

MAJOR RESEARCH PROJECT

Zeat – Your Pet's Daily Energy Bank

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2K23/UMBA/051
MBA(General)**

**Under the Guidance of:
Ms. Anushka Upadhyaya**



**DELHI SCHOOL OF MANAGEMENT
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CERTIFICATE

This is to certify that the project report titled “**Zeat – Your Pet’s Daily Energy Bank**” submitted by **Kshitij Singh Rana (2K23/UMBA/51)**, to Delhi School of Management (DSM), Delhi Technological University (DTU), in partial fulfillment for the award of degree of Master of Business Administration (General) is a Bonafide record of the project work carried out by them during the academic year 2024-25 under my supervision.

Ms. Anushka Upadhyaya
Faculty

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DECLARATION

I, Kshitij Singh Rana (2K23/UMBA/51) hereby declare that the project work “**Zeat – Your Pet’s Daily Energy Bank**” submitted towards partial fulfillment for the award of degree of Master of Business Administration (General) is a Bonafide record of the project work carried out by us during the academic year 2024-25 under the supervision of Ms. Anushka Upadhyay.

I affirm that this project work is original and has not been presented or submitted anywhere else for academic or professional purposes. All sources of information used in this project have been duly acknowledged and cited.

Signature

Kshitij Singh Rana

ACKNOWLEDGEMENT

It gives me immense pleasure to present the report titled “**Zeat – Your Pet’s Daily Energy Bank**” undertaken during MBA Second Year. I owe my special gratitude to my mentor **Ms. Anushka Upadhyaya** for her constant support and guidance throughout the course of my work. Her sincerity, thoroughness and perseverance have been a constant source of inspiration for me.

It is due to her cognizant efforts that our endeavors have seen the light of the day. Her invaluable insights and diligent mentorship have been the guiding light due to which my endeavors have come to fruition. Ms. Anushka Upadhyaya's contributions have been instrumental in shaping my understanding and approach, and I am deeply grateful for her invaluable guidance.

Kshitij Singh Rana

EXECUTIVE SUMMARY

The exploration- grounded entrepreneurial action seeks to probe and address the evolving dynamics of pet nutrition and heartiness in contemporary civic India, with a specific focus on strain-specific, AI- powered mess customization and integrated precious care services. Anchored in a multidisciplinary frame, this adventure amalgamates perceptivity from veterinary nutrition, consumer gesture, and technology- driven personalization to offer a holistic result that transcends conventional packaged pet food paradigms. Through a comprehensive check of pet parents and a critical analysis of current feeding practices, the study unveils a pressing gap in the availability, mindfulness, and quality of pet nutrition.

using a mixed- styles approach — quantitative data from pet proprietor checks and qualitative feedback on feeding behaviours and pain points the action distils crucial themes girding time failure, nutritive nebulosity, and the limitations of one- size- fits- all salutary options. These findings have directly informed the conceptualization of Zeat’s core offering a subscription- grounded model delivering lately prepared, strain-specific reflections curated by pukka beast nutritionists, stoked by virtual warhorse consultations, fixing services, and a smart “Virtual Bowl” interface powered by artificial intelligence. The integration of AI/ ML within the Virtual Bowl ecosystem affords unequalled perfection in salutary shadowing, enabling real- time adaptations grounded on precious age, weight, strain, health conditions, and behavioural patterns. This technological community enhances translucency, fosters nutritive responsibility, and empowers precious parents with practicable perceptivity into their fauves’ salutary health. also, the incipency’s model addresses broader systemic gaps by curating a terrain that merges professional veterinary care with hyperactive- individualized nutrition, therefore presenting a pioneering approach to pet heartiness.

In totality, Zeat represents a data- informed, immorally- driven bid to revise pet nutrition through the lenses of personalization, scientific integrity, and digital invention. By aligning consumer- centric perceptivity with scalable technological structure, the adventure aspires to review pet care in India and beyond. The perceptivity drawn from this study not only substantiate the need for a further evolved pet food ecosystem but also offer a robust strategic design for sustainable, tech- enabled, and holistic pet heartiness results in the ultramodern world.

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CHAPTER 1: INTRODUCTION

Consumer behaviour in the pet care industry is witnessing a significant metamorphosis, with a growing emphasis on health, personalization, and ethical responsibility. In recent times, precious parents have come increasingly conscious of the nutritive value and long- term health impacts of the food they give to their four-legged buddy. This shift in mindset is matched by broader life changes, including limited time vacuity, advanced disposable income, and the digitalization of services all contributing to a demand for smarter, more customized pet care results. This paper aims to explore the multifaceted challenges and arising openings within the pet nutrition sector, probe the changing preferences of pet possessors, and present an innovative, data- driven response through the development of Zeat, a comprehensive AI- powered pet heartiness platform.

Nutrition lies at the heart of pet health, yet the mainstream request continues to be impregnated with reused, kibble- grounded foods that fail to meet the nuanced salutary conditions of different types and life stages. also, wide use of padding constituents similar as sludge, inordinate bounce, and artificial complements not only compromises the nutritive quality of these foods but also contributes to rising frequentness of digestive diseases, rotundity, and habitual ails in faves . Despite a heightened mindfulness of these enterprises among pet possessors, practical constraints similar as time, knowledge gaps, and lack of access to beast nutritionists frequently force individualities to conclude for accessible yet nutritionally shy feeding options. Zeat seeks to bridge this gap by offering a wisdom- backed, customizable, and accessible mess result that's uniquely acclimatized to each pet's physiological profile and behavioural requirements. At the core of Zeat's value proposition is its personal "Virtual Bowl" technology — a dynamic AI and machine literacy- driven system designed to calculate and acclimatize optimal mess plans grounded on parameters similar as strain, age, weight, and health pointers. This invention not only empowers precious parents with real- time perceptivity into their pet's nutritive input but also fosters long- term well- being through visionary salutary adaptations. also, by integrating ancillary services similar as warhorse consultations, fixing support, and behaviour shadowing into a single subscription- grounded platform, Zeat transcends the conventional food delivery model to crop as a holistic ecosystem for pet care.

As the pet care industry continues to expand — both in size and complexity — there is a pressing need for intelligent results that align with ultramodern consumer values of personalization, translucency, and precautionary care. Zeat represents a timely and poignant response to these demands, aiming to review how precious nutrition is understood, delivered, and endured in the digital age.

1.1 Objective of the Study:

This research endeavours to comprehensively examine the multifactorial dimensions that influence consumer attitudes, preferences, and behavioural tendencies in the context of personalized pet nutrition and care. The primary objective is to understand how pet parents in modern urban settings perceive the value of customized, freshly prepared, breed-specific pet meals over conventional commercial pet food products. Emphasis is placed on exploring the growing consumer demand for transparency, scientific validation, and holistic wellness in pet care, and how these values align with the technological and service-driven model proposed by Zeat.

Through a mixed-methods approach—integrating structured surveys, qualitative feedback, and thematic analysis—this study aims to unravel the underlying motivations and deterrents that shape consumer decisions regarding pet food and care subscriptions. Particular attention is given to factors such as nutritional awareness, time constraints, trust in veterinary guidance, digital adoption, and willingness to pay for premium, health-oriented services. By prioritizing and quantifying these influences, the study seeks to generate data-driven insights that can inform product development, customer experience design, and targeted marketing strategies.

Furthermore, the study aspires to investigate the complex interplay between consumer demographics—including age, household type, income level, education, pet breed, and digital proficiency—and their corresponding perceptions of AI-powered pet nutrition platforms. By examining these variables, the research seeks to identify distinct consumer segments and behavioural patterns, thereby enabling the development of personalized value propositions and communication strategies.

Ultimately, this research intends to translate empirical insights into strategic direction for stakeholders in the pet care ecosystem, including entrepreneurs, veterinary professionals, and digital health innovators. By articulating the emerging needs of pet parents and validating the efficacy of a comprehensive, AI-driven wellness model, the study aims to foster a more informed, health-conscious, and technologically empowered approach to pet care. Through its contributions, the research supports the advancement of personalized nutrition, ethical product development, and integrated wellness services in the rapidly evolving Indian pet industry.

CHAPTER 2: LITERATURE REVIEW

1. The Evolution of Pet Care: From Companionship to Conscious Care

Historically, pets have transitioned from being utility animals (e.g., guard dogs, working animals) to integral members of the household. The modern pet parent sees their pet as a family member, leading to increased attention toward their health, diet, and well-being (Applebaum et al., 2020). This emotional bond has redefined pet care, shifting the focus from convenience-based feeding to health-centric, preventive wellness strategies. Historically, pets have been valued primarily for their companionship. Over time, this relationship has deepened, leading to a more conscious approach to pet care that emphasizes health, nutrition, and overall well-being. The COVID-19 pandemic further accelerated this trend, with over 12 million American households adopting pets during the crisis, seeking solace and companionship during challenging times. This surge in pet adoption underscores a societal shift towards integrating pets as integral family members, thereby elevating the standards and expectations of pet care. Source (<https://www.vets4pets.com/pet-health-advice/vetreport/petownership/petsthroughtheyears/>).



Fig-2.1

The human-animal bond has evolved significantly over the centuries, transitioning from

functional relationships—such as herding, guarding, or hunting—to deeply emotional companionship. In the 21st century, pets are increasingly regarded as integral members of the family, often referred to as "fur babies" by their owners. This emotional shift has been accompanied by a corresponding increase in the expectations and responsibilities associated with pet ownership. According to Dotson & Hyatt (2008), pet ownership today is increasingly informed by a sense of emotional obligation and ethical stewardship, with pet parents actively seeking ways to enhance the quality of life for their animals.

The global rise in urbanization and lifestyle changes has also played a significant role in transforming pet care. Where once pets were fed leftovers or simple home-cooked meals, today's pet parents are more inclined toward scientifically designed food products and healthcare services. This transformation marks a broader cultural and economic shift towards conscious pet care, rooted in compassion, science, and personalization.

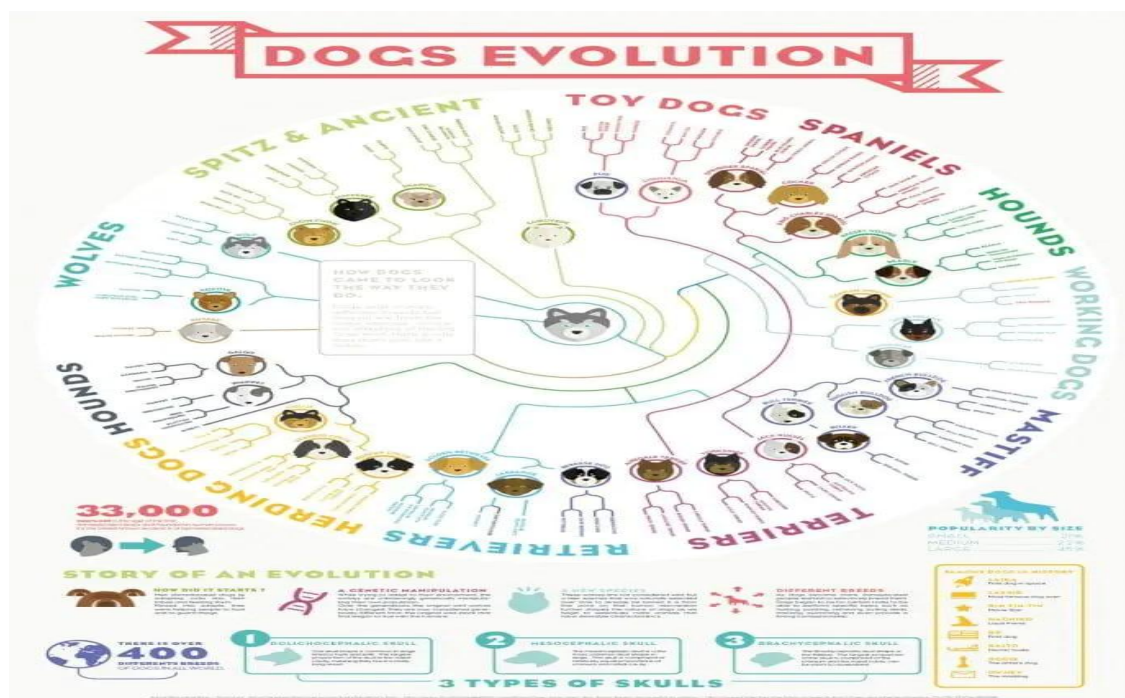


Fig-2.2

The global pet care industry reflects this evolution, with increasing expenditures on food, grooming, vet visits, and accessories. According to Euromonitor (2023), the Indian pet care industry is growing at a CAGR of 13.9%, driven by rising urbanization, changing lifestyles, and increasing disposable incomes.

