

PET CARE EXPENDITURES OF MEMBERS OF
THE PAVIA, ILOILO DOG LOVERS CLUB

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ABSTRACT

This study surveyed the demographics and the expenditures of the Pavia Dog Lovers Club members. The researcher used a “one-shot survey” to be able to do this. The population of this study was the Facebook page members of Pavia Dog Lovers. The sample population was made up of 65 dog lovers from Pavia, but only 42 members or 64.6% of the respondents participated in the survey. The results show that majority of the respondents belong to a nuclear family with three and five members, and have a monthly income of PhP 15,000. They are females, single, Roman Catholics and within the age bracket of 20-29 years old. They have college degrees and are presently employed. They prefer their mother tongue, Hiligaynon, in talking to their dogs rather than the English language. They feed their dogs with dog food and spend Php 500 to Php 1,000 monthly for food allowance. They bring their dogs to veterinary clinics if there is an urgent need for treatment and spend no more than Php 1,000 for each veterinary visit. Furthermore, they allocate Php 500 and below budget for their dog’s annual vaccination, and they are the ones who groom their dogs and allot Php 500 and below budget for shampoo. They do not participate in dog shows; therefore they do not allocate budget for it. So, when the respondents summed up all their expenses, a quarter of them have Php 5,000 to Php 10,000 annual expenditures. Thus, the researcher concluded that the respondents of this

study are young individuals. This explains why almost all of the respondents have the basic bachelor's degree and are single. They belong to a big family and it could be safely assumed that their dog is owned by the whole family. It was also concluded that the respondents are strict when it comes to their dog's budget that is why they are more focused on their dog's health rather than their dog's grooming, treats, and the like.