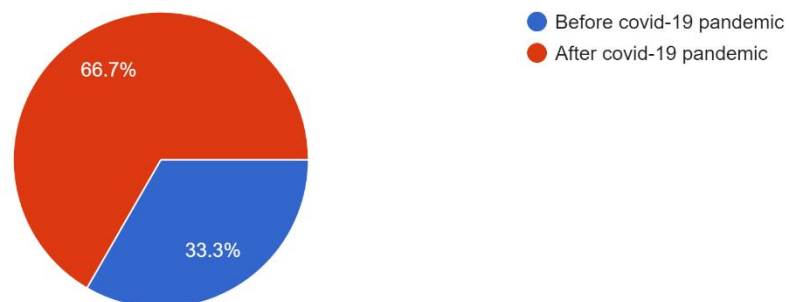What is your House hold income
30 responses

Analysis and Interpretation:

Above data shows the household income data of the respondents.

Table 4.1.14: Covid 19 pandemic

Scale/Particulars	Response	%
Before covid-19 pandemic	8	33.3
After covid-19 pandemic	16	66.7
Total	24	100

When you started to have a pet?
24 responses

● Before covid-19 pandemic
● After covid-19 pandemic

Two Tailed Test (Hypothesis Testing)

There are six steps you would follow in hypothesis testing:

1. State the hypothesis:

$$H_0 : \mu_0 = 0$$

And the alternative hypothesis:

$$H_1 : \mu_0 \neq 0$$

Since Alternative hypothesis includes the possibility of a different in both direction, this is a Two Tailed Test

Null Hypothesis H0 : The Pet adoption rate before and after covid-19 were same.

Alternative Hypothesis H1 : The Pet adoption rate before and after were different.

Let Number of Respondents Adopted Pet after covid-19 be P1

Let Number of Respondents Adopted Pet before covid-19 be P2

Total Responses = 24

Number of Respondents Adopted Pet after covid-19 P1= 16

Number of Respondents Adopted Pet before covid-19 P2= 8

Null hypothesis H0: μ : P1-P2 = 0

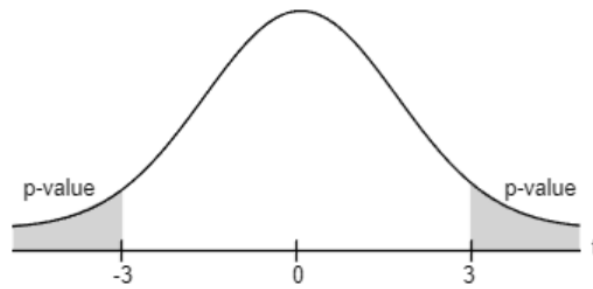Alternative Hypothesis H1: μ : P1-P2 $\neq$ 0

Test Statistic:

$$t = \frac{\bar{x} - \mu_o}{s/\sqrt{n}} = \frac{12 - 0}{5.66/\sqrt{2}} = 3.00$$

Degrees of Freedom:

$$df = n - 1 = 2 - 1 = 1$$

p-Value Approach:

Student's t-Distribution Table

df	.20	.10	.05	.025	.01	.005
	Area in Upper Tail					
0	*NaN*	*NaN*	*NaN*	*NaN*	*NaN*	*NaN*
1	1.376	3.078	6.314	12.706	31.821	63.657
2	1.061	1.886	2.920	4.303	6.965	9.925

p-value $= 2(.10$ to $.20) = .20$ to $.40$

(Note: Exact p-value is .2049)

Rejection Rule: Reject H_0 if p-value $\leq .05$

p-value $= .20$ to $.40 \leq \alpha = .05$

Conclusion: $\boxed{\text{Reject } H_o}$

Interpretation: Conclude $\mu \neq 0$

Critical Value Approach:

Student's t-Distribution Table

	Area in Upper Tail					
df	.20	.10	.05	.025	.01	.005
0	NaN	NaN	NaN	NaN	NaN	NaN
1	1.376	3.078	6.314	12.706	31.821	63.657
2	1.061	1.886	2.920	4.303	6.965	9.925

Critical Values:

$$-t_{\alpha/2} = -12.706 \text{ and } t_{\alpha/2} = 12.706$$

Rejection Rule:

Reject H_0 if $t \leq -t_\alpha$ or if $t \geq t_\alpha$

$$t = 3.00 > -t_{\alpha/2} = -1.96$$
$$\text{and } t = 3.00 < t_{\alpha/2} = 1.96$$

Conclusion: $\boxed{\text{Reject } H_o}$

Interpretation: Conclude $\mu \neq 0$

From the above result we can reject Null Hypothesis. So it is clear that Pet adoption rate before and after covid-19 were different.
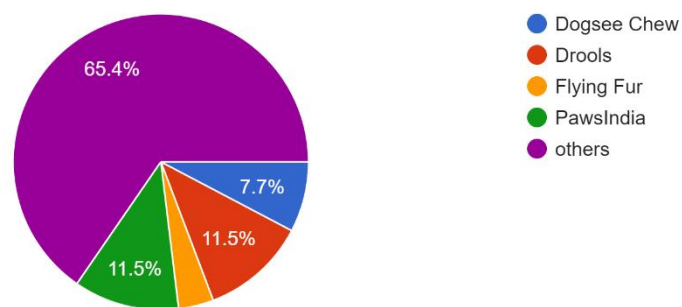
Table 4.1.15: Pet Care Brand

Scale/Particulars	Response	%
Dogsee Chew	2	7.7
Drools	3	11.5
Flying Fur	1	3.8
Paws India	3	11.5
Others	17	65.4
Total	26	100

Which Pet care Brand do you use?