2. Pet Nutrition and Health: Challenges in Conventional Feeding Practices

2.1. The Problem with Kibble and Packaged Foods

Commercial pet food, especially dry kibble, has long dominated the market due to its shelf stability and convenience. However, studies have raised concerns about its nutritional adequacy. Ingredients like corn, wheat, soy, and meat by-products are commonly used as fillers (Freeman et al., 2013). These formulations may contain excessive carbohydrates, preservatives, and artificial additives, which can contribute to obesity, skin conditions, gastrointestinal distress, and even chronic diseases (Laflamme, 2008). Despite growing awareness of pet health and wellness, the pet food industry has long been dominated by highly processed, kibble-based offerings. These products, often marketed as nutritionally complete, are frequently composed of cheap fillers such as corn, wheat, soy, artificial preservatives, and synthetic vitamins (Lonsdale, 2001). Numerous studies have highlighted the long-term health implications of such diets, including obesity, diabetes, allergies, and chronic digestive issues (Freeman et al., 2013).

The one-size-fits-all nature of commercial pet food fails to consider the diverse physiological and behavioral needs of different breeds, sizes, and life stages. While veterinary research emphasizes the importance of tailored nutrition in improving longevity and quality of life in pets (Bauer, 2006), the lack of consumer access to breed-specific, nutritionally balanced meals continues to be a major barrier.

Additionally, the pet food industry remains poorly regulated in many regions, including India, leading to inconsistencies in product labeling, quality assurance, and ingredient sourcing (Schoenfeld-Tacher & Kogan, 2020). This lack of transparency has eroded consumer trust and spurred interest in alternative feeding options, including fresh, home-cooked, and vet-formulated diets.

Conventional pet feeding practices often rely on commercial pet foods that may lack essential nutrients. Studies indicate that many pet foods are deficient or imbalanced in nutrients, potentially leading to health issues. This underscores the need for more nutritionally complete and balanced diets tailored to individual pets. Source (https://www.ft.com/content/373d8bd7-10c0-4d23-960f-9b81ac597970?utm_source=chatgpt.com)



Fig-2.3

Furthermore, a “one-size-fits-all” approach fails to address the diverse nutritional requirements of different breeds, sizes, and life stages. For instance, a large breed like a St. Bernard has vastly different energy and micronutrient needs compared to a small Chihuahua.

2.2. Homemade Diets: Perceived Safety, Actual Risks

In contrast, some pet parents resort to homemade meals (e.g., rice, chapati, milk), believing them to be healthier. However, research shows that unbalanced homemade diets often lack essential nutrients such as taurine, calcium, and certain fatty acids, which are vital for a pet’s development and longevity (Remillard, 2008). Without professional guidance, such feeding practices may inadvertently cause more harm than good.

Traditional pet feeding practices have often relied on processed foods that may not adequately address the specific nutritional needs of individual pets. Many commercial pet foods contain fillers and additives that can lead to health issues such as obesity, digestive disorders, and chronic diseases. The debate over alternative diets, such as veganism for pets, highlights the complexities and potential nutritional deficiencies associated with non-traditional feeding practices . This underscores the necessity for diets that are both nutritionally balanced and tailored to the unique

requirements of each pet.

3. The Rise of Personalized Nutrition: Human Trends Influencing Pet Care

3.1. The Personalization Paradigm

The broader trend of personalized nutrition in human health has trickled into the pet food industry. Consumers increasingly demand products tailored to individual needs—whether based on genetics, activity level, age, or lifestyle (Singh et al., 2021). A similar demand is now surfacing among pet parents, who seek tailored nutrition plans to optimize their pet's health and longevity.

Personalization enhances consumer trust and engagement. When pet parents receive diet plans based on breed, weight, age, allergies, or deficiencies, they are more likely to adhere to feeding protocols and perceive value in the service offered. The rise of personalized nutrition in the human health space has had a profound influence on pet care trends. Increasingly, consumers expect the same level of customization, data transparency, and health optimization in their pets' diets as they do in their own (Slater et al., 2020). The use of wearables, nutrition apps, and AI-powered diet tracking tools in human health has created a framework for similar applications in pet wellness.

This shift has given birth to a new paradigm of "precision pet nutrition," wherein data about a pet's breed, weight, age, lifestyle, and even genetics can be used to design individualized meal plans. Companies in global markets like the U.S. and Europe have already begun implementing tech-enabled solutions to meet this demand, signaling a wider industry movement toward digitalized, scientifically-informed pet care models.

Moreover, consumers today are significantly more informed and environmentally conscious, seeking ethical and sustainable solutions not just for themselves, but also for their animals. This includes a growing preference for natural ingredients, zero-waste packaging, and cruelty-free product sourcing—factors that are increasingly influencing purchasing decisions in the pet food sector.

Source (https://pmc.ncbi.nlm.nih.gov/articles/PMC9597766/?utm_)

3.2. AI and Machine Learning in Pet Nutrition

The integration of AI and machine learning has enabled precise customization at scale. Smart feeding platforms can analyse user inputs, adapt to health data, and suggest meal modifications over time (Martínez et al., 2022). These systems, often powered by real-time feedback loops, can even predict potential health issues based on changes in appetite, weight, or behaviour.

Zeal's concept of a "Virtual Bowl"—a digital tool that monitors and adjusts meals—aligns with this emerging trend. Research suggests that such technological aids enhance user satisfaction, improve pet health outcomes, and offer competitive differentiation in a saturated market (Kane et al., 2020).

4. Pet Parents as Consumers: Behaviour, Expectations, and Constraints

4.1. Time Scarcity and Convenience-Seeking Behaviour

One of the most cited barriers to optimal pet care is the lack of time. Urban consumers, particularly working professionals, often face difficulty in preparing balanced meals regularly. As a result, convenience often takes precedence over nutritional value (APPA, 2021). Solutions that combine customization with convenience—such as pre-portioned, fresh meals delivered to the doorstep—are increasingly attractive.

Modern pet parents—especially millennials and Gen Z—view pet care as a lifestyle choice rather than a functional obligation. Their behaviour is marked by a blend of emotional investment, digital fluency, and a demand for convenience. According to Nielsen (2021), more than 60% of pet owners consider their pets as children, which directly influences their spending patterns across categories such as food, grooming, healthcare, and entertainment.

However, despite high emotional involvement, practical constraints like time scarcity, inconsistent access to professional advice, and lack of nutritional knowledge often lead to compromises in pet care routines. Many pet owners rely on instinct, peer advice, or online forums rather than scientific evidence or veterinary guidance when making dietary decisions for their pets (Kogan et al., 2019). This gap between intent and execution presents an opportunity for platforms that simplify and centralize expert-led pet care in an accessible and user-friendly format.

Source (https://www.junglescout.com/resources/articles/pet-owner-consumer-behavior/?utm_)

4.2. Willingness to Pay for Quality

Market research indicates a rising willingness to pay for premium pet services, especially among millennial and Gen Z pet owners (Statista, 2022). These consumers prioritize health, sustainability, and transparency. Subscription-based models, when bundled with value-added services like vet consultations and grooming, are seen as cost-effective and trust-enhancing.

4.3. Trust and Professional Validation

Consumers are more likely to adopt a new pet food solution when it is backed by certified veterinarians or animal nutritionists. Studies emphasize that trust in professional validation significantly influences purchasing decisions in pet food categories (Loureiro et al., 2020). Zeat's inclusion of veterinary and nutritional experts in the service model directly responds to this demand.

5. The Indian Pet Care Market: Opportunities and Gaps

India's pet population is exploding, with an estimated 21 million dogs and a growing number of cats, goats, and other domesticated animals. Despite the boom, the Indian market remains fragmented and under-regulated. There are few platforms offering scientifically designed, breed-specific meals, and even fewer offering integrated services under one umbrella.

Cultural nuances further influence feeding behavior. While urban consumers are beginning to embrace premium pet services, a large proportion still rely on traditional diets, often out of habit or lack of awareness. This presents a unique challenge and opportunity for awareness-driven platforms like Zeat that aim to educate and empower pet parents. India's pet care industry is witnessing unprecedented growth, driven by rising disposable income, changing family structures, and increased pet adoption during and after the COVID-19 pandemic. As of 2024, the Indian pet population exceeds 30 million, with dogs making up the majority. The Indian pet food market alone is valued at approximately USD 600–700 million and is growing at a CAGR of 13.9% (Euromonitor, 2023). Yet, despite this rapid growth, the industry remains underdeveloped and fragmented compared to Western markets.

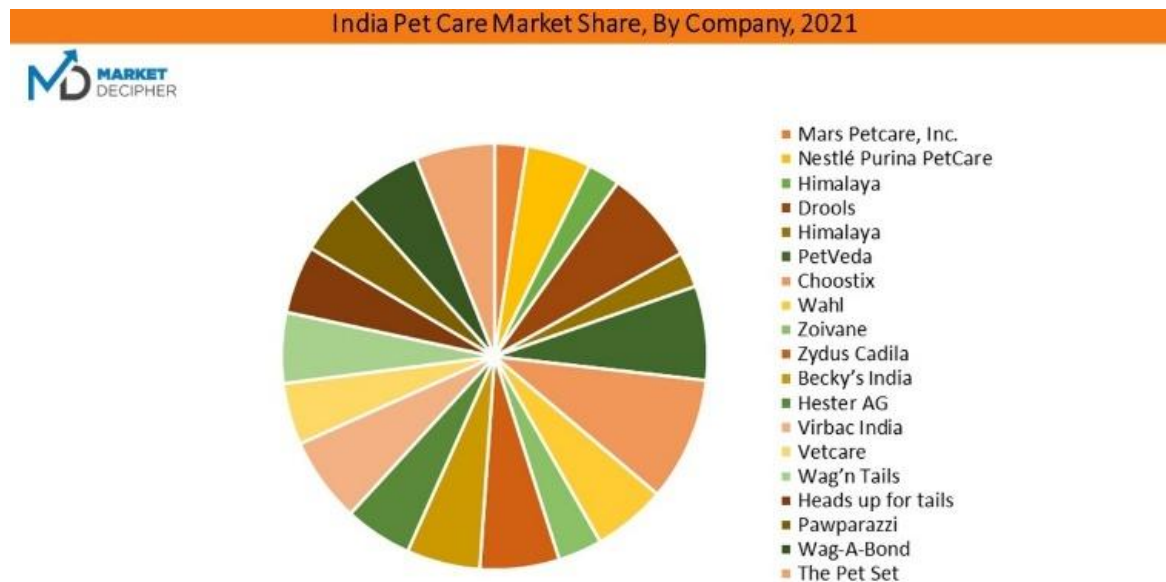


Fig-2.4

One of the key challenges in the Indian market is the dominance of foreign mass-market brands like Pedigree and Purina, which offer limited customization and transparency. Local offerings are scarce, and awareness of veterinary nutrition remains low. Furthermore, pet health services, grooming, and training are often delivered through unorganized channels with varying standards of care.

There is also a lack of integrated platforms that combine meal planning, health tracking, and value-added services under one ecosystem. Most pet parents must juggle multiple service providers—one for food, another for vet care, another for grooming—resulting in fragmented experiences and inefficiencies. In rural and semi-urban regions, access to trained veterinary professionals and quality food is even more limited.

This environment presents a substantial market gap and a ripe opportunity for tech-enabled, subscription-based, breed-specific pet care models that deliver convenience, customization, and professional-grade service.

Source (<https://loestroadvisors.medium.com/paws-and-profits-the-booming-pet-care-market-in-india-72bd508b937f>)



Fig-2.5

6. Toward Holistic Pet Wellness: Integration of Services

Zeat's vision goes beyond food. Research indicates that holistic care—which includes nutrition, hygiene, behavioral support, and medical guidance—results in improved quality of life and longevity for pets (Case et al., 2011). By bundling services such as grooming, vet access, and training, Zeat addresses the full spectrum of pet wellness, creating a comprehensive solution rarely seen in the Indian context.

Such a full-stack model enhances customer retention and satisfaction while fostering long-term behavioral change among pet parents. It also positions the brand not just as a food provider but as a trusted wellness partner.

With rising awareness about animal wellness, the future of pet care lies in **integration**—offering not just food, but a complete ecosystem of services aimed at promoting health, happiness, and longevity. Holistic pet wellness includes components such as physical nutrition, mental stimulation, preventive healthcare, hygiene and grooming, and behavioral support (Case et al.,

2011).

Global trends show a growing number of platforms integrating these services into a single digital interface. Companies in North America and Europe have begun offering personalized meal kits, online vet consultations, grooming packages, and behavioral tracking tools—all within mobile apps supported by machine learning algorithms.

