

**KEY INFLUENTIAL FACTORS ON CONSUMER'S
POST-PURCHASING DECISION AND SATISFACTION
IN BANGKOK DOGS' BOARDING KENNELS (HOTEL)
AND SWIMMING POOL BUSINESS**



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Thematic paper
entitled
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AND SWIMMING POOL BUSINESS**

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ABSTRACT

Pets market has been growing significantly in Thailand. There are many emerging business in the pet service market, especially the new business like pet one-stop superstore, pet hotel, spa and swimming pool etc. The service related to dogs like dogs' boarding kennels (resort) and swimming pool business are becoming popular where they require significance amount of start-up investment and fixed cost to maintain facility. Therefore, without comprehending what are customers' needs and wants, some of these businesses will not survive after launching.

This research study focuses on what are the post-purchase behavior and satisfaction as the outcome from a target group who has used dogs boarding kennel and swimming pool service in Bangkok. To explore these questions, a qualitative study is carried out through in-depth interviews. Through the interviews with 12 respondents, the findings explain the post-purchasing behavior with consideration of pet-human relationship. Furthermore, through exploration of customer's expectation, influential attributes that lead to customer satisfaction in these pet-related services are also indicated.

The findings and implications from this research can be utilized by practitioners to find suitable marketing strategy for their businesses. Beside, researchers can use the findings as a foundation to expand their research to generalize these findings in their future studies.

KEY WORDS: Dogs' Boarding Kennels (Hotel) and Swimming Pools/ Pet-Human Relationship/ Post-Purchasing Behaviour/ Customer Satisfaction/ Consumer Behaviour

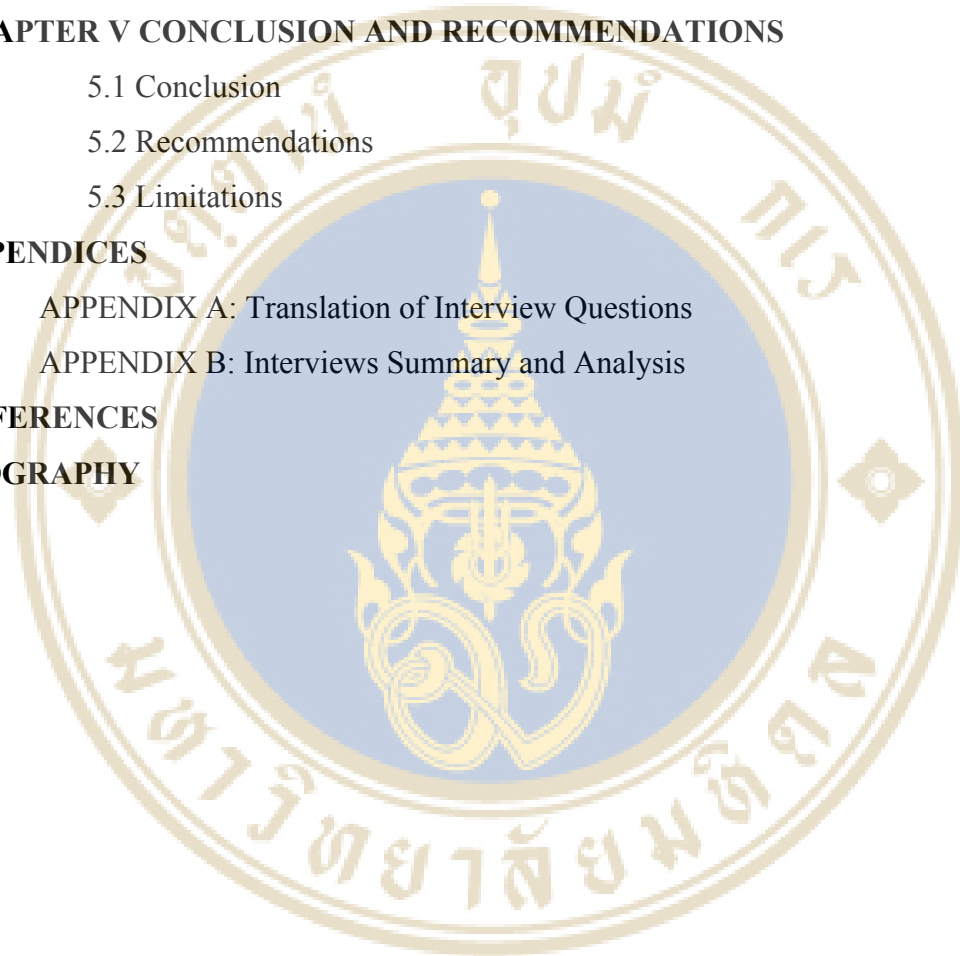
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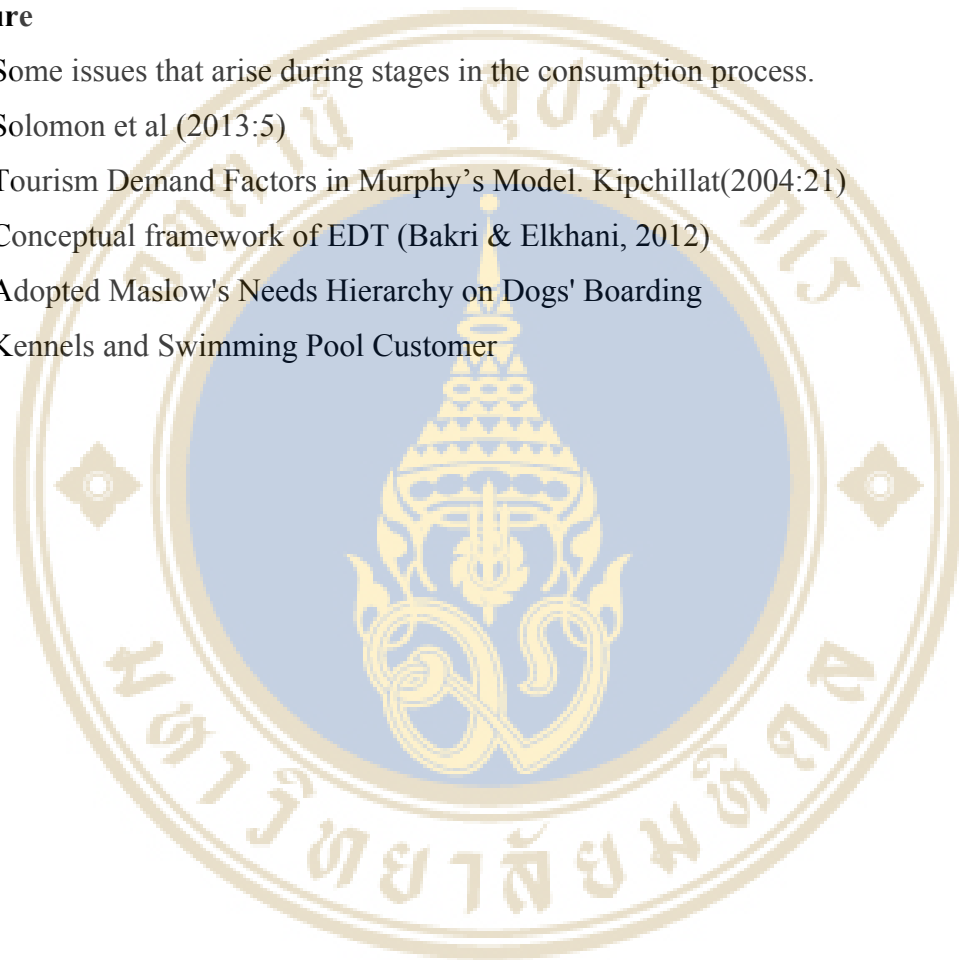
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CHAPTER I

INTRODUCTION

1.1 Background and Problem Statement

Pets market has been growing significantly in Thailand. According to the Thai PBS News report on 24th June 2014, Pets market value has reached 20,000 Million Baht per year with annual growth rate of at least 10%. The largest market share belongs to Pet Food, follows by Pet Health Care and then Pet Services. There are many emerging pet business in the pet service market, especially the new business like pet one-stop superstore, pet hotel, spa and swimming pool etc.