26 responses

Analysis and Interpretation:

Above data shows the pet care brand used by respondents.

4.2 Challenges and Opportunities in Promoting Pet Adoption

Challenges

1. Animal shelter stigma: One of the biggest demanding situations in promoting pet adoption is the stigma attached to moving animals round. Some people may additionally have bad emotions approximately safe haven pets because they consider they're no longer as healthful or abused as their pets.

2. Lack of attention: Many humans might not be aware of the benefits of adopting pets or having pets in shelters and rescue centers. Educating the public on these issues can be difficult, however growing adoption quotes is essential.

3. Cost and Availability: Cost can be a barrier to pet adoption, as a few human beings can't come up with the money for adoption prices or the continued expenses of proudly owning a pet. Making adoption greater low-cost and easier to apply might assist address this undertaking.

4. Overpopulation and culling: Pet overpopulation is a main mission, resulting in overcrowding in shelters and the dying of healthy animals. Addressing this hassle requires a multi-pronged method, including encouraging spaying and neutering and inspiring adoption in preference to pet purchase

Opportunities

1. Social media and Technology: Social media and technology provide opportunities to sell pet adoption and lift recognition of animal welfare issues. Platforms like Instagram, Facebook and TikTok can be used to promote adoptable pets and percentage adoption successes.

2.Community Engagement: Community engagement via events, workshops and educational packages can promote pet adoption and create a way of life of accountable pet possession.

3. Partnership with companies and groups. Partnering with corporations and groups that guide pet adoption can assist make bigger your attain and reach new audiences.

4. Legislative and coverage modifications: Advocating for legislative and policy changes can create a extra supportive environment for pet adoption, making it simpler and greater low cost to adopt pets from shelters and rescues.

Finally, growing adoption calls for a multifaceted approach that addresses both. Policy and advocacy issues. By enacting animal-pleasant legal guidelines, raising awareness approximately pet adoption, and addressing troubles that save you adoption, we are able to create a greater compassionate society that values and cares for animals.

Conclusion

The number of individuals rehoming animals is increasing: People's perception of animals have shifted leading to a rise in pet ownership. A growing number of individuals are considering adopting pets from shelters and rescues as they consider them family. This is how you describes it: Social networks and famous people has greatly contributed to pet adoptions. Instagram and Facebook are great for shelters and rescue organizations to showcasing their adorable pets, attract more adopters, and creates an impact. Owning a pet has many benefits for their body, mind and heart. It can improve their well-being and mood as per studies. Studies have discovered certain trends concerning pet ownership. For example, women, seniors, and affluent individuals tend to be more pet-inclined. Identifying these trends can enhance the effectiveness of our pet adoption initiatives.

Reference

1. https://365datascience.com/calculators/hypothesis-test-calculator/

2. https://www.statssolver.com/hypothesis-testing.html

3. https://www.nasdaq.com/articles/pet-adoption-statistics-2024

4. https://worldanimalfoundation.org/advocate/pet-ownership-statistics/

5. https://petkeen.com/pet-industry-trends/

Study on Pet Culture: Analyzing growing interest on Pet adoption

This survey is a part of my MBA dissertation and the information collected will be strictly kept confidential and solely used for academic purposes. It aims to understand how your perceptions of

Pet Culture: Analyzing growing interest on Pet adoption .

Your participation is greatly appreciated.

jaswanthsatharealtrade@gmail.com Switch account

Not shared

* Indicates required question

Age *

○ 18-24

○ 25-34

○ 35-44

○ 45-54

○ 55+

Gender *

○ Male

○ Female

○ Non binary

○ Prefer not to say

Occupation *

○ Employed

○ Unemployed

Where you get your Pet?

- ◯ Breeder
- ◯ Pet store
- ◯ Family/Friend
- ◯ other
- ◯ Other: _____

In what way's your Pet benefit your life and well being

- ◯ Provide me companionship
- ◯ Help me relax/ reduce stress
- ◯ Distract me from my health problems
- ◯ Other: _____

How much money do you monthly spend on your Pet

- ◯ 1000-5000
- ◯ 5000-10000
- ◯ 15000-20000

Where do you primarily purchase your pets food?

○ Grocery store

○ Local pet shop

○ Chain pet shop

○ online

○ Veterinarian's office

○ Other: _____

Do you have a vet that easily accessible to you

○ Yes

○ No

Where do you primarily get information about pet care?

- ○ Magazines
- ○ Online
- ○ Veterinarian
- ○ Books
- ○ Family/Friends
- ○ None of them
- ○ Other: _____

What is your House hold income

- ○ Under Rs.50000
- ○ Rs.50000-Rs100000
- ○ Rs.100000- Rs500000

When you started to have a pet?

- ○ Before covid-19 pandemic
- ○ After covid-19 pandemic

Which Pet care Brand do you use?

○ Dogsee Chew

○ Drools

○ Flying Fur

○ PawsIndia

○ others

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