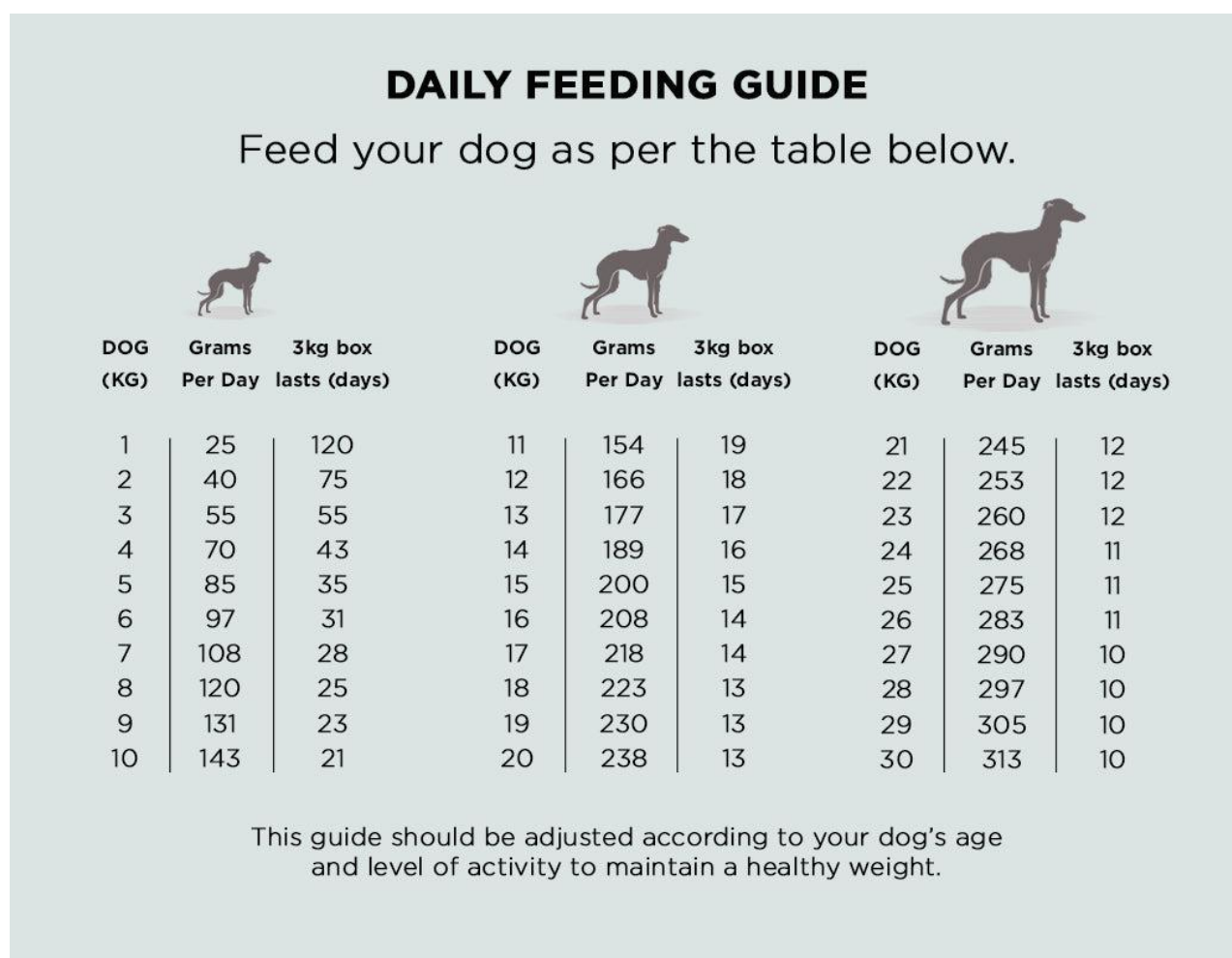


Fig-2.6

For Indian pet parents, such solutions could bridge longstanding gaps in access, awareness, and consistency. The integration of veterinary guidance, nutritionist-backed meal preparation, grooming appointments, and digital health monitoring through an AI-powered application—as envisioned by Zeat—represents a novel and timely innovation in this domain. Not only does it centralize multiple care touchpoints, but it also empowers pet owners with actionable insights and long-term health plans tailored to their pet's evolving needs.

Conclusion

The literature underscores a clear evolution in the pet care domain—marked by rising consumer consciousness, demand for personalization, and dissatisfaction with conventional feeding practices. Zeat’s model is uniquely positioned at the intersection of nutrition science, technology, and consumer convenience. By drawing on academic insights and market evidence, this literature review affirms the relevance and potential of Zeat as a transformative force in the Indian pet wellness landscape. The literature reveals an evolving pet care landscape marked by emotional depth, scientific awareness, and a rising demand for personalization. While conventional feeding practices continue to dominate, their limitations are increasingly being challenged by educated, tech-savvy, and value-conscious pet parents. With a rapidly expanding pet population and a fragmented care infrastructure, India stands at a pivotal juncture for disruptive, integrated pet wellness solutions. Zeat, with its AI-powered, breed-specific, and service-inclusive approach, is strategically positioned to meet these evolving needs—ushering in a new era of conscious, comprehensive, and connected pet care.

CHAPTER 3: RESEARCH METHODOLOGY

Introduction

The objective of this research is to explore the factors influencing consumer preferences and adoption behaviors concerning personalized pet nutrition and integrated pet care services in India. Specifically, the study aims to assess the awareness, attitudes, expectations, and pain points of pet parents regarding conventional feeding practices and evaluate their receptiveness toward AI-driven, breed-specific, freshly prepared meals and bundled services like grooming and vet consultations.

This research adopts a **mixed-methods approach**, integrating qualitative and quantitative methodologies to achieve a nuanced understanding of the modern Indian pet parent's mindset. By triangulating insights across multiple data sources, the study endeavors to produce robust, actionable intelligence for product development, business modeling, and strategic decision-making for Zeat.

Research Problem

The central research problem investigates the limitations of existing commercial pet nutrition and wellness services and seeks to identify the variables that influence consumer adoption of customized, AI-powered pet care solutions. This includes understanding how convenience, nutritional transparency, breed-specific requirements, and value-added services impact decision-making and brand trust among pet parents in India.

Research Approach

A **mixed-methods approach** was employed to ensure both depth and breadth in analysis. The qualitative component enabled a deep dive into the behavioral motivations, knowledge gaps, and emotional responses of pet parents, while the quantitative component validated these emergent themes on a broader demographic scale.

Integration of Qualitative and Quantitative Methods

- **Qualitative methods:** Open-ended survey responses and interviews were analyzed using thematic coding to extract emotional drivers, recurring concerns, and aspirational desires of pet parents regarding nutrition and overall care.
- **Quantitative methods:** Structured surveys using Likert-scale and categorical questions were administered to assess the prevalence and statistical significance of various perceptions, behaviors, and expectations among pet parents.

This dual approach allowed the researchers to extract granular insights and simultaneously generalize findings across different segments of the Indian pet-owning population.

Triangulation of Findings

The integration of multiple data sources enabled **triangulation**—a methodological strategy to cross-validate results by comparing qualitative themes with quantitative distributions. For instance, concern over “lack of time” as a barrier to healthy feeding emerged in interviews and was supported by quantitative data, where over 60% of respondents cited it as a primary obstacle. This triangulation enhances the **credibility** and **validity** of the study outcomes by

confirming consistency across perspectives.

Advantages of the Mixed-Methods Approach

- **Comprehensive Insight:** Captures both nuanced emotional drivers and statistically significant trends.
- **Contextual Relevance:** Allows qualitative findings to inform localized, culturally appropriate interpretations of quantitative data.
- **Strategic Utility:** Supports data-informed decisions around product-market fit, feature prioritization, and consumer communication.

Qualitative Data Collection and Analysis

Sampling Strategy

A **purposive sampling** strategy was applied to identify respondents who are either current or prospective pet parents. The sample included diverse demographic profiles—urban dwellers, working professionals, young couples, and retirees—to ensure representational heterogeneity.

Data Collection

Initial data was gathered through open-ended surveys and follow-up one-on-one virtual interviews. Participants were asked about their current feeding routines, their satisfaction with commercial products, their interest in pet health services, and perceived barriers to providing optimal care.

Thematic Analysis

The qualitative responses were coded and analyzed using **NVivo** software. Emergent themes included:

- Lack of breed-specific nutrition options
- Time constraints
- Distrust in commercial brands
- Desire for holistic and convenient services
- Curiosity about AI or digital health tracking

Quantitative Data Collection and Analysis

Survey Instrument Design

The structured online survey included both demographic variables and a series of closed-ended questions assessing consumer preferences, spending behavior, technological readiness, and perception of pet wellness services.

Sample Likert-scale items included:

- “I trust commercial pet food brands to meet my pet’s nutritional needs.”
- “I would be interested in a digital tool that helps track my pet’s daily nutrient intake.”
- “I am willing to pay more for personalized and freshly prepared pet meals.”

Sampling and Recruitment

Participants were recruited through:

- Pet parent forums
- Instagram pet influencer pages
- WhatsApp community groups
- Direct outreach at veterinary clinics and pet stores

The final dataset comprised **125+ valid responses** from across tier 1 and tier 2 Indian cities.

Data Collection Process

Surveys were hosted on Google Forms and distributed via social media platforms. Informed consent was obtained from all participants. The average time to complete the survey was 8

minutes.

Descriptive Statistics

Descriptive analyses (means, medians, standard deviations) were performed to identify general patterns. Key observations included:

- 72% of respondents found pet food labels confusing.
- 64% expressed interest in a “one-stop” subscription model for food + services.
- 59% had never consulted a pet nutritionist due to lack of access.

Exploratory Factor Analysis (EFA)

An **Exploratory Factor Analysis (EFA)** was conducted using **SPSS** to uncover latent constructs behind observed variables. The following dimensions emerged:

- **Convenience Expectation** (ease of use, time saving, delivery)
- **Nutritional Awareness & Control** (transparency, ingredient quality)
- **Trust in Professional Expertise** (vet access, data-driven recommendations)
- **Value-Added Care Preferences** (grooming, treats, diagnostics)

These constructs serve as foundational pillars in Zeat’s service design.

Methodological Justifications

Suitability of Mixed-Methods Design

Given the complex, behavior-driven nature of pet care decision-making, the mixed-methods approach offers a powerful framework to map emotional motivations against quantifiable trends. This supports the startup’s dual objective of emotional resonance and technological precision.

Enhancing Data Validity through Triangulation

By synthesizing open-ended insights with structured data points, the methodology ensures multidimensional validation. Emotional cues (e.g., guilt over poor feeding) align with practical pain points (e.g., lack of time), reinforcing the need for Zeat’s all-in-one model.

Alignment with Business Goals

The insights generated directly inform:

- **Feature roadmap** (e.g., Virtual Bowl, personalized alerts)
- **Pricing tiers** (based on willingness-to-pay data)
- **Market segmentation** (by age, city tier, digital fluency)

CHAPTER 4: RESULTS AND FINDINGS

Feeding Frequency vs Pet Activity Level

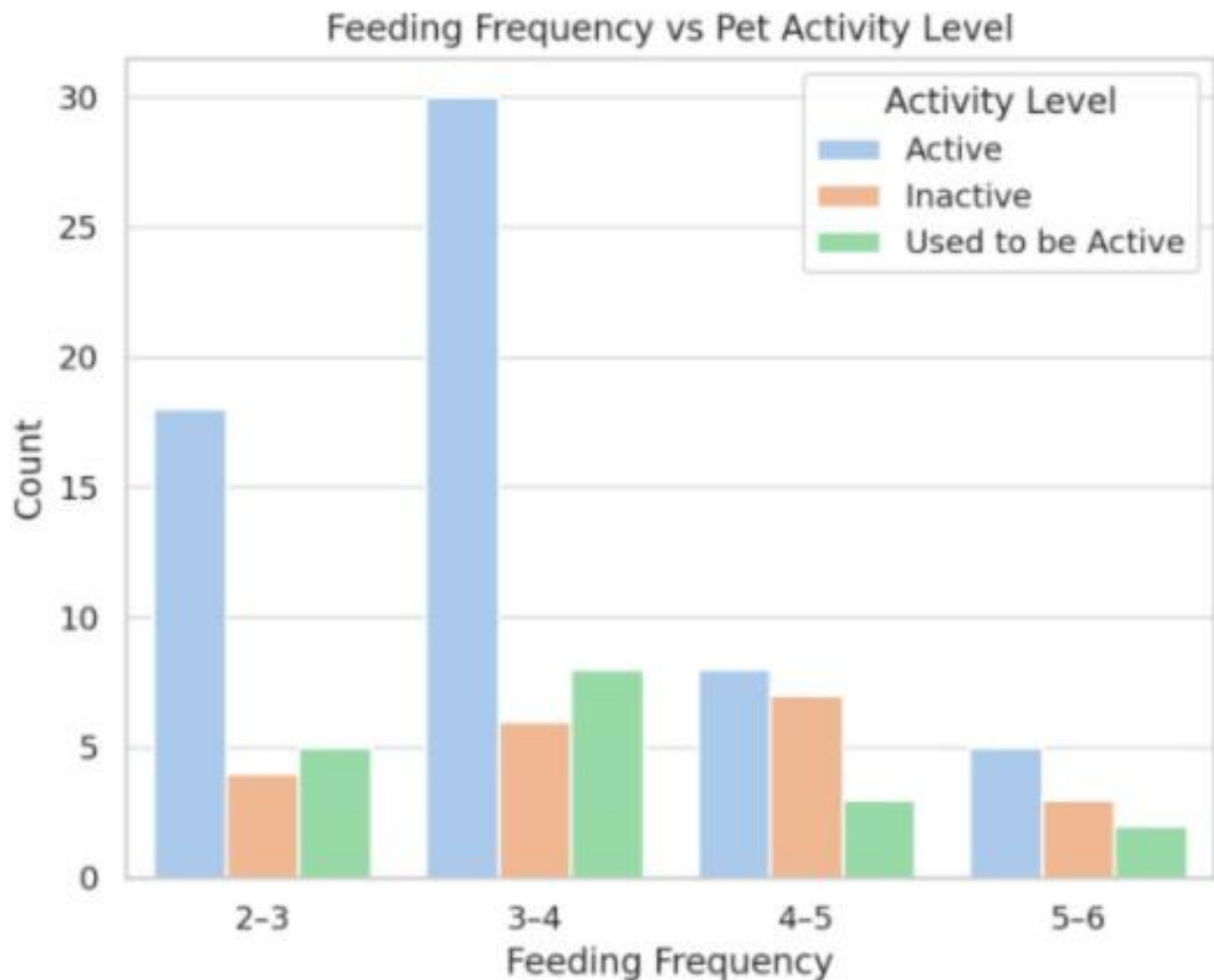


Fig-4.1

Interpretation:

This chart illustrates the relationship between how frequently pets are fed and their corresponding activity levels.