Percentage of households in Thailand with dogs are 70%, cats are 20% and 10% are exotic animal (Thai PBS, 2014). Beside, due to the modernity, Thai society has been experiencing demographic changes such as growing number of people are not having children or not getting married, late marriage and smaller families, while the higher life expectancy rose from 55 years in 1960 to 74 years in 2011 (Dombrowski, 2013). These changes influence the number of household having pets, especially dogs, such as in the United States and the United Kingdom (Chen et al, 2012).

Most people presume dogs are man's best friend with their loyalty and affections, which makes them specially significance. Dogs long ago used to be kept for properties guarding and as companion, but today they are "family members" (Thai PBS, 2014). Dog owners are willing to spend large amount of their income on pet-related products and services. In Thailand, pets owners mostly spending around 10% of daily household spending (Positioning Magazine, 2014) and in Bangkok spending per time of a range from 100 to 600 Bahts (Chaipradermsak, 2007). In other country like Taiwan, owners spend about \$7800 (around 241K Bahts), and in American and British families, \$9000 to \$14 500 (around 279K to 450K Bahts), on their dogs and cats throughout their dogs' lifetime (Chen et al, 2012).

As number of household having pets has been increasing due to aforementioned changes in demographic, many pet service business have started up with an efforts to probe into the owner's relationship with their pets. Dogs' boarding kennels and swimming pool business or dogs' hotel and resort business are becoming

popular. There are at least 20 pet services business with dogs' boarding kennels and swimming pool in Bangkok and its metropolitan region (Pet Treasure House, 2013). Although dogs' boarding kennels and swimming pool is a small business, it requires significance amount of start-up investment and fixed cost to maintain facility. Therefore, without comprehending what customers' needs and wants, some of these businesses will not survive after launching.

To explore what customer's needs and wants in the dogs' boarding kennels and swimming pool business, this study will develop its framework bases on existing studies of human-pet relationship's impact on the owner's purchasing decision (consumption value) (Chen, Hung, & Peng, 2012). The existing studies found, Chen et al (2012) and Chaipredermsak (2007) concentrated on consumer behavior of pet owners, where they identified market segments and factors affecting purchasing decisions. Besides, the provided research couldn't offer information on the post-purchase behavior and influential factors on consumer satisfaction, therefore what leads these targeted customer to return for repurchase of such pet services have not been identified.

Hence, this research study will focus on what are the post-purchase behavior and satisfaction as the outcome from a target group who has used dogs boarding kennel and swimming pool service in Bangkok. In order to explore these questions, a qualitative study is carried out through in-depth interviews with the mentioned target group to identify the influential factors in consumer's perspective. The findings and implications from this research can be utilized by practitioners to find suitable marketing strategy for their dogs kennel boarding and swimming pool business. Furthermore, researchers can possibly use these findings as a foundation to further expand to generalize these findings in their future studies.

1.2 Research Objectives

By recognizing the growing market of pet-related services, where more players are emerging in this market, especially the dogs kennel boarding and swimming pools and in order to survive, a small business owner needs to understand their customers in order to serve them better and attract more regular customers. This study would thus identify the influential factors on the customer's post-purchasing

decision and satisfaction, which includes investigations on post-purchasing behavior, particularly the decision process, as well as the combination of perceived value and quality, expectations and actual experience of the target group. These factors have the likelihood to influence repeat visitation (number of regular customers), increase expenditure per visit, and word-of-mouth referrals, which all in all enhance yield for the business. Besides, these factors could also be used to further verify using quantitative method to collect data from larger samples in order to generalize.

1.3 Research Questions

This research intended to answer the following questions.

Influential factors on consumer's post-purchasing decision in Bangkok dogs' boarding kennels (hotel) and swimming pool business:

1. What is the *post-purchasing behavior* of consumers?
2. What are the *motivations* behind these behaviors?
3. What are the *values perceived* by the customer, which determine to continue using the service or to discontinue?

Influential factors on consumer's satisfaction in Bangkok dogs' boarding kennels (hotel) and swimming pool business:

4. What are the *expectations* before and after purchase of this service?
5. What are the *outcome and experience* after using the service?

1.4 Research Scope

1. This research conducted literature study in order to recognize factors that are important to consider in the consumer's post-purchasing behaviour, focusing on post-purchasing decision process and satisfaction.
2. A qualitative method was employed in order to study customer's post-purchasing behaviour and satisfaction in-depth.

3. The respondents would cover only customers in Bangkok and its metropolitan region through one on one depth interview sessions both at the actual business site and through telephone calls. At the business site, non-participant observation technique was also adopted as the data collection approach.
4. This study focuses on Thai customers, where their basic demographic information; age, gender, and job will also be recorded during the interview sessions.
5. The research period started in January 2015 and ends in March 2015, a total period of 3 months.



CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Foundation

2.1.1 Consumer Behavior

Consumer behavior is described by Solomon et al (2013:3-4) as a process of individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. Solomon et al (2013:4) suggested most marketers now recognize consumer behavior is an on-going process, consist of three phases: pre-consumption, consumption, and post-consumption. Therefore, it is essential for marketers to comprehend customer needs at each stage, where level of value created influences consumer's opinions and attitude towards the brand or products. Furthermore, Solomon et al (2013:4-5) emphasizes the whole consumption process that includes the issues affecting the consumer before, during and after product, service, experience or idea is consumed.

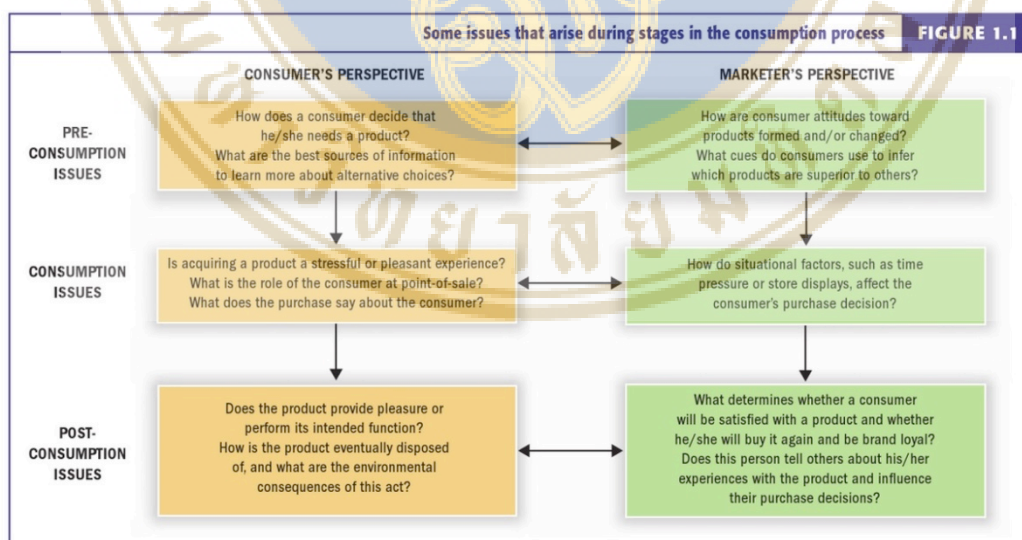


Figure 2.1 Some issues that arise during stages in the consumption process.

