

Abstract

The purpose of this study is to examine the form of consumption in Globalization and the world of high-society dog caring.

In The present study, "High-society" dog caring, a definition given by the researcher to specific group of dog owners, who pay special attention to their dogs. The study show that this group of dog-lover are willing to pay money for the excellent food, dog's accessories, dog medical care , and even dog spa.

Three sociological perspectives are used to analyze the world of "dog-lovers": Globalization, Lifestyle and Culture, and Consumersim. In the Globalization era, products seem to travel a long way around the world. They may produce in one country, using raw material and labor from another countries, and then sell and consume in other continent. Dog food is one concrete example. The global networks of mass media play important role in shaping consumption patterns. Only recently that the "knowledge" of good health for dog has been introduced. Procedures of dog caring are more and more complicated, time and money consuming. The images of female dogs are imitated those of women. The world was believed to become closer and smaller. However, many people especially those in big cities are getting lonely. The meanings of Dogs have changed from house watchers to closest friends, son-daughter, brother-sister Etc. to compensate their loneliness. This group of people are able to afford the high expense of dog which is approximately 10,000 baht a month.

Baudrillard's concept of consumption of sign helps analyze consumption pattern of these dog-lovers. People consume products not for their use-value but also for their cultural-value attaches to the products. The dog-lovers describe their consumption of dog caring products and services as " necessary" for and "suitable" with their dogs. According to dog-lovers, dog's dresses and accessories, help present the owners sense of loving and caring.