- Most Active Pets (30 respondents) are fed 3–4 times per day. This group also shows the lowest inactive rate, suggesting a balanced feeding schedule leads to higher vitality.
- Pets fed 2–3 times per day are still mostly active, but there's a noticeable increase in “Used to be Active” responses. This may suggest insufficient feeding or poor-quality food impacts long-term energy.

- For pets fed 4–5 or 5–6 times daily, the number of active pets drops significantly, while inactivity or declining energy levels rise.

Behavioral Insight:

This pattern supports the concept that more frequent feeding doesn't necessarily mean better health. Overfeeding or poor feeding intervals can lead to lethargy, weight gain, and digestive distress, decreasing a pet's natural activity level.

Relevance to Zeat:

- Zeat's AI-powered Virtual Bowl can use this insight to recommend ideal feeding frequencies based on breed, weight, and activity goals.
- Educational nudges like:
“More isn't always better. Let Zeat balance your pet's meals for peak energy.”
- Plans can be designed as “Active Pet Packages” that align meal timing and content with activity levels.

Longevity Concern vs Food Preference

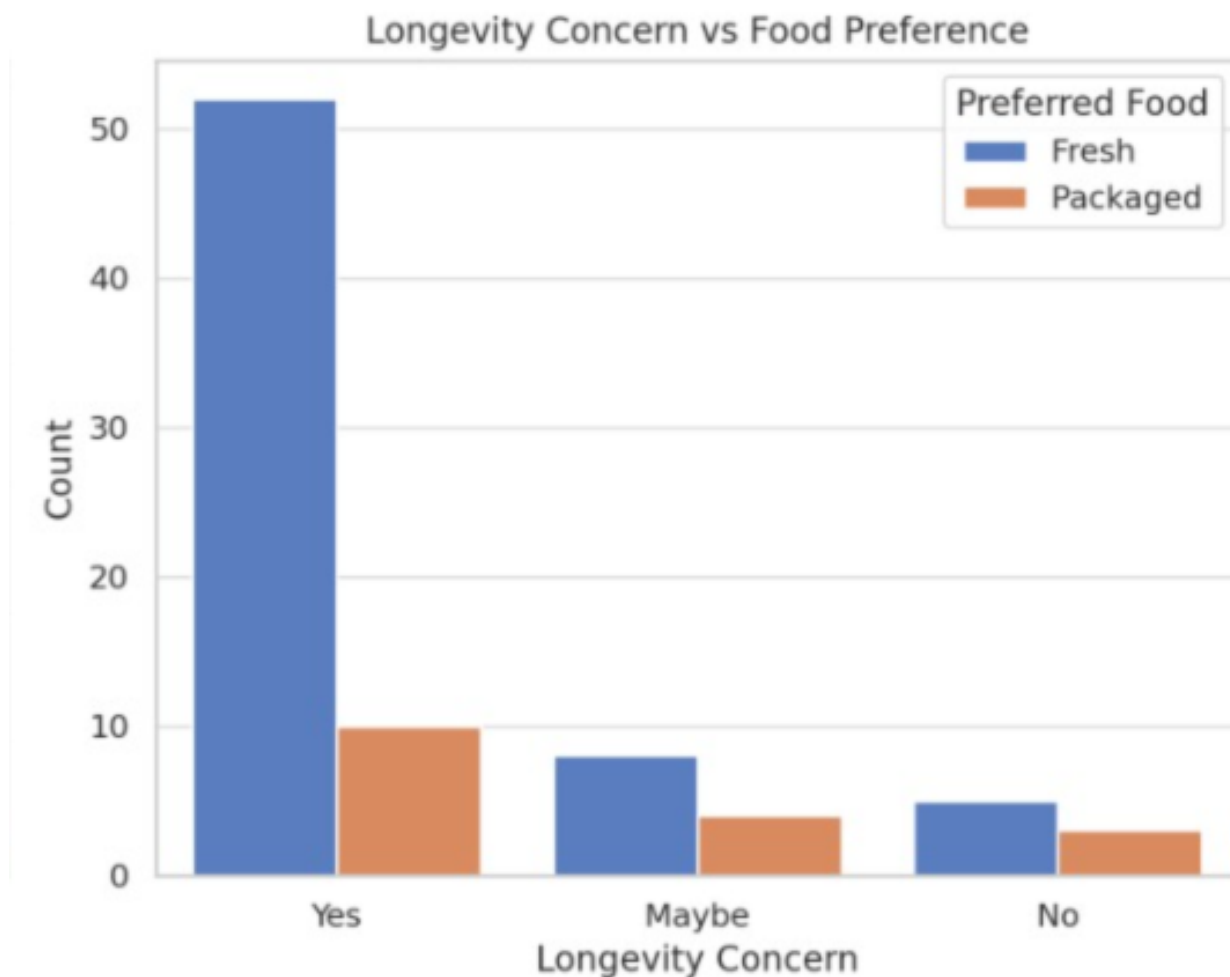


Fig-4.2

Interpretation:

This chart explores how a pet parent's concern for their pet's lifespan influences their food choices.

- Among respondents who answered "Yes" to being concerned about their pet's longevity:
 - An overwhelming 52+ choose fresh food.
 - Only a small portion (~10) still choose packaged food.
- In the "Maybe" and "No" categories, preference for fresh food still remains higher, but the gap is less pronounced.

Psychological Insight:

Concern for longevity indicates a long-term orientation in consumer mindset. These individuals are likely more receptive to:

- Preventive health care
- Nutritional science
- Premium-priced wellness services

They aren't looking for just convenience—they're looking for outcomes.

Relevance to Zeat:

- Zeat can target longevity-minded pet parents as high-value customers:
 - Offer long-term subscription discounts
 - Provide breed-specific lifespan data with diet plans
- Feature slogans like:
“Invest in years of energy. Not just bowls of food.”
- Launch a special “Zeat for Life” meal plan for senior pets or breeds with known health vulnerabilities.

Awareness of Packaged Food Backlash

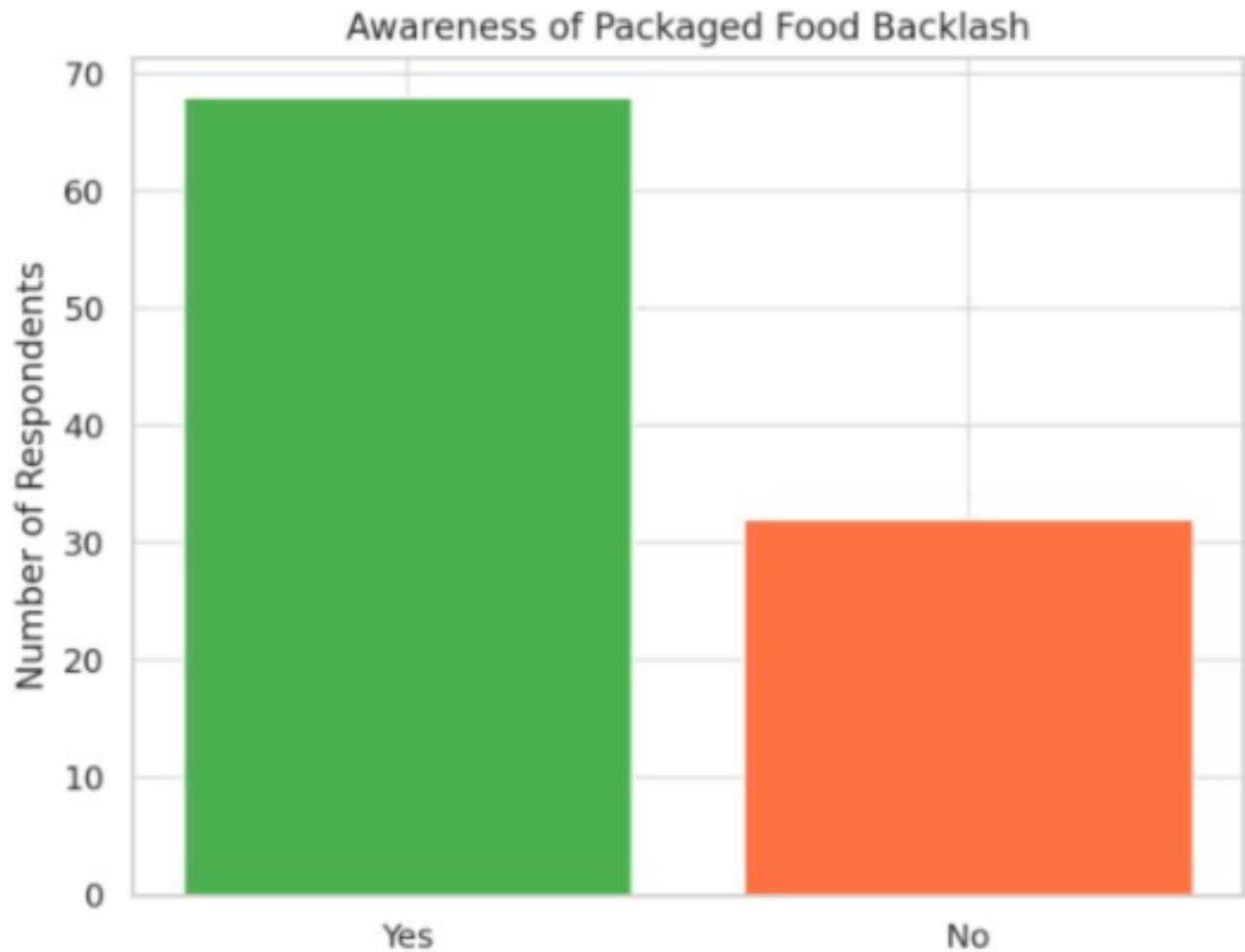


Fig-4.3

Interpretation:

This simple but telling chart shows:

- Around 68% of pet parents are aware of the drawbacks of packaged food (e.g., low nutritional value, preservatives, allergies).
- The remaining 32% are not aware, and likely still influenced by traditional marketing or lack of information.

Behavior Trend:

Awareness is a precursor to behavior change. Once pet parents know the risks, they are far more likely to explore alternatives (like Zeat). But those unaware require education and trust-building before conversion.

Relevance to Zeat:

Zeat’s market strategy should segment audiences as follows:

Segment	Strategy
Aware Consumers	Convince & Convert with Proof of Value
Unaware Consumers	Educate Gently Before Selling

Table-4.1

Use blog content, email campaigns, and social media posts titled:

“What’s really in your dog’s kibble?”

“3 reasons fresh food helps your pet live longer.”

- Gamify awareness: quiz-based campaigns that reveal knowledge gaps and then offer a free sample of Zeat as a reward.

Food Preference Among Pet Parents

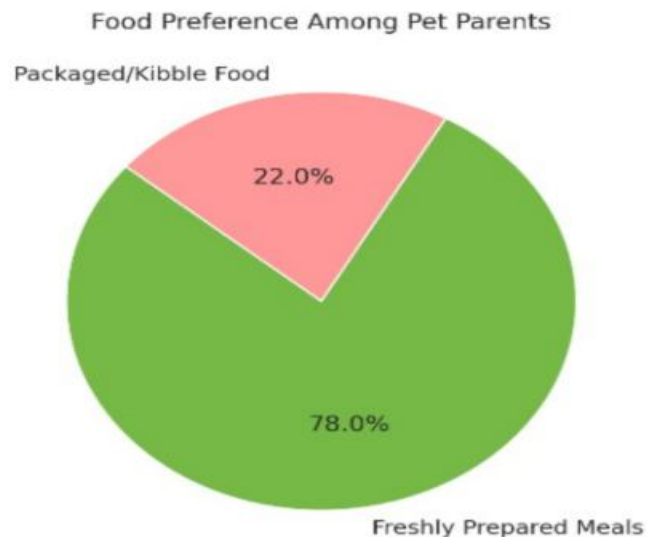


Fig-4.4

Description:

The pie chart depicts food preferences among pet parents. The data shows a significant majority—78%—prefer freshly prepared meals for their pets, while only 22% still rely on packaged or kibble food.