Hence, by learning the post-consumption issues, research questions were developed from this foundation theory, which can be summarized as issues that should be considered in consumer's perspective in the post-consumption process (Solomon et

al, 2013); *does the product provide pleasure or perform its intended functions? How is the product eventually disposed of, and what are the environmental consequences of this act?* In response to the consumer's perspective issues, marketers will need to address the following issues in the post-consumption process (Solomon, Russel-Bennett, & Previte, 2013); *what determines whether a consumer will be satisfied with a product and whether he/she will buy it again and be brand loyal? Does this person tell others about his/her experience with the product and influence their purchase decisions?*

2.1.2 Motivations and Perceptions

The theory of motivation and perception in tourism was explored in the journal by Kipchillat (2004). The Tourism Demand Factors in Murphy's Model (Kipchillat, 2004:21), where figure 2.2 below shows was used by Kipchillat's to develop the research framework.

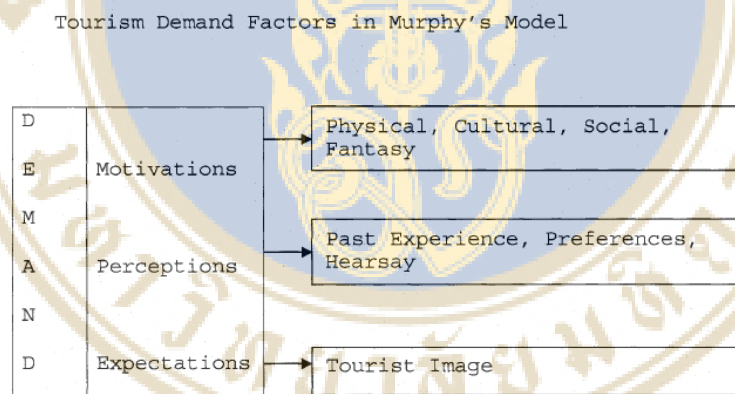


Figure 4: Demand Factors in Murphy's Conceptual Framework

Source: Murphy 1985

Figure 2.2 Tourism Demand Factors in Murphy's Model.

Furthermore, Kipchillat (2004) added psychographic and demographic factors in the research framework as well in order to identify the influential factors for consumer's choice in tourist destination applies to Kenya's destination choice from American market demand perspective. Motivation was also related to people's needs and desire and how they can be fulfilled (Kipchillat, 2004: 37). This is referred to the Maslow's Needs Hierarchy, which shows five basic components of needs;

Physiological needs, Safety needs, Love (Social) needs, Esteem needs, and Need for self-actualization (Kipchillat, 2004:37). Perception also contributes in consumer's choice, which Kipchillat (2004:176) denotes as choice to choose tourist destination, influence by the images created through communication mediums. Understanding these factors from a target market will support marketers to find the right strategy that pinpoint the customer needs. Hence, in this research motivation and perception of the target market would also be explored and recognised any influential factors that could possibly led to improvement in service process for the success of the business.

2.2 Consumption Value

Sheth et al (1991:159-170) presents a theory to explain why consumers choose to buy or not to buy (or to use or not to use) a specific product or service, which is called the "Consumption Value". Chen et al (2012:120) also used Consumption Value as a foundation to develop their research framework, where they referred to the theory as "consistently applicable and valid". Sheth et al (1991:162) say there are five influential values that affects consumer's choice behaviour; functional value, social value, emotional value, epistemic value, and conditional value. The theory went through different application and tested in more than 200 consumer choice situations (Sheth et al, 1991: 163). They also suggested application procedures for this theory, which is first, to generate survey questions, interviews with target group should be carried out, preferably with focus group setting to ask relevant questions to the five values in the theory (Sheth et al, 1991: 163-164). Then, this findings can be used as instrument to collect data in larger samples from the population of interest. In this research study, the Consumption Value theory will be used to explore the underlying values that influence the customer choice, thus to continue using or discontinue using the dogs' boarding kennels and swimming pools services.

2.3 Customer Satisfaction

According to Kim (2005), there are many studies that refer to customer satisfaction as a concept that can contribute to the post-purchasing phenomena like attitude change, repeat purchase and brand loyalty of the consumers, where managers in the service-based organization need to identify in order to develop effective strategy (Kim, 2005:7). There are many definitions and models of customer satisfaction depending on the context of problems and researches. Most of them refer customer satisfaction to cognition and response to certain experience with products and services. Kim (2005:8) states the dominant theory is the Expectancy-Disconfirmation Paradigm by Oliver (1980), which its frameworks imply the discrepancy between a cognitive state prior to an event, and the cognitive state realized after the event is experienced.

Nevertheless, in the Yüksel et al (1998) raised the issue around the Expectancy-Disconfirmation Paradigm despite its popularity. It is difficult for an individual expectation to be measured and it can be biased, where an individual's expectation can easily be influenced by emotions and level of experience with the service. For example, in a tourism, a tourist can be satisfied with the service although their expectations has not been met (Yüksel et al, 1998:63). In the review on "Expectancy Disconfirmation Theory" by Bakri et al (2012:95-102) shows the evolution of this theory, in which the conceptual frame work of Santos et al (2003) was recommended. The framework split expectation in to different "Zone of Tolerance", where the top is the "Ideal", while disconfirmation is related to post purchase affective states in different level corresponding to the "Zone of Tolerance"; "Delight, Satisfaction, Acceptance, and Dissatisfaction (Bakri, 2012:99). The conceptual framework also added the Affective Behaviour, which are varying degrees of complaint or compliment (Bakri, 2012:99). The figure 2.3 summarized this framework described by Bakri et al (2012) bases on Santos et al (2003).