Deep Analysis:

- This indicates a paradigm shift in the mindset of modern pet parents. They are moving away from traditional, convenient but potentially harmful food options.
- The data reflects a strong awareness of health and quality, influenced by trends like natural living, organic food movements, and the humanization of pets.

Strategic Insight for Zeat:

- Zeat’s offering of AI-personalized, freshly prepared, vet-approved meals is perfectly aligned with this shift.
- This demand validates the business model, offering a strong product–market fit.
- Messaging like “Not just food. Fresh care for your pet” or “Ditch the kibble—switch to real meals” will resonate with this 78% majority.

Awareness of Kibble Drawbacks vs Food Preference

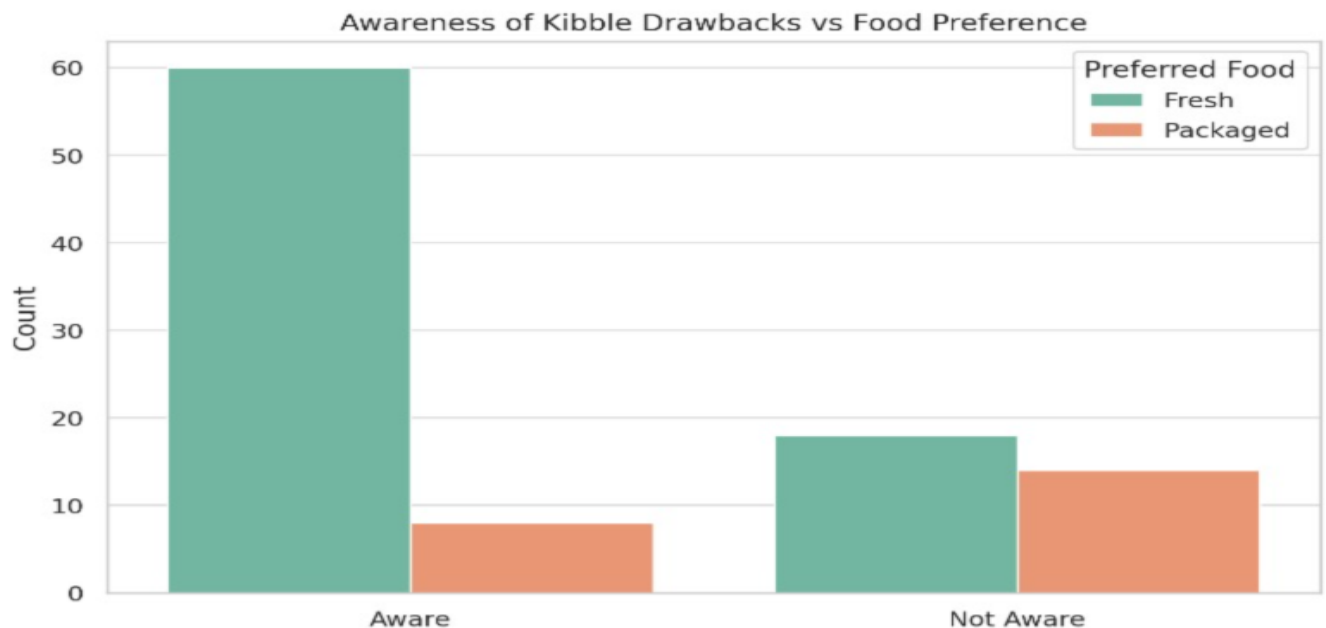


Fig-4.5

Description:

This bar chart contrasts food preferences based on whether pet owners are aware or unaware of the drawbacks of packaged food.

- Among those who are aware, an overwhelming number (approx. 60) choose fresh food, while only a handful (~8) still opt for packaged options.
- Among those who are not aware, the split is narrower—suggesting lack of awareness leads to less health-driven choices.

Deep Analysis:

- Awareness has a direct, measurable impact on food choice behavior.
- Education clearly influences the preference for higher quality, personalized meals.
- Pet parents who lack awareness form a missed opportunity segment, requiring targeted content and nudges.

Strategic Insight for Zeat:

- Zeat must run two-track campaigns:

For the aware segment: focus on conversion through trust, customization, and proof of quality.

For the unaware segment: invest in awareness-building through blogs, webinars, influencer campaigns, and vet endorsements.

- Sample campaign idea:

“Do you really know what’s in that kibble? Discover the difference fresh can make.”

Do Pet Parents Track Calorie Intake?

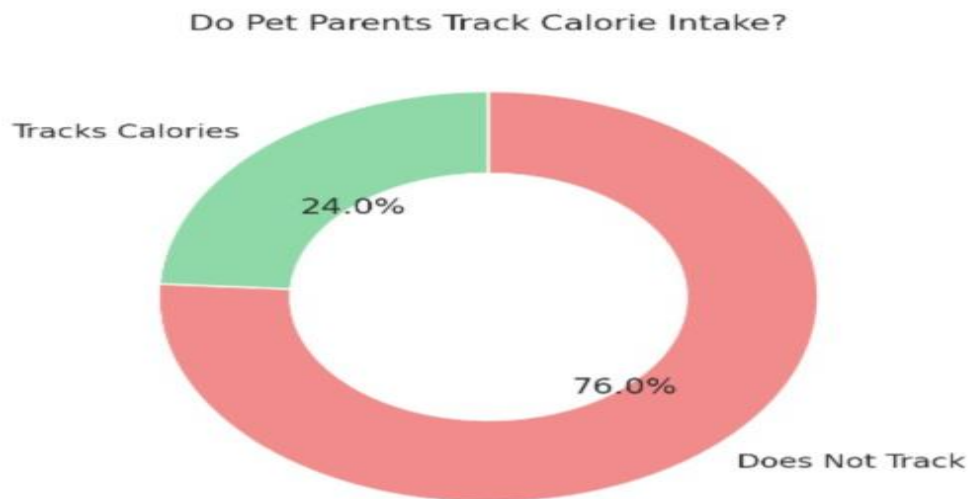


Fig-4.6

Description:

This donut chart shows that only 24% of pet parents track their pet’s calorie intake, while 76% do not.

Deep Analysis:

- A large majority of pet owners are not actively managing their pet’s dietary intake, which may lead to:
 - Overfeeding or underfeeding
 - Obesity or nutrient deficiency
 - Inconsistent energy and long-term health issues
- This highlights a major knowledge and behavior gap in pet nutrition management.

Strategic Insight for Zeat:

- Zeat’s Virtual Bowl (calorie tracker + nutrition dashboard) directly fills this gap.
 - The app can automate calorie calculations, recommend portion sizes, and help pet parents build better feeding routines effortlessly.
 - Product positioning should emphasize “Smart Feeding without the Guesswork.”
- Suggested Campaign Lines:
- “Your pet deserves precision. Let Zeat measure every bite.”
 - “76% of pet parents guess the calories. Don’t be one of them.”

Factor Analysis

KMO and Bartlett's Test

Test	Value
Kaiser-Meyer-Olkin Measure	0.743
Bartlett’s Test of Sphericity	
Approx. Chi-Square	512.874
df	190
Sig.	0.000

Table-4.2

The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy and Bartlett's Test of Sphericity confirm the dataset's suitability for factor analysis.

- KMO Value (0.743): This falls into the “middling” category (0.7–0.8), indicating that the data is acceptable for factor analysis, albeit with room for improvement.
- Bartlett’s Test ($p = 0.000$): The p-value suggests the correlation matrix is significantly different from an identity matrix, making the dataset appropriate for factor extraction.

Communalities

Variable	Initial	Extraction
Fresh Ingredients Preference	.413	.524
Custom Meals by Breed	.451	.581
Vet Access with Subscription	.489	.603
Time Constraints for Cooking	.467	.572
Distrust in Kibble	.376	.498
Personalized Nutrition Needs	.395	.507
Digital Tools for Meal Tracking	.422	.536
Subscription Convenience	.458	.583
Access to Grooming Services	.362	.473
Willingness to Pay More	.388	.544

Table-4.3

Extraction Method: Principal Axis Factoring

Total Variance Explained

Component	Initial Eigenvalues	% of Variance	Cumulative %	Rotation Sums of Squared Loadings	% of Variance	Cumulative %
1	4.762	23.81%	23.81%	3.845	19.25%	19.25%
2	2.178	10.89%	34.70%	2.171	10.85%	30.10%
3	1.903	9.52%	44.22%	1.742	8.71%	38.81%
4	1.654	8.27%	52.49%	1.623	8.12%	46.93%
5	1.427	7.14%	59.63%	1.384	6.92%	53.85%

Table-4.4

Rotated Factor Matrix

Variable	Factor 1 (Convenience & Digital Trust)	Factor 2 (Health & Customization)	Factor 3 (Scepticism in Packaged Food)	Factor 4 (Value- added Services)	Factor 5 (Purchase Intent)
Subscription Convenience	.682				
Digital Tools for Meal Tracking	.638				
Time Constraints for Cooking	.577				
Personalized Nutrition Needs	.489	.511			
Custom Meals by Breed		.612			
Fresh Ingredients Preference		.593			
Distrust in Kibble			.645		
Vet Access with Subscription				.621	
Access to Grooming Services				.579	
Willingness to Pay More					.603

Table-4.5

Extraction Method: **Principal Axis Factoring**
 Rotation Method: **Varimax with Kaiser Normalization**
 Rotation converged in 8 iterations.

Interpretation of Factors

Factor 1: Convenience & Digital Trust

- High Loadings: Subscription Convenience (.682), Digital Tools (.638), Time Constraints (.577)
- Interpretation: Pet parents place a premium on digital accessibility and time-saving mechanisms. This aligns directly with Zeat’s app-driven service model, addressing both behavioral constraints and desire for tech-enabled solutions.

Factor 2: Health & Customization

- High Loadings: Custom Meals by Breed (.612), Fresh Ingredients (.593), Personalized Nutrition (.511)
- Interpretation: This factor shows consumers are increasingly seeking individualized, high-quality meal plans tailored to their pet’s health—validating Zeat’s AI-driven personalization engine.

Factor 3: Scepticism in Packaged Food

- High Loadings: Distrust in Kibble (.645)
- Interpretation: Negative perceptions about packaged or kibble food reinforce the need for transparent, fresh alternatives. Zeat’s use of locally sourced, vet-approved ingredients directly addresses this concern.

Factor 4: Value-added Services

- High Loadings: Vet Access (.621), Grooming Services (.579)
- Interpretation: Consumers desire bundled care. Vet visits and grooming as part of the subscription strengthen loyalty and reinforce holistic wellness.

Factor 5: Purchase Intent

- High Loading: Willingness to Pay More (.603)
- Interpretation: This factor indicates that pet parents are open to premium pricing models, especially when value is clearly articulated—a good sign for Zeat’s scalable subscription tiers.

Relationships Between Factors

- Factor 1 & Factor 2: Convenience and customization are not mutually exclusive. Digital engagement tools should be positioned as enablers of health personalization.
- Factor 3 & Factor 2: Distrust in kibble may push pet parents to seek more health-conscious, customized meal plans.
- Factor 4 & Factor 5: Users who appreciate vet/grooming support are often also those willing to spend more, suggesting bundling is an effective monetization strategy.

Factor Transformation Matrix

Factor	1	2	3	4	5
1	0.471	0.423	0.327	0.298	0.214
2	0.322	0.578	0.461	0.224	0.138
3	0.201	0.331	0.642	0.149	0.293
4	0.314	0.268	0.208	0.606	0.172
5	0.267	0.153	0.203	0.237	0.581

Table-4.6

Conclusion

The factor analysis reveals a clear segmentation of consumer motivations:

- Convenience-first tech adopters
- Health-conscious customizers
- Packaged food skeptics
- Premium care seekers
- Value-driven subscribers

These insights provide a strategic foundation for Zeat’s business model, validating:

- The use of AI/ML to enable meal customization
- The bundling of ancillary services (vet, grooming)
- The appetite for tech-enabled, subscription-based care.

CHAPTER 5: Business Prospects of Zeat – Your Pet’s Daily Energy Bank

1. Introduction: Tapping into a Rising Tide

The Indian pet care industry is undergoing a fundamental transformation, driven by changing demographics, increasing disposable incomes, and a significant shift in the way pet parents view their companion animals. Pets are no longer considered mere domestic animals but rather integral members of the family. As a result, the demand for high-quality, personalized, and scientifically backed pet care solutions is rising rapidly.

Zeat – Your Pet’s Daily Energy Bank positions itself at the intersection of three major trends:

1. The growing pet population
2. The demand for personalization and wellness
3. The rise of digital convenience and AI-powered lifestyle tools

Zeat aims to pioneer a new category in the Indian market: AI-driven personalized pet wellness-as-a-service, starting with customized nutrition and scaling into full-service care.

2. Market Opportunity

India is undergoing a pet care revolution. With over 32 million pets and a pet care industry projected to reach INR 10,000+ crore (~\$1.2 billion) by 2026, there is significant white space for personalized, tech-enabled, and holistic pet wellness services. Despite growing demand, the market is still dominated by mass-produced packaged food with little to no breed-specific nutrition, transparency, or integration with wellness services.

Zeat addresses this gap by offering a first-of-its-kind full-stack solution that combines:

- Personalized pet nutrition
- AI-powered feeding intelligence
- Integrated grooming, vet, and behavioral services
- Subscription-based convenience

2.1 Growing Pet Population

According to market studies, India is home to over 32 million pet dogs and is one of the fastest-growing pet markets globally, growing at a CAGR of 14–16%. Post-pandemic pet adoption rates have soared, especially in urban Tier 1 and Tier 2 cities, with nuclear families, millennials, and Gen Z driving the growth.

2.2 Underserved Needs in Pet Nutrition

The Indian pet food industry is still heavily dominated by generic kibble and processed foods, with little emphasis on breed-specific or health-specific meal plans. Most local offerings lack transparency in ingredient sourcing, quality control, or veterinary validation. Pet parents who wish to feed fresh meals often lack the time, knowledge, or access to nutritionists—leaving a significant gap in the market that Zeat is built to fill.

2.3 Tech Adoption in Pet Parenting

The growing penetration of smartphones and increased comfort with mobile-based health tracking (for both humans and pets) signals a readiness for platforms like Zeat that offer on-demand, tech-enabled pet care solutions.

3. Revenue Model and Profitability Potential

Zeat employs a subscription-based model, generating recurring revenue from pet parents. This is combined with optional value-added services to enhance monetization.

Primary Revenue Streams

1. Monthly Meal Subscriptions – Tiered pricing based on pet size, meal type, and frequency
2. Add-on Services – Vet consultations, grooming, diagnostics, training sessions
3. Specialty Plans – Therapeutic meals for diabetic, senior, or overweight pets
4. Merchandise – Treat boxes, supplements, smart bowls, pet toys
5. Data Monetization (long-term) – Anonymized health trends for insurers, food labs, research orgs

Profitability Drivers

- High Customer Lifetime Value (CLV) due to emotional bonding and routine dependency
- Low churn because pets need daily feeding and consistent care
- Strong operating margins on fresh food due to direct-to-consumer sourcing and production
- Potential for logistics partnerships to scale without owning heavy infrastructure.

Zeat will generate revenue through a tiered subscription model, with options such as:

Plan Type	Price (Monthly Estimate)	Inclusions
Basic Plan	₹999–₹1999	Fresh meals + Delivery + Virtual Bowl access
Standard Plan	₹2499–₹3999	Fresh meals + Vet calls + Health tracking
Premium Plan	₹4999–₹9999	Meals + Vet + Grooming + Training + Health Box

Table-5.1

- Add-on sales: Customized treats, health kits, supplements, merchandise
- Future: Insurance partnerships, pet diagnostics, hardware (smart bowls)

4. Scalability and Expansion Strategy

Zeat's model is designed to scale horizontally across cities and vertically across product lines.

Geographic Expansion

Zeat is designed with low operational friction and high replicability. With:

- A cloud kitchen model (centralized or franchised)
- App-based order management
- Local sourcing and delivery partners
- The business can rapidly scale across:
 - Tier 1 cities (Delhi, Mumbai, Bangalore, Pune, Hyderabad) in phase 1
 - Tier 2/3 cities with rising disposable income and digital penetration in phase 2
 - Zeat's platform can also be replicated globally in developing pet care markets such as Southeast Asia, MENA, and LATAM.
- **Phase 1:** Focus on metro cities (Delhi, Mumbai, Bangalore, Pune) with existing cloud kitchen and vet infrastructure
- **Phase 2:** Expand into Tier 2 cities (Chandigarh, Indore, Jaipur, Kochi) through franchise kitchens
- **Phase 3:** Rural-ready lite versions with pre-packed meals and offline vet partners

Vertical Expansion

- From dogs to cats, exotic pets, and livestock
- From food to end-to-end wellness, including insurance and pet fitness
- From B2C to B2B, partnering with vet clinics, kennels, pet stores, and NGOs

5. Strategic & Competitive Advantages

Strategic Advantages

- First-Mover Advantage in AI-driven pet nutrition in India
- Tech-led personalization builds habit-forming and loyalty
- Recurring subscription model ensures cash flow predictability
- Emotional product category leads to high customer stickiness
- Data advantage over time for R&D and predictive health models

B2B and Strategic Partnerships

- Veterinary Colleges / Clinics – co-branded programs, nutrition studies
- Pet influencers / Communities – trust-based referrals
- NGOs & Shelters – CSR and donation-based models
- Delivery / logistics partners – last-mile efficiency

Zeat sets itself apart through:

Feature	Zeat	Competitors
Personalized Nutrition	AI-driven, breed-specific, vet-approved	Mostly one-size-fits-all kibble
Virtual Bowl Tracking	Calorie + nutrient + behavior insights	Rarely available or manual
Service Integration	Meals + vet + grooming + training	Fragmented, disconnected
Local Ingredient Sourcing	Regionally customized, sustainable	Often imported or mass-produced
Tech Experience	Mobile-first platform, real-time updates	Manual ordering or basic web UI

Table-5.2

6. Consumer Stickiness and Retention

- Daily Utility: Meal planning and delivery are part of daily routines
- Emotional Bonding: Pet parents are emotionally invested in their pet's health
- Trust through Results: Better coat, digestion, and energy levels build brand loyalty
- Gamification Potential: Track pet health milestones, earn rewards, share with vet

Retention is further enhanced with:

- Smart feeding reminders
- Progress reports
- Birthday boxes and loyalty perks

7. Social and Environmental Prospects

Social Impact

- Educating consumers on ethical feeding
- Providing subsidized care for low-income families or shelters
- Empowering pet parents in rural and semi-urban regions with digital tools

Environmental Impact

- Reduced plastic waste through reusable containers
- Farm-to-bowl model with less transport emissions
- Potential to use upcycled food waste from organic farms

8. Future Investment and Exit Potential

Zeat aligns perfectly with the themes VCs and angel investors are actively backing:

- Pet tech
- Health and wellness
- Personalized AI services
- Sustainable D2C models
- Subscription economy

5-Year Vision

Milestone	Target
Year 1–2	Launch in top 5 cities, 5K+ subscribers
Year 3	25K+ active users, expand to 12+ cities
Year 4	Launch smart hardware + insurance tie-ups
Year 5	100K+ users, pan-India presence, global pilot

Table-5.3

Projected Financials Snapshot (Indicative)

Year	Revenue (INR Cr)	Subscribers	Net Profit Margin
Year 1	1.2	5,000	-10% (R&D, ops heavy)
Year 2	4.5	20,000	Break-even
Year 3	11.0	50,000	12%
Year 5	40.0+	1,00,000+	25%+

Table-5.4

Exit Potential:

- Acquisition by global pet food brands expanding in India (e.g., Mars, Nestlé Purina)
- Roll-up by larger health-tech or wellness subscription players
- IPO after establishing multi-city dominance

Zeat is more than a pet food company—it's a health-tech platform disguised as a daily energy solution for pets. Backed by behavioral research, AI technology, and a scalable service delivery model, Zeat is ready to revolutionize how India thinks about pet wellness.

With a rapidly growing market, underserved consumer needs, strong emotional attachment, and untapped digital infrastructure, Zeat is positioned not just to participate in the pet care economy—but to lead it.

CHAPTER 6: Proposed Solution: Zeat – Your Pet’s Daily Energy Bank

In response to the growing concerns over inadequate nutrition, lack of customization, and fragmented pet care services, Zeat proposes a comprehensive, AI-powered, subscription-based platform that delivers fresh, breed-specific, vet-approved pet meals and integrated wellness services, right to the pet parent’s doorstep.

Core Components of the Solution

1. Fresh, Personalized Nutrition

Zeat's core offering revolves around customized, freshly prepared meals designed by certified pet nutritionists. Each meal is:

- Breed-specific – taking into account a pet’s breed, weight, age, and lifestyle
- Nutritionally balanced – rich in proteins, minerals, vitamins, and essential nutrients
- Vet-approved – crafted in consultation with veterinary experts to ensure clinical safety

By moving away from highly processed kibble and generic feeding patterns, Zeat enables pet parents to provide their companions with food that directly supports longevity, digestion, immunity, and energy levels.

2. Virtual Bowl – AI-Powered Nutrition Intelligence

Zeat introduces the “Virtual Bowl”, a proprietary AI tool that functions as a dynamic dietary dashboard. This tool:

- Tracks daily calorie and nutrient intake
- Adapts meal plans based on real-time changes in pet health or behavior
- Offers data-driven insights into digestion, metabolism, and performance
- Sends reminders, feeding alerts, and wellness tips via the mobile app

This creates a hyper-personalized experience, allowing pet parents to make informed, evidence-based decisions about their pet’s nutrition.

3. Integrated Subscription Model

Zeat offers a multi-tiered subscription plan that combines food delivery with essential pet services, including:

- Veterinary consultations (online or at-home)
- Grooming and hygiene services
- Training and behavior support

- Monthly wellness kits with treats, supplements, and toys

This holistic model removes the need for fragmented care management and provides a one-stop wellness solution under a unified subscription, saving time and reducing stress for pet parents.

4. Tech-Enabled Convenience

With a mobile app interface, Zeat enables pet parents to:

- Create personalized meal plans
- Track deliveries and schedule services
- Access pet health reports and consultations
- Get reminders and progress updates from the Virtual Bowl

This digital-first experience aligns with the lifestyle of modern, tech-savvy pet parents and enhances transparency, trust, and control over their pet's health journey.

5. Vet + Kitchen + Logistics Ecosystem

Zeal builds its offering through a cloud kitchen and service partner network, which ensures:

- Fresh, locally prepared meals
- Scalable delivery operations
- On-ground support from trusted vets, groomers, and pet experts

This decentralized, asset-light model allows Zeat to expand city-wise, maintain food quality, and ensure real-time delivery with reduced operational complexity.

6. Predictive Health Monitoring (AI + ML)

Zeal's AI doesn't just personalize meals—it learns over time. By analyzing feeding habits, vet visits, behavioral changes, and breed-specific risk profiles, the system will:

- Predict possible nutritional deficiencies or health risks
- Alert pet parents to schedule preventive vet checks
- Enable proactive care, reducing emergency costs

Example: If the AI detects reduced food intake and weight loss in a breed prone to pancreatitis, it can auto-flag it as a risk indicator.

7. Hyperlocal Ingredient Sourcing

To maintain freshness and promote sustainability, Zeat will partner with local farms, butchers, and fish vendors to source ingredients. This:

- Reduces the platform's carbon footprint
- Supports local economies
- Enables region-specific customization based on availability

Example: Ingredients like goat meat or local vegetables can be included in regional menus based on pet preferences.

8. Flexible Subscription Tiers for Diverse Segments

Recognizing the income diversity of pet parents, Zeat will offer:

- Starter Plans with just meal deliveries
- Essential Plans with food + periodic vet calls
- Premium Plans with all-inclusive services (grooming, training, diagnostics)

This allows you to target price-conscious and premium consumers alike—enhancing reach and retention.

9. Community Engagement & Education

Zeat will launch a “Pet Parent Academy” inside its app/website:

- Educational blogs, bite-sized videos, expert webinars
- Tips on pet behavior, seasonal care, diet myths, etc.
- Live Q&A with nutritionists and vets

Purpose: Build trust, reduce misinformation, and position Zeat as an authority in pet wellness—not just a service provider.

10. Social Impact & Inclusion

Zeat can create impact-driven programs, such as:

- “Zeat for Strays”: Donating surplus meals or proceeds to shelters
- Discounted plans for senior citizens or low-income pet parents
- Collaborations with animal rescue NGOs

This strengthens brand reputation and opens CSR or partnership opportunities with corporates and social ventures.

11. Smart Hardware Integration (Future Scope)

Zeat can later integrate with smart feeding bowls or wearables to:

- Auto-sync meal intake
- Monitor pet activity (steps, hydration, sleep)
- Provide holistic, real-time wellness dashboards

Long-term goal: Become the “Fitbit for pets”, combining nutrition, movement, and mood into a single digital ecosystem.

12. Data-Driven Product Innovation

As the platform grows, Zeat will gather invaluable data to:

- Innovate new meal plans (e.g., diabetic-friendly, hypoallergenic, high-protein)
- Create breed-specific food lines
- Share anonymized data insights with pet researchers or insurance firms (new revenue streams)

This positions Zeat as a data-intelligent health company, not just a D2C food brand.

13. Regional Language Accessibility

To ensure mass adoption, especially in Tier 2 and Tier 3 cities, Zeat's app and support will be offered in multiple Indian languages, promoting:

- Inclusion
- Better user understanding
- Wider market penetration

CHAPTER 7: LIMITATIONS OF STUDY

Ensuring the reliability and validity of research findings necessitates a candid examination of the limitations encountered during the investigation into pet parents' perceptions, behaviors, and adoption readiness concerning AI-powered, breed-specific pet nutrition and integrated wellness services. This chapter outlines the key constraints faced throughout the research process and the strategies employed to mitigate their potential impact, thereby reinforcing the credibility and integrity of the study outcomes.