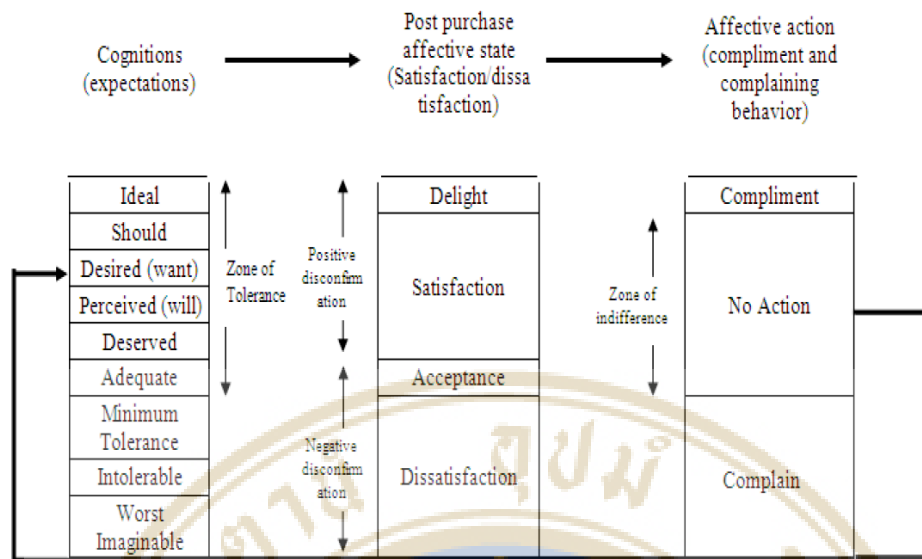


Figure 2.3 Conceptual framework of EDT

Giese et al (2000) discussed different definitions of Customer Satisfaction from literature studies as well as identifying a consensus through group interview sample consisted of 135 adult and personal interview sample consisted of 23 consumers from four locations in two western states. Their framework does not provide generic definition of satisfaction but suggested to be adjusted to suit contextual variables, and outline of process for developing “context specific definitions that can be compared across studies” (Giese et al, 2000:15). In any context of consumer satisfaction is; “A summary affective response of varying intensity”, “Time-specific point of determination and limited duration”, and “Focal aspects of product acquisition and/or consumption” (Giese et al, 2000:15). To develop context-specific definition and measures, Giese et al (2000:15-16) has summed up three components of satisfaction that researchers will need to fill in details; Satisfaction Focus (determine product focus or specify attributes or specific benefits), Timing (specify time of determination and duration e.g. in repeat purchase the post consumption may be appropriate), and Summary Response (identify the affective responses to reflect the emotional response). In summary, Giese et al (2000:19) simply indicated firms shall develop a suitable context-specific definition of customer satisfaction, in order to create measurement process and further understand their customers to make better managerial decisions.

2.4 Pet-Human Relationship

Dogs and cats are no longer raised for guarding or catching rats and for companion, but as part of family member. “Pet parents crave to spend quality time with their children..,” said Tanya Kane, founder-director of luxurious pet resort in India (Alang, 2012). In U.S.A., pet owners spend around \$4.7 billion in the year 2014 on pet boarding, grooming, and resorts like dogs’ swimming pools and entertainment (Stepzinski, 2014). What are the benefits of these pets that causes their owners to concern and deeply attach to their pets? Nast (2006: 302) quoted the benefits of keeping pets from Marc Shell (1986) paper in *Representations*, which explored the familial relationship between pets and human, especially dogs in the anthropological and psychoanalytic perspective:

“Pets, they say, provide pleasure, companionship, and protection, or the feeling of being secure. Pet owning decreases blood pressure and increases life expectancy for coronary and other patients. Pets provide an excuse for exercise and a stimulus to meet people. They help children to learn gentleness and responsibility; they help young couples to prepare for parenthood; and they give their owners some of the pleasure of having children without some of the responsibility. Pets help people to deal with the loss by death of a friend or relative. Not least of all, pets are useful in many kinds of psychotherapy and family therapy...”

Due to this benefits, pet owners’ are devoted to their pets, especially dogs, where they concern about dogs’ health, mental health, and actually their dogs’ feelings. Moreover, pet owners feel responsibility to reward their pets and providing their pet best quality of living. Apparently, this is how the pet-related service tackles their target customers, which is actually not the pets, but the owners. Hence, dogs boarding kennel and swimming pools can be considered as pets’ recreations, but could also be owners’ recreations, which the extent depends on owners’ relationship with their pets.

Chen et al (2012) revealed research in Taiwan, which indicated Pet-Human Relationship can be categorized into three dimensions of pet ownership:

1. Attachment

“The higher the attachment, the more likely the owners will purchase such luxury products.” (Chen et al, 2012:3)

2. Interaction

“Owner’s willingness to incorporate pets into his or her life and the pet’s role in the owner’s social network...” (Chen et al, 2012:4)

3. Human Substitute

“The tendency to attribute human characteristics to things that are not human.” (Chen et al, 2012:4)

Bases on findings of the Pet-Human Relationship and Consumption Value, their study also proposes a segmentation framework, suggested that there are three distinct groups based on pet owners’ demographic socioeconomic background, information search and retail selection methods: Cluster 1: Anthropomorphic owners who value quality, Cluster 2: Attached owners who seek a service’s epistemic value, and Cluster 3: Owners who look for interaction and a service’s functional (economical) value (2012:126-129). The Table 2.1 below provided a summary of Chen et al segmentation results.