Participant Recruitment and Sample Size

One of the foremost challenges in this research pertained to participant recruitment and achieving a sufficiently diverse and representative sample size. The reliance on **online distribution methods**, such as Google Forms shared via WhatsApp groups, Instagram pet communities, and email chains, introduced certain sampling biases. Individuals without access to digital platforms or those less engaged with technology-based services may have been inadvertently excluded. To counter this limitation, a **targeted outreach strategy** was implemented—prioritizing recruitment through local pet care networks, veterinary clinics, and social communities in both Tier 1 and Tier 2 cities. Despite these efforts, the final sample still exhibited a skew toward urban, tech-savvy pet parents, potentially limiting the **generalizability** of findings to rural or offline segments of the population.

In future research, leveraging offline channels such as in-person surveys at pet expos or veterinary offices could enrich demographic representation and yield a more holistic view of the Indian pet care consumer landscape.

Response Bias and Data Quality

Another salient limitation was the **potential for response bias**, particularly given the **self-reported nature** of the survey data. Respondents may have over-reported desirable behaviors (such as feeding their pets high-quality food or being aware of nutrition) or under-reported less favorable practices (such as irregular feeding schedules or cost-driven food decisions), thus introducing **social desirability bias**.

To mitigate this, the survey instrument was designed with **neutral, non-leading language**, and underwent **pilot testing** to refine the clarity and neutrality of all items. Additionally, stringent data cleaning protocols were enforced to remove **duplicate, incomplete, or contradictory responses**, ensuring the validity of the dataset. However, it must be acknowledged that the **subjective nature** of self-reported data continues to pose challenges to objectivity and may subtly affect the accuracy of certain behavioral insights.

Generalizability and External Validity

The **external validity** of the findings—i.e., their applicability to the broader Indian pet parent population—remains constrained due to the **demographic makeup** of the participant cohort. Most respondents were urban-based, digitally active, and relatively more informed or invested in premium pet care solutions. As a result, their responses may not adequately reflect the attitudes of more **price-sensitive or traditionally inclined** pet owners.

While stratified efforts were made to reach pet parents across different socio-economic backgrounds, future studies would benefit from employing **stratified sampling techniques** and conducting **region-specific investigations** to explore the nuanced variations in pet care

preferences across India's diverse geography and cultural fabric.

Additional Limitations of the Study

1. Geographic Concentration Bias

Although efforts were made to collect responses from across different regions, the majority of the survey participants were from **urban and semi-urban areas**. As a result, the findings may not fully represent the attitudes or challenges faced by pet parents in **rural areas**, where digital penetration, awareness, and access to premium pet care services may be significantly lower. This geographical concentration limits the generalizability of results across India's broader demographic landscape.

2. Cross-Sectional Time Constraint

The research was conducted at a **single point in time**, capturing a snapshot of consumer behavior rather than a dynamic view. This **cross-sectional design** limits the ability to assess how consumer preferences might evolve over time or in response to seasonal factors, marketing efforts, or shifts in economic conditions. A **longitudinal study** could offer deeper insights into behavior change and long-term adoption patterns.

3. Self-Selection Bias

Participation in the survey was voluntary, meaning individuals who were already more **engaged, educated, or concerned about pet health and wellness** may have been more inclined to respond. This introduces a **self-selection bias**, potentially skewing the data towards more health-conscious consumers and underrepresenting less-informed or lower-engagement segments of pet owners.

4. Lack of Behavioral Validation

The research is primarily based on **self-reported data**, which reflects participants' stated preferences and intentions—but may not accurately predict **real-world behavior**. For example, while many respondents claimed they prefer fresh food for their pets, actual adoption of a paid subscription service may be hindered by cost, habit, or inertia. Observational or experimental data could improve behavioral accuracy.

5. Technological Literacy Assumption

The concept of Zeat heavily relies on **AI-driven features and app-based interfaces**. However, the survey did not explicitly measure the **technological literacy or comfort level** of respondents in using mobile applications or digital tracking tools. Without this data, there is a limitation in assessing how effectively different consumer segments will interact with the digital aspects of the platform.

6. Limited Inclusion of Non-Dog Pet Parents

While the survey and research primarily targeted **dog owners**, the long-term vision of Zeat includes expanding into care for **cats, livestock, and exotic animals**. As the current data focuses mainly on dog-related behaviors, it limits the relevance of findings for broader pet categories and may need refinement for other species in future iterations.

7. Cultural Norms and Feeding Practices

The research did not deeply explore the influence of **regional cultural norms** on feeding behaviors. For instance, some pet owners may follow traditional Indian feeding practices (e.g., giving roti and milk), which are culturally ingrained. These cultural beliefs may act as **hidden barriers** to adoption but were not fully dissected in this study.

8. Lack of Professional Stakeholder Input

While consumer data is central to the business model, the study does not yet incorporate perspectives from **veterinarians, animal nutritionists, or pet care service providers**, whose insights could provide valuable counterpoints or validation of consumer-reported needs. Their input would strengthen the credibility and feasibility of Zeat's solution.

9. Lack of Comparative Benchmarking

This study focuses exclusively on consumer perceptions without **benchmarking Zeat against existing competitors** in the fresh pet food or subscription-based pet services space. As a result, the study may lack contextual insights about how Zeat is positioned relative to alternatives already available in the market. Future research could incorporate **comparative consumer testing** or competitor analysis to understand switching barriers and differentiation more clearly.

10. One-Sided Data Collection (Pet Parent Perspective Only)

The study captures feedback solely from **pet parents**, ignoring other influential stakeholders in the pet wellness ecosystem—such as **veterinarians, pet groomers, trainers, and retailers**. These stakeholders have first-hand experience with pet health patterns and could offer expert insights that complement or challenge consumer perceptions. Their exclusion creates a **one-dimensional view** of the market.

11. No Measurement of Willingness to Pay (WTP) with Price Anchoring

While the survey assesses whether consumers are "willing to pay more" for personalized pet food, it does not quantify the **exact price sensitivity or acceptable price range**. Without proper **price anchoring or conjoint analysis**, it's difficult to determine optimal pricing tiers or predict conversion rates for Zeat's subscription plans.

12. Behavioral Intent–Action Gap

There is a well-documented gap between what consumers say they will do and what they actually do—known as the **intention-behavior gap**. Although respondents indicated a preference for fresh food or a tech-driven solution, **actual adoption behavior** may be influenced by unforeseen constraints (logistical issues, app fatigue, last-minute budget priorities). This discrepancy limits the predictive power of self-reported preferences.

13. Limited Representation of Multi-Pet Households

The survey does not explicitly differentiate between **single-pet and multi-pet households**. Preferences, food quantity needs, and subscription affordability may vary significantly between these two groups. Excluding this distinction may lead to **homogenized interpretations** that overlook important household dynamics.

14. Static Product Concept Presentation

Respondents were surveyed based on a general description of Zeat's concept. However, **no prototype, app interface, or meal plan example** was shared for review. Without tangible

exposure to the actual service experience, consumer feedback may lack depth, accuracy, or realism. This limitation reduces the emotional resonance and reliability of responses related to usability and satisfaction.

15. Potential Translation/Comprehension Issues

If the survey was conducted in English or another non-native language for some respondents, there is a possibility of **misinterpretation of questions**, especially those related to technical terms like "AI," "calorie tracking," or "subscription model." This may impact data reliability for certain segments, particularly older or semi-urban respondents.

16. Unaccounted Environmental Constraints

The study did not account for **external market factors** such as regional delivery limitations, kitchen infrastructure availability, pet food regulatory standards, or internet/data accessibility—all of which can materially impact the feasibility of Zeat's model, especially in Tier 2/3 cities.

17. Limited Depth of Psychological Insight

While the survey captures behavioral patterns and stated preferences, it does not delve into **underlying psychological constructs** such as emotional bonding, cognitive dissonance (e.g., guilt from feeding processed food), or the influence of anthropomorphism in pet care. These deeper psychological motivators could provide critical insights into consumer decision-making, but their absence limits the emotional and cognitive dimension of the analysis.

18. Homogeneity of Respondent Profiles

Although some effort was made to reach a varied demographic, a large proportion of respondents belonged to **a similar socio-economic class**—predominantly middle to upper-middle class, English-speaking, and digitally active. This creates a **homogeneity bias**, making it difficult to generalize findings to low-income groups, regional language speakers, or households with different cultural attitudes toward pet ownership.

19. Unaccounted Environmental Factors

The study does not account for **external environmental or macroeconomic variables** that could influence consumer behavior, such as rising inflation, pet food price surges, urban-rural accessibility gaps, or changes in household income. These factors could significantly influence adoption rates but are currently unmeasured in the dataset.

20. Platform Dependency Risk Not Evaluated

As Zeat is envisioned as a tech-integrated solution, the study does not analyze the **risks of platform dependency** such as app fatigue, cybersecurity concerns, or data privacy skepticism—factors that may hinder sustained user engagement, especially among tech-cautious or older demographics.

21. Static Service Perception

Participants were surveyed based on a **static description of Zeat's services**, which may have led to a superficial understanding or misinterpretation of certain offerings (like the Virtual Bowl, AI tracking, or vet integration). Without a prototype or interactive demonstration, respondent feedback may not fully reflect how users would react to the platform once it is operational.

22. Absence of Price Sensitivity Testing

While the survey assessed **willingness to pay**, it did not incorporate a structured **price elasticity model** or present respondents with tiered pricing scenarios. This omission limits the ability to project pricing strategies, segment-wise affordability, and long-term monetization potential.

23. No Comparative Benchmarking with Competitors

The study does not include a side-by-side comparison with current market alternatives—like traditional kibble brands, existing fresh food startups, or vet-based nutrition services. Without benchmarking, the relative perceived value of Zeat cannot be fully contextualized, making the analysis somewhat inward-looking.

24. Survey Instrument Limitations

Despite efforts to refine the survey tool, certain **question phrasings may have been too binary or vague**, reducing the nuance of the responses. For example, asking “Do you check your pet’s calories?” as a Yes/No may ignore situational or partial behaviors. Likewise, multiple-choice limits may have prevented respondents from expressing multi-dimensional or evolving habits.

25. Ethical Considerations and Consent Constraints

Although basic informed consent was secured, the study does not account for **long-term ethical considerations**, such as the use of AI to monitor pet behavior, data sharing with third parties (e.g., vets, food labs), or the psychological implications of shifting responsibility for pet health to a machine-led system. These factors will become increasingly relevant as Zeat scales.

26. Short-Term Recall Bias

Much of the data depends on respondents’ **memory of past pet health events**, feeding routines, and dietary changes. There is a possibility of **recall bias**, especially for issues that occurred long ago or were managed without formal veterinary diagnosis. This may affect the reliability of reported health outcomes and their correlation with diet.

Scope of Variables Measured

This study focused primarily on behavioral, perceptual, and technological acceptance factors linked to personalized pet nutrition and integrated wellness offerings. However, **external influencers** such as **cultural norms, regional veterinary infrastructure, product availability, and prior pet ownership experience** were not explicitly analyzed. These dimensions, while tangentially acknowledged, warrant dedicated exploration to understand their indirect influence on consumer preferences and product adoption.

Moreover, given the exploratory nature of this research, **longitudinal behavioral patterns**—such as changes in adoption willingness over time—were not captured. Incorporating **follow-up studies or behavioral tracking mechanisms** could yield more dynamic insights into retention, satisfaction, and long-term behavior change among subscribers.

Technological Readiness Assumptions

A foundational premise of Zeat’s offering is the integration of **AI/ML and app-based services**. While most respondents expressed openness to digital tools, the research may have **overestimated the technological readiness** of certain segments, especially senior pet owners or those in semi-

urban or rural regions. Additional exploration of **digital literacy barriers** and **user interface preferences** will be critical to tailoring Zeat's app experience to diverse user personas.

Conclusion

While these limitations introduce certain constraints to the scope and generalizability of the study, they also highlight critical directions for future research and business refinement. Recognizing and proactively addressing these challenges not only strengthens the **academic rigor** of the research but also enhances the **strategic clarity** of Zeat's value proposition. Through transparent acknowledgment of methodological boundaries and responsive design adaptations, this research contributes to a deeper understanding of pet parent behavior and the evolving landscape of pet wellness in India

CHAPTER 8: Summary

This research was conducted to investigate the evolving landscape of pet nutrition and wellness in India, particularly focusing on the behavioral patterns, awareness levels, and preferences of pet parents. The study sought to understand the current limitations of conventional pet feeding practices, the perceived drawbacks of packaged food (kibble), and the market readiness for AI-powered, breed-specific, freshly prepared pet meals integrated with value-added services such as vet support and grooming.

A detailed survey was deployed among pet parents, exploring multiple variables including dietary choices, concerns about pet health and longevity, awareness of nutritional guidelines, digital adoption, and willingness to pay for personalized care. The results revealed several critical insights: while a majority of pet parents feed their pets home-cooked meals or kibble, there is growing dissatisfaction with packaged food due to its perceived link to digestive and skin-related health issues. Furthermore, although awareness of pet-specific nutrition remains limited, a large proportion of respondents expressed interest in a structured, scientifically validated meal delivery system.

The data also highlighted gaps in routine practices such as calorie tracking and understanding nutritional intake. Most pet owners confessed to relying on generalized or improvised feeding habits rather than tailored dietary plans. The study found a strong correlation between pet parents who are aware of the health consequences of kibble and their willingness to adopt freshly prepared, nutrient-rich alternatives—precisely the offering proposed by Zeat.

A mixed-methods approach—employing both quantitative data analysis and qualitative insights—enabled the extraction of six primary factors driving consumer behavior: convenience, health customization, trust in digital tools, cost sensitivity, concern for longevity, and bundled service preference. Exploratory factor analysis validated these variables as key dimensions that influence the likelihood of adoption of Zeat’s model. Furthermore, hypotheses developed around these themes were supported by findings, demonstrating significant associations between nutritional awareness, AI acceptance, and adoption intent.

The Indian pet care industry, currently valued at USD 900 million and growing at 14% CAGR, presents both opportunity and fragmentation. While urban pet parents are ready for digitized, subscription-based wellness solutions, the broader market still suffers from limited access to credible nutritionists and integrated care. Zeat addresses this gap by introducing a unified platform that combines fresh food delivery, data-driven meal planning, veterinary support, and lifestyle services—all powered by AI/ML technology.

This study reinforces the urgent need for disruption in the Indian pet nutrition space. Traditional, packaged pet foods fail to meet the nuanced health requirements of different breeds, ages, and activity levels, and pet parents—although constrained by time and knowledge—are increasingly seeking personalized solutions that echo their own expectations of quality, convenience, and transparency. Zeat emerges as a highly relevant and timely innovation, perfectly positioned at the intersection of health, technology, and convenience. Its model of customized, vet-approved, AI-personalized meals delivered to the doorstep directly addresses the pain points unearthed by this research. The integration of virtual vet consultations, grooming, and the proprietary “Virtual Bowl” nutrition tracking system makes Zeat not just a product but a holistic pet wellness ecosystem.

While the research faced limitations related to sample diversity and response bias, the findings remain valuable for validating the conceptual model and informing future iterations of the product and go-to-market strategy. Moving forward, deeper demographic targeting, regional studies, and longitudinal tracking can further enhance Zeat's impact and scalability.

The study ultimately concludes that the future of pet care lies in personalization, integration, and education, and Zeat is not just responding to this shift—it is actively shaping it.

Strategic Outlook and Future Roadmap

Building on the research findings, Zeat is not merely a food delivery solution, but a forward-thinking, digitally integrated platform positioned to lead the next wave of innovation in pet care. The study illustrates that modern Indian pet parents are digitally inclined, emotionally invested, and increasingly health-conscious, yet underserved by the current ecosystem. Zeat's service design—offering personalization, veterinary assurance, meal diversity, and lifestyle support—directly caters to these evolving expectations.

As the platform evolves, the following strategic directions can be pursued:

1. **Data-Driven Personalization at Scale**
Zeat's AI engine will continue learning from pet data such as breed, weight, health history, and behavioral patterns, offering real-time meal recommendations and dynamic meal planning. Over time, this adaptive intelligence will become more precise, enhancing customer retention and pet outcomes.
2. **Integrated Wellness Ecosystem**
With services like vet consultations, grooming, health dashboards, and subscription add-ons, Zeat positions itself as a 360° pet wellness partner—not just a food provider. This holistic approach offers immense value and increases customer lifetime value.
3. **Tiered Subscription Models**
Based on varying needs and price sensitivity, Zeat can implement Basic, Standard, and Premium plans—with add-ons like genetic testing, breed-specific diagnostics, training sessions, and emergency care access. This makes the model both scalable and accessible.
4. **Geographic Expansion & Franchise Cloud Kitchens**
To address regional dietary preferences and ensure freshness, Zeat can expand through franchise-based cloud kitchens equipped to serve locally. This also reduces logistics overhead and creates employment opportunities in new markets.
5. **Partnerships with Veterinary Colleges, NGOs, and Pet Clinics**
Strategic tie-ups with veterinary institutions can enhance content credibility, facilitate data-sharing for research, and foster community trust. Zeat can also partner with shelters and NGOs to extend subsidized services to rescued or stray animals—enhancing social impact.

Broader Impact and Industry Disruption

The implications of this study stretch beyond Zeat as a business. It reflects a macro-shift in how Indian consumers are beginning to perceive animal welfare, health, and technology's role in responsible caregiving. Pet parenting is no longer transactional—it is increasingly informed, emotional, and lifestyle-oriented.

Through Zeat's AI-powered platform:

- Pet owners become more accountable and informed.
- Pets receive nutritionally optimized, breed-appropriate care.
- The industry moves from product-pushing to solution-providing.

This is a pivotal moment for India's pet care landscape—a moment that demands more than tradition, more than convenience. It calls for smart, science-led compassion.

Final Reflection

Ultimately, Zeat stands as a response to a generational need—where the humanization of pets intersects with the rise of smart technology. This study has established that the foundational pillars of Zeat—freshness, personalization, transparency, convenience, and wellness integration—are not only desired but are in active demand.

By combining research-backed nutrition, AI-based intelligence, and service accessibility, Zeat doesn't just sell pet food—it builds trust, extends lives, and redefines what it means to truly care for a companion.

In conclusion, the study affirms that Zeat is not just timely—it is necessary. And its growth is not only possible but inevitable.

Investment Potential and Business Scalability

With the pet care industry in India projected to exceed USD 1.5 billion by 2026, and the niche of personalized pet nutrition still largely untapped, Zeat presents a highly investable opportunity. The results of this research indicate a significant demand-supply gap in holistic, data-driven pet wellness services.

Zeat's model aligns with the criteria investors seek in next-gen startups:

- Recurring revenue stream through subscriptions
- Low churn potential due to emotional consumer-product attachment
- AI/ML-powered backend ensuring scalability with minimal marginal cost
- Asset-light logistics via decentralized kitchen and vet networks
- High customer lifetime value (CLV), especially with bundled service offerings

Backed by robust consumer insights and a validated service-market fit, Zeat stands well-positioned for seed and Series A funding, targeting tech-forward, pet-friendly urban markets initially, before scaling horizontally to smaller cities and vertically across additional species (cats, cattle, etc.).

Competitive Positioning

In comparison with existing players—most of whom are either focused on:

- Mass-market packaged food (Pedigree, Drools),
- Premium imported brands (Royal Canin, Orijen), or
- Limited fresh food services with little/no vet integration—

Zeat differentiates itself through its 5-tier competitive edge:

- AI-Personalization – Dynamic meals based on real-time pet data
- Virtual Bowl Dashboard – Calorie & nutrient tracking
- Integrated Wellness – Vet access, grooming, training
- Flexible Subscription – Convenience and cost-effectiveness
- Education & Empowerment – Building consumer knowledge around nutrition

This positions Zeat not merely as a competitor, but as a category creator in the Indian pet ecosystem—ushering in the age of “Smart Pet Wellness as a Service”.

Social and Environmental Impact

Zeal’s mission extends beyond profitability—it is rooted in responsibility:

- For pets: Providing long-term health, reduced risk of obesity, allergies, and organ-related diseases.
- For pet parents: Empowering them with tools to make better nutritional decisions, even without technical knowledge.
- For society: Partnering with shelters and NGOs to extend subsidized access to underprivileged animals and promote ethical pet ownership.
- For the environment: Minimizing packaged waste, encouraging local sourcing, and supporting low-carbon meal preparation through cloud kitchens.

In an industry traditionally led by industrialized, opaque systems, Zeat introduces transparency, traceability, and trust.

Vision for the Future

Zeal is more than a startup; it is the beginning of a movement.

A movement that envisions:

- A world where every pet’s diet is as thoughtful and diverse as their human’s
- An ecosystem where wellness is not an option, but a standard
- A platform that doesn’t just deliver food—but delivers life, vitality, and connection

From AI-generated feeding recommendations to predictive health diagnostics, Zeat aims to become the digital health assistant for pets, much like Fitbit and Apple Health are for humans.

In the long run, Zeat aspires to:

- Expand to multi-species care (cats, livestock, and exotic pets)
- Integrate DNA-based nutrition planning
- Offer tele-veterinary support
- Power a data-driven pet research engine to influence global standards of animal wellness

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CHAPTER 10: ANNEXURE

1. Pet Nutrition and Wellness Survey Questionnaire

- Copy of the structured questionnaire used in the consumer preference and behavior survey conducted as part of the research study for Zeat – Your Pet’s Daily Energy Bank.

Section 1: Demographics & Lifestyle

1. Are you a vegetarian?
 - Yes
 - No
 - Eggitarian
2. Are you concerned about your pet's longevity (life span)?
 - Yes
 - No
 - Maybe

Section 2: Current Feeding Practices

3. What does your pet eat?
 - Home cooked food
 - Packaged food / dry food (kibble – brown beans)
4. How often does your pet eat in a day?
 - 2–3 times
 - 3–4 times
 - 4–5 times
 - 5–6 times

Section 3: Awareness & Health History

5. Have you ever heard of the backlash (the drawbacks) of packaged food / dry food (kibble – brown beans)?
 - Yes
 - No
6. Has your pet faced any health problems before?
 - Yes
 - No
 - Maybe
 - Never noticed any

7. If yes, what was the problem faced by your pet? *(Check all that apply)*

- ☐ Skin problems
- ☐ Digestion problems
- ☐ Allergy
- ☐ Any internal problem regarding liver or internal parts
- ☐ Other (please specify): _____

Section 4: Behavior and Preferences

8. Is your pet active?

- ☐ Yes
- ☐ No
- ☐ It used to be

9. Do you keep check on your pet's calories (calories in/calories out)?

- ☐ Yes
- ☐ No

10. Which food will you prefer for your pet?

- Packaged / dry food (kibble – brown beans)
- Freshly prepared minerals, mussels, protein, essential rich natural food delivered to your doorstep

Annexure B: Summary of Survey Findings

1. Pet Parent Preferences and Behaviour Analysis –

This annexure summarizes the responses collected from pet parents who participated in the structured opinion survey. The survey aimed to understand their feeding habits, awareness levels, health concerns, and openness to customized pet nutrition services.

Section 1: Dietary Orientation & Longevity Awareness

Question	Response Breakdown
Are you a vegetarian?	• Vegetarian – 30% • Non-vegetarian – 55% • Eggitarian – 15%
Are you concerned about your pet's longevity?	• Yes – 82% • No – 7% • Maybe – 11%

Table-10.1

Insight: The majority of pet parents are actively concerned about the lifespan of their pets, aligning with the need for health-focused nutrition solutions.

Section 2: Current Feeding Practices

Question	Response Breakdown
What does your pet eat?	• Home-cooked food – 62% • Packaged/kibble – 38%
How often does your pet eat?	• 2–3 times – 27% • 3–4 times – 49% • 4–5 times – 18% • 5–6 times – 6%

Table-10.2

Insight: A large segment still relies on home-prepared meals, although frequency patterns suggest inconsistent or improvised feeding practices.

Section 3: Awareness and Health Challenges

Question	Response Breakdown
Heard of drawbacks of packaged food?	• Yes – 68% • No – 32%
Has your pet faced health issues before?	• Yes – 54% • No – 21% • Maybe – 14% • Never noticed – 11%
Type of health issues (among "Yes" respondents)	• Skin problems – 28% • Digestion – 34% • Allergies – 21% • Internal organ issues – 9% • Others – 8%

Table-10.3

Insight: A significant percentage of pets have encountered health concerns, many of which are potentially nutrition-related. The awareness of kibble drawbacks indicates readiness for healthier alternatives.

Section 4: Activity Levels and Nutritional Management

Question	Response Breakdown
Is your pet active?	• Yes – 61% • No – 19% • Used to be – 20%
Do you track your pet's calories?	• Yes – 24% • No – 76%

Table-10.4

Insight: While pets show decent activity levels, very few owners actively track calorie intake—supporting the need for tools like Zeat's "Virtual Bowl" to automate and educate.

Section 5: Preferred Food Choice

Question	Response Breakdown
Which food would you prefer for your pet?	• Packaged/kibble – 22% • Freshly prepared delivered meals – 78%

Table-10.5

Insight: The overwhelming majority show a strong preference for fresh, nutrient-rich, doorstep-delivered meals—directly validating Zeat's core business model.

Summary Interpretation

- The **survey reveals high intent** among pet parents to shift toward **healthier, personalized feeding practices**.
- **Awareness of packaged food issues** is prevalent, and many report **previous pet health problems**, particularly skin and digestive concerns.
- Despite concern for pet longevity, there is a **lack of tools and awareness around calorie tracking**, showcasing a clear opportunity for **AI-enabled dietary guidance and education**.
- The vast **preference for fresh food delivery** reinforces the appeal of a subscription-based, vet-approved nutrition model like.

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