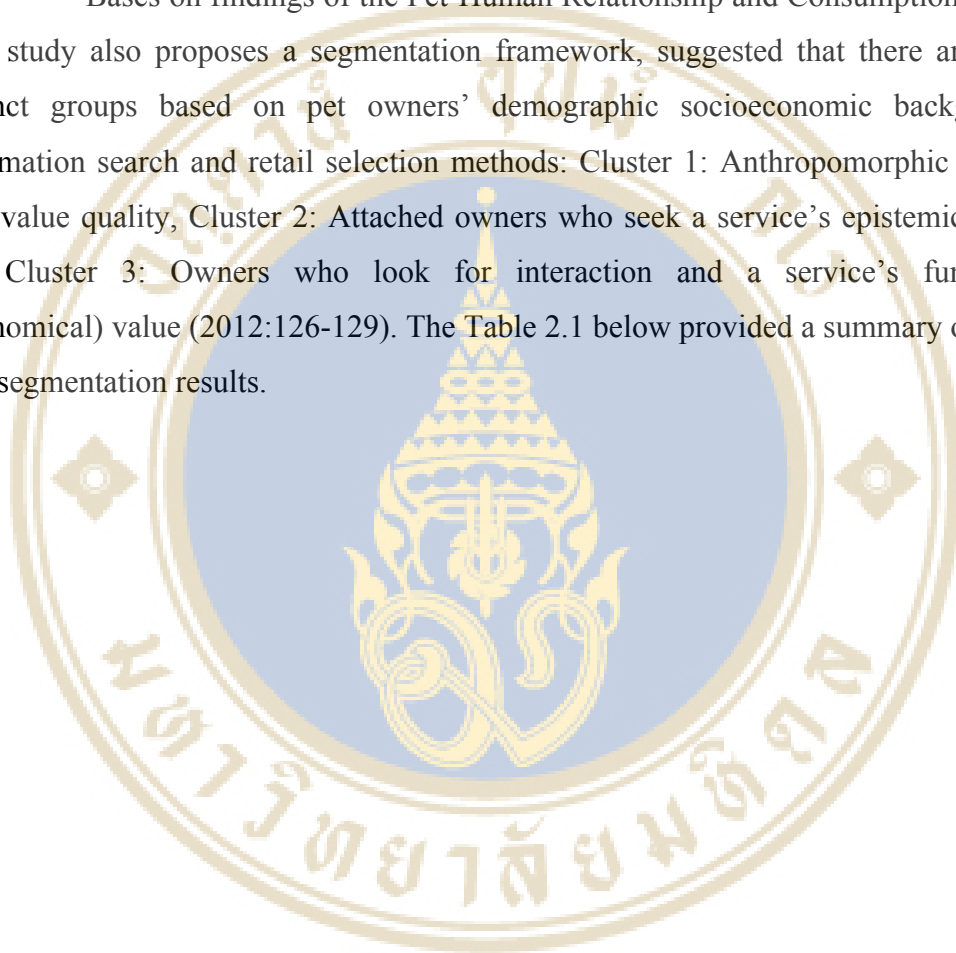


Table 2. 1 Summary of Chen et al Consumer Segmentation Results

Pet owner group	Pet-Human Relationship	Demographic Characteristic	Socioeconomic Characteristic	Information Search	Retail Selection Method
Cluster 1: Anthropomorphic owners who value quality	Balanced approach when treating their pets Highest in human substitute factors	20 – 29 years old and 50 – 59 years old	High Education degree Greatest disposal incomes Least amount of concern for service's social value	Require reliable and informative source	Strong emphasis on quality Desire for high epistemic value, try new services
Cluster 2: Attached owners who seek a service's epistemic value	Highest on pets attachment (tend to treat their pets better)	20 and 39 years old Highest female participants	Many work in the public and service sectors Income between Cluster 1 and 3 Highest education level out of 3 groups	Broadcast media Credible and novel information sources e.g. internet	Desire for their pets to be able to experience services that are both novel and fulfilling Pet shop that provide value for money

Table2. 1 Summary of Chen et al Consumer Segmentation Results (Cont.)

Pet owner group	Pet-Human Relationship	Demographic Characteristic	Socioeconomic Characteristic	Information Search	Retail Selection Method
Cluster 3: Owners who look for interaction and a service's functional (economic) value	Value both their interactions with pets and the owner's social media more than other groups Not as attached to their dogs	40 and 59 years old or less than 20 years old Highest male participants Flexible lifestyle and work schedule	Average income and education level are lowest among other groups	Broadcast media	Don't place significant emphasis on convenient or variety of offers, and whether shop is economical Can become a social mediator between the owner and their environment

Chaipradernsak (2007) investigated the factors that influence consumer's purchasing decision in Bangkok pet retailing business, where research data collection were carried out from 400 samples of Bangkok population. This study concentrated on the demographics and marketing mix factors affecting consumer purchasing decisions. Demographic factors that influence decision in choosing pet retailer, which has the highest percentage went to the "near the house" factor, then "offers a good price" and "provides a good product" (Chaipradernsak, 2007:47). On the other hand, factors influencing the decision in changing pet retailer with the highest percentage are "has less variety of products/services", "unreasonable prices of service fees" and "is not convenient with the shop location" (Chaipradernsak, 2007:47). The marketing mix factors that have significant role on influencing the consumers purchasing decision are quality of products, shops' services, promotion, and the advertisement. By recognizing these influential factors from the study of this literature, similarly, these factors could also influence the customers' decision in purchasing or post-purchasing of dogs' kennels boarding and swimming pool services.

Furthermore, the literature reviews exposed gaps in the literature from both Chen et al (2012) and Chaipradernsak (2007), where these researches did not focus on

the post-purchasing behaviour and factors which drives satisfaction from customers in pet-related service. Hence, this research would focus on exploring the post-purchasing behaviour in order to find factors that could lead to the customer satisfaction in dogs boarding kennels and swimming pool in Bangkok. In future study, these influential factors could be used as attribute in empirical research to create conceptual frameworks and generalize them through large sample survey.

2.5 Research Framework

From the literature studies, it is clear that it is essential for firms to identify post-purchasing behaviour to understand the customers' needs and wants, which contributes to the overall customer satisfaction of their services. Through the theory of consumer behaviour, an internal driving factor can be summarized and possibly be matched to the context of this research on consumer behaviour in dogs' boarding kennels and swimming pools services as Table 2.2 shows. Furthermore, these internal driving forces influence overall customer satisfaction subsequent to the consumption. Customer satisfaction consists of three components as proposed by Giese et al (2000:15-16) is described specifically for the context of this research as the Table 2.3 shows. Besides, the customer satisfaction framework from Conceptual framework of EDT (Bakri & Elkhani, 2012) would also be employed to examine individual's customer satisfaction.

Table 2.2 Internal Driving Factors

Demand Factors	Definition	Research Context Application
Internal Driving Forces on Post-purchasing behaviour (Kipchillat, 2014:41) and Consumption Value (Sheth et al, 1991)		
Motivations	Inner need, desire or want that serves to trigger behaviour and provide direction (Kipchillat, 2004:27)	Identify functional requirement and dogs-owner relationship that drives the customer's decision to purchase the service. Why buy or not buy?; functional value, social value, emotional value, epistemic value, and conditional value
Perceptions	Perception is the process where people select, organize, gather and interpret information to create their own sense of meaningfulness (Kipchillat, 2004:52)	Identify value perceived by dogs' owners, past experience and their preferences. This includes "learning" from past experience, and how it changes their behaviour.
Expectations	"Expectation or desire is related to the pre purchase time period that a customer has initial expectation or desire about a specific performance such as quality of products or services" (Bakri, 2012:95)	Identify expected images and benefits from the dogs' owners

Table 2.2 Internal Driving Factors (Cont.)

Psychographics	Personality traits, social and economic levels, attitudes, motives or clusters of characteristics (Kipchillat, 2004:65)	Identify how does the Pet-human relation; level of attachment, interaction, and human substitute (Chen et al, 2012), influence dogs' owners' attitudes towards the services
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Table 2. 3 Customer Satisfaction Definition

Components of Satisfaction	Definition	Research Context Application
Satisfaction Focus	Degree of detail needed to define the satisfaction focus, "evaluative responses" (Giese, 2000:11)	Focus the satisfaction on the dogs' boarding kennels and swimming pool service in general, specific attributes, and benefits
Timing	Time of determination and duration	The consumer's response after using and prior to repurchase dogs boarding kennels and swimming pool service. The duration is duration of satisfaction over time after using the service for the first time.

Table 2.3 Customer Satisfaction Definition (Cont.)

Components of Satisfaction	Definition	Research Context Application
Summary Response	Affective responses and its intensity	Consumer behaviour after using dog boarding kennels and swimming pool service i.e. repurchasing decision or dissatisfaction – complaining, and negative communication

Hence, a research was conducted with a target group to recognise the internal influential factors bases on post-purchasing behaviour of customer, as well as determining the definition of Customer Satisfaction. Therefore, this is to identify attributes lead to satisfaction in the customer’s perspectives, particularly the dogs’ owner who purchased services from dogs’ boarding kennels and swimming pool in Bangkok. Next chapter, Chapter III described the research methodology in order to achieve this research objective.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methods

This research aims to find the factors influencing the consumer's post-purchasing behaviour, which could lead to customer satisfaction of the boarding kennels and swimming pools service for dogs in Bangkok. To answer the research questions, in-depth interviews with the target group and non-participant observation (during the dogs' boarding kennels and swimming pool visits) technique were adopted as the data collection approaches. Target group is defined as a person who owns at least one dog and has taken their dogs to either boarding kennels or swimming pool or both in Bangkok and its metropolitan region.

A qualitative method was selected as research method because an interview session would provide a deeper study of opinions, thoughts through process and reaction after using the services. From the literature review, (Sheth et al, 1991: 163-164) and Giese et al (2000:3) recommended interviews shall be conducted in order to understand the consumer behavior of the specific context, especially it is critical to understand definition of satisfaction in the subject of this research. Furthermore, the end user of this services is actually the dogs not their owners, however, dogs can't speak for themselves. Therefore, in order to gain feedback on satisfaction, an "interview with dogs", which is feedback from dogs through their owners' perspectives would require a conversation with the respondents and the non-participant observation of overall customer experience at the dogs' boarding kennels and swimming pool. A survey method wouldn't be able to facilitate data finding as effectively as conducting interviews. Besides, Giese et al (2000:10) findings indicated that individual interview data also revealed a range of intensity, which suggests consumer satisfaction of varying intensity.

In order to test out such method, author preliminarily conducted an informal interview with one of the dogs' hotel and swimming pool business owners

and found that this method could effectively draw out information such as emotions, values, beliefs, and visions, which might lead to further answering what makes the customer satisfy with the services.

3.2 Research Procedures

Bases on the research framework described in Chapter II, open-ended questions were developed for the qualitative method, which semi-structured interview was adopted. The interview is an one on one session, starting off with general information of the respondent and continue to several umbrella questions that lead to conversation of deeper context of motivations, perceptions, expectation and pet-human relationship relating to the purchase of dogs' boarding kennels and swimming pool. These umbrella questions were created bases on the framework obtained from the literature study in order to find answers to research questions.

As employed in Giese et al (2000: 8), in-depth personal interviews were conducted to find the definition of satisfaction of each individual, where their findings indicated interviewees actually changed the question term "satisfaction" to more affective terms for their definition including such as "I'm happy," "I feel good," "I like it," or "I'm comfortable." Hence, the interview questions were designed to identify such words as well as the commonalities to further draw out implications (Baker and Edwards, 2012:5).

According to research from Baker and Edwards (2012: 5, 10), a qualitative sample suggested for small scale research with limited time is 12, and for graduate students, between 12 and 60 samples. This research due to short time frame, author chose to conduct 12 samples of interview with dog owners who have purchased the dogs' boarding kennels and swimming pool services for their dogs. The 12 dog owners in the sample consists of 5 telephone personal interviews and 7 in-depth face-to-face interviews at two different business sites, one in Bangkok and another in its Metropolitan. The interviews involved audio recording to carry out the transcription for the analysis. Nevertheless, it was important to keep the interviews in casual conversation to not ruin the atmosphere and customer's mood, especially at the business site.

3.3 Interview Questions

To answer the research question, this study would use face-to-face interview which is to conduct an interview without sequence in order to allow the researcher to explore in the demeanor and body language of the interviewee during the interview (Hair et al., 2007).

In order to identify the factors, the in-depth interview would be appropriate because it is a technique to conduct intensive individual interview with small interviewees in order to explore their attitudes on especial idea. This method can study the expectation and gather information from their experiences (Carolyn Boyce and Palena Neale, 2006). The interviewers also use open-ended questions to explore the answers and gather more details because the interviewees could elaborate their answers more honestly and openly. It could encourage gaining more ideas, concerns and feelings (Mind tools, n.d.).

Interview questions consist of questions regarding general information of the respondent, where the opening questions of the interview started off with:

- Which dogs' boarding kennel and swimming pool they have purchased services from?
- What is the frequency of taking their dogs to the dogs boarding kennel and swimming pool?

Then, the interview session continued to the umbrella questions as shows in the Table 4.1, which needs to be covered to provide data to answer the research questions. After in-depth discussion on these umbrella questions, the demographics data of the dog owner and their dog were collected as following.

- Demographics: Age, gender, education, job?
- Dogs: Breeds and Number of dogs in their household?

Table3. 1 Interview Questions according to framework

RESEARCH QUESTIONS	SUPPORT THEORY AND FRAMEWORK	UMBRELLA QUESTIONS
<p>Q1: WHAT ARE THE <i>POST-PURCHASING BEHAVIOUR</i> OF CONSUMERS?</p>	<ul style="list-style-type: none"> • Consumer behaviour • Pet-Human Relation • Customer Satisfaction Definition 	<ol style="list-style-type: none"> 1. How many times have you used the services here (both swimming pools and hotels)? 2. Will you return to this place? Why? 3. If you are already a regular customers, why and how do you feel about this place? 4. Have you used these services at other places before? 5. What do you feel after using this service and your latest time? 6. Will you recommend this service and this place to other dogs' owners? 7. What will you recommend about this service to others?

Table3. 1 Interview Questions according to framework (Cont.)

<p>Q2: WHAT ARE THE <i>MOTIVATIONS</i> BEHIND POST-PURCHASE BEHAVIOURS?</p>	<ul style="list-style-type: none"> • Motivation and Perception • Pet-Human Relation 	<p>8. What is the reason for using this service?</p> <p>9. Why do you choose this place?</p> <p>10. How do you know about this place?</p> <p>11. Why do you decide to raise/keep a dog? What are their meanings to you?</p> <p>12. What make you go back to use the same service again?</p>
<p>Q3: WHAT ARE THE <i>VALUES</i> PERCEIVED BY THE CUSTOMER, WHICH DETERMINE TO CONTINUE USING THE SERVICE OR TO DISCONTINUE?</p>	<ul style="list-style-type: none"> • Motivation and Perception • Consumption Value 	<p>13. What do you think about your dogs' feelings about this services?</p> <p>14. After you used the service, do you think this service meet your and your dogs' needs/wants?</p> <p>15. What is the most impressive experience, using this service?</p>

Table3. 1 Interview Questions according to framework (Cont.)

<p>Q4: WHAT ARE THE EXPECTATIONS BEFORE AND AFTER PURCHASE OF THIS SERVICE?</p>	<ul style="list-style-type: none"> • Customer Satisfaction 	<p>16. What is your expectations from before using this services and after using the services?</p> <p>17. After you used this service, do you think these service meet your and your dogs' needs? How?</p>
<p>Q5: WHAT ARE THE OUTCOME AND EXPERIENCE AFTER USING THE SERVICE?</p>	<ul style="list-style-type: none"> • Customer Satisfaction • Perceptions 	<p>18. What difference do you see about the service of this place that you like and others?</p> <p>19. What kind of improvement will you recommend them?</p> <p>20. Will you refer this service at this place to your friends or other dog owners? What will you recommend?</p>



CHAPTER IV

FINDINGS AND DISCUSSION

The interview result consist of 12 respondents, which 5 of them were interviewed through telephone and the rest were interviewed face-to-face at 2 different business sites in Bangkok and its metropolitan area. All respondents were selected randomly, which respondents of the telephone interviews were from different group of my friends' acquaintances or family. For the interviews carried out at business sites, the business owners selected the convenient and suitable days for interview sessions in order to ensure that interview sessions would not cause commotion to the customers' activity and enjoyment. Table 4.1 provides general information of the selected respondents.

This chapter describes the findings towards research questions, where the results from the interviews bases on the framework reveals the post-purchase behaviour and customer satisfaction in dogs' boarding kennels (hotel) and swimming pool services.

Table4. 1 General Profile of Respondents

No.	Age	Sex	Education level	Job	Interview Type	Dog Breeds	No . of Dogs	Name of the business that they have been to	No. of times used
1	25	F	Master degree	Accountant	Telephone	Labrador	1	Dog Society	6 (Member)

Table4. 1 General Profile of Respondents (Cont.)

No.	Age	Sex	Education level	Job	Interview Type	Dog Breeds	No. of Dogs	Name of the business that they have been to	No. of times used
2	29	F	Master degree	Cabin Crew	Telephone	Beagles	3	Only one place at Ramintr a (may be Sra-Buy-Jai)	10 (Member)
3	30	F	Master degree	Assistant PR Manager	Telephone	Chihuahua	2	Doggie Doo, Summer Dog Pool	6
4	35	F	Master degree	Marketing and Sales Manager	Face-to-Face	Labrador and Welsh Corgi	2	Hot Dog Pool	1 (first time)
5	33	F	Master degree	Business Owner	Face-to-Face	Golden Retriever, Shih Tzu, Pomeranian, Yorkshire Terrier	12	Dog training school, Up2Dogs, and Hot Dog Pool	10 (member)
6	38	F	Bachelor degree	Sale	Face-to-Face	Labrador and Shepherd	3	iTube, Summer Dog Pool, and many other places	6

Table4. 1 General Profile of Respondents (Cont.)

No.	Age	Sex	Education level	Job	Interview Type	Dog Breeds	No. of Dogs	Name of the business that they have been to	No. of times used
7	34	M	Bachelor degree	Freelance Architecture	Face-to-Face	Labrador	1	Summer Dog Pool, Pet Paradise, Cha-ma, DB5	6
8	46	F	Master degree	Director of Finance & Accounting	Face-to-Face	Welsh Corgi	1	Summer Dog Pool, Petsville, Thonglor Pet Hospital	10 (member)
9	21	F	Bachelor degree	University Student	Face-to-Face	Large mixed breed	1	Summer Dog Pool	1 (first time)
10	42	M	Master degree	Business Owner (restaurant)	Face-to-Face	Bull Mastiff	1	Dog training school (first time), Summer Dog Pool, Petsville, Bark Yard	Every week for 2 years
11	28	F	Master degree	Assistant Manager	Telephone	Shi Tzu and Poodle	2	dog grooming shop near home	3
12	25	F	Bachelor degree	Accountant	Telephone	Pomeranian	3	Cotton Dog Resort and Care, D-Dog	Twice a month

4.1 Research Question 1

What are the *post-purchasing behavior* of consumers?

The framework of this research question are according to the consumer behaviour focusing on the post-purchasing behaviour of the customers (Kipchillat, 20014) after they took their dogs for either swimming or to the boarding kennel. Furthermore, in order to comprehend why the customers behaving such a way, the Pet-Human Relation is also taken into consideration in the analysis (Chen et al, 2012). After acquiring information on how customer behave in response after the purchasing of the services, the framework proposes to find what are the Affective Action as an outcome (Bakri & Elkhani, 2012). Consequently, these result produce indication towards what are the attribute that influence the customer satisfaction, bases on the Customer Satisfaction definition in Table 2.2.

Bases on the relationship between dimensions of Pet-Human Relationship and consumer segmentation studied by Chen et al (2012), the findings from interview sessions support these relationship. Most of the respondents fell into the “Cluster 1: Anthropomorphic owners who value quality” according the Chen et al (2012). These customers require high quality product/service as well as willing to try new service, while their relationship with their pets are balanced. Therefore, their post-purchasing behavior such as repeating the purchase occurred because convenience such as location of the places is closer to their home, attentive staffs, and high quality of facility such as cleanliness and coffee shops for owners. When they were asked about trying other places with same kind of services, they are willing to as long as the other places meet the high standard quality. Nevertheless, most of these customers ended up returning to their regular places. The sample of common answer is “I would like to try other places as well. I like where there are shops and activity for owners and dogs, but at the end of the day if it’s too far away, then I would probably keep taking my dogs to my regular place that is nearby my home.”

From the findings, Chen et al (2012)’s Cluster 2 and 3 were also identified. Cluster 2: Attached owners who seek a service’s epistemic value, where Subject 8 illustrates this segment. She demonstrates strong attachment to her dog, “My dog sleeps on the same bed with me and I always seek for fun activity to do with my dog.” Due to her epistemic value, she said she likes to participate in “Corgis Meeting” with

her corgi, which they held these meeting at various dogs' swimming pools and resorts. However, the attachment she has for her dog, she returned to the place where she perceived values that were fulfilling for her dog. Besides, she put high importance on the environment of the place for example the other owners, facility and staffs who truly love dogs that pay attention to details of each individual dog. She explained her reason for repurchasing the same service at the same place as, "I became a regular customer here because I like the environment. It's like coming to friends' place. The customers, staffs and business owners are the true dog-lovers."

Cluster 3: Owners who look for interaction and a service's functional (economical) value, Chen et al (2012) suggested most of male respondents fit into this cluster. From the interviews, there were two male respondents, and through in-depth interview with them, they reflected the Cluster 3. "Although I love my dog like he's my own kid, I still raise him as a dog," said the owner with the big Bull Mastiff. Both respondents have common dogs-human relation, which they value both their interactions with pets and the owner's social media more than other groups although they are not as attached to their dogs as Cluster 2. Nevertheless, what the difference between them are the post-purchasing behavior, where the Freelance architecture, he likes to take his dogs to swim at different places that are close to his friend's place. In comparison, the respondent with the Bull Mastiff said, "I was impressed by the passion of the business owners and staffs here, how much they love dogs and enjoying what they are doing, so I have been regular customer here for 2 years." This respondent also created an online social media page for his dog which he shared a review on different places that offer swimming pool and boarding kennel services including where he is also a regular customer.

The questions regarding Affective Action were in general had a common answer as "Yes, I would recommend this service and this place to other owners and friends." Some of the respondents claimed that once they posted the photo of their dogs at these dogs' swimming pools and hotel, they were asked by other dog owners and friends about these places.

4.2 Research Question 2

What are the *motivations* behind Post-purchase behaviors?

Behind the post-purchasing behaviours, there are motivations, which drive the customer to consider the initial purchase and the repurchase. Motivations are driven by internal factors; Physical, Cultural, Social and Fantasy (Kipchillat, 2004). The motivation behind the purchase of dogs' swimming pool services, all respondents all had common physical motivation, which is the fundamental, "I would like my dog to exercise". However, when asked in-depth, some respondents had the underlying motives such as "I have not much time to take my dog for a walk", "There's not enough space at my house for my dog to get the right amount of exercises", and "My dog is a big dog, I can't handle his excessive energy." Furthermore, some of respondents said they also would like their dogs to socialize and be familiar with different environment. For dogs boarding kennels, most motivation was mainly because the owners were travelling and could not take their dogs with them, especially during long holiday.

4.3 Research Question 3

What are the *values* perceived by the customer, which determine to continue using the service or to discontinue?

Most of the medium to large dog owners perceived the values where the needs for exercise from the motivation were met. Plus, they perceived that their dogs also enjoy swimming and they like environment at the place. For example, the Golden Retrievers and Labradors owners described how their dogs knew that the owners were taking them out to swimming pool, they would become excited. When the swimming session was over or it's time to go home, they were reluctant to go home. "It's like taking kids to kindergarten. They meet their friends and had fun that they didn't want to go home," described by one of the respondents. For owners whose dogs were not enjoying the swimming, they actually claimed that their dogs were still "happy" to be visiting the place though. Besides, owners were also enjoying themselves and still would like to bring their dogs to at least gain some exercises. From observation at the

business site, some owners prefer to relax at waiting area or coffee shop while others were cheering their dogs at the swimming pool. Regardless of these positive perceived values, there was one respondent where she took her dog to a boarding kennel close to her home, the dog looked sad like they were being abandoned. Nevertheless, that place was the only place nearby her house that provided such service.

4.4 Research Question 4

What are the *expectations* before and after purchase of this service?

It is crucial to study the expectations of the customers that could indicate which attributes lead to customer satisfaction in the dogs' swimming pools and boarding kennels services. As a basic requirement, most customers expected the business should consider cleanliness, caring staffs who pay attention to details of each individual dog, reasonable price and safety of the place, in order to entrust these business to take care of their dogs.

4.5 Research Question 5

What are the *outcome and experience* after using the service?

The overall outcome and experience of customer using the service were influenced by the familiarity of the dog owners in using the service. As Yüksel et al (1998) studied, customers experience can affect the level satisfaction. From the findings, the number of times customers had used the services and places where they had used these services, indicate the amount of experience they have using such services. For example, there were two respondents who were interviewed after seeing their dogs swim for the first time. Both of them had positive feedbacks from their first experience, although their dogs might not look as enjoying compared to the other dogs at the place. But, the value they perceived were they believed the service was right for their dogs, which they answered they would return to the same place again to improve their dogs swimming skills. Hence, from this finding, owners were actually comparing their dogs to the other dogs at the service place. They watched other dogs enjoy

swimming and other owners were cheering for their dogs joyfully, especially where there were staffs and other owners cheering on their dogs. “I was very impressed by how the staff here are committed to their job. They were patiently training our dog how to swim and also seems like they are enjoying themselves. I would like my dog to enjoy swimming like the other dogs. Even those small dogs! They can swim so well!” said one of the first-timers who was surprised by how the tiny Chihuahua could dive into the pool and swam faster than her much larger dog.

For the new customers, dogs’ swimming pool and hotel are places they can meet experienced customers, who can influence the post-purchasing behaviour of this new customers. For example, one of the respondents said she likes going to this place because she learnt and gained many information from other owners. For the experienced owners, they were able to provide insightful suggestion on the places they took their dogs to such as improvement on facility like expansion, more activity for owners, allow more walk in, and better grooming service after swimming.

Most of the respondents indicated they were satisfied with the services and the place that provided the services. However, according to the Conceptual framework of EDT (Bakri & Elkhani, 2012), there are different level of satisfaction. One of the respondent who was regular customer of the service at particular place said “I think they can do better on the grooming service and better waiting place for the dogs’ owner, which this place still doesn’t meet my needs. But, it is the only place near my place so I have no choice.” Therefore, she actually desired more than what the service place offers, thus causes negative disconfirmation, but it is still in an acceptable level due to the fact that functional value still perceived, thus this customer didn’t take further action (Bakri & Elkhani, 2012).

CHAPTER V

RECOMMENDATIONS AND LIMITATIONS OF THE STUDY

5.1 Conclusions

Through the analysis of the findings from in-depth interviews, the author found some attributes that could contribute to the research topic. Table 5.1 below summarizes the implications on the topic of post-purchasing behavior and customer satisfaction in the dogs' boarding kennels and swimming pool in Bangkok and its Metropolitan area.



Table5. 1 Summary of Implications

Topics	Attributes/Factors
<p>Post-purchasing behavior</p>	<p>Internal Driving Factors (Kipchillat, 2014):</p> <ul style="list-style-type: none"> - Motivations <ul style="list-style-type: none"> ○ No time and space to take their dogs for exercise ○ Would like dogs to get some exercise and improve health ○ Find activity for owner and their dogs - Perceptions <ul style="list-style-type: none"> ○ Seeing a “happy” dog means mentally healthy ○ Seeing their dogs become better at swimming benefits dog’s health ○ A place where dogs and owners can look forward to visit together - Expectations <ul style="list-style-type: none"> ○ Get to exercise ○ Staffs and business owners pay attention to details of the individual dog ○ Either or both dogs and owners can enjoy using the service at the same place <p>Psychographics: Consumer segmentation based on Pet-human relation (Chen et al, 2012) affects the degree or intensity of these internal factor can drive the demand to repeat the purchase of same service and at the same place.</p>

Table5. 1 Summary of Implications (Cont.)

Topics	Attributes/Factors
Customer Satisfaction	External factors: (Ranked by importance) 1 Location close to home 2 Price and Promotion – reasonable price 3 Staffs (caring and passionate) 4 Cleanliness 5 Safety measure 6 Sense of Community

Corresponding to the Table 5.1, the author found the implications to the topic of this research through in-depth interviews with random customers of dogs' swimming pools and boarding kennels. The attributes which influence the post-purchasing behavior of the customer are found through study of psychographics framework, which the author adopted Chen et al (2012), studied on Pet-human relation and attempted to apply their findings of consumer segmentation to this research context to gain insights of the consumer in this market. The owner who are more attached to their dogs would seek for novelty and fulfilling experience for their dog (Chen et al, 2014). Furthermore, the in-depth interviews allowed the author to deeply discuss with the customer to provide attributes in these pet-related services, which fulfilled their requirement and expectation with perceived importance, this could possibly influence customer satisfaction. According to Bakri & Elkhani (2012) EDT framework suggested positive disconfirmation would lead to customer satisfaction. Therefore, if services able to satisfy these expectation, as a positive disconfirmation, customer satisfaction would be obtained. Although customer satisfaction in these services doesn't guarantee customer loyalty, it does influence the chance of gaining repeated purchase. Dissatisfaction will increase more chance for customers to switch to

other places, yet this is depending whether there are other alternatives in the area where they live.

Hence, by studying post-purchasing behavior and customer satisfaction in this research specifically in the context of dogs' boarding kennels and swimming pool provides feedback to business owner or manager to create effective strategy. This corresponds to Giese et al (2000:19) that simply indicated firms shall develop a suitable context-specific definition of customer satisfaction, in order to create measurement process and further understand their customers to make better managerial decisions.

5.2 Recommendations

In accordance to the findings, recommendation on marketing strategy for business practitioners can be summarized as Figure 5.1 shows. Kipchillat (2014:37) referred to the Maslow's Needs Hierarchy, which described level of needs that can influence consumer behavior. By mapping the research findings to these levels of needs, marketing strategy could be devised as Figure 5.1 illustrates the different needs at each level in the context of dogs' boarding kennels and swimming pool customer.



Figure5. 1 Adopted Maslow's Needs Hierarchy on Dogs' Boarding Kennels and Swimming Pool Customer

At the bottom of the pyramid are the basic needs, which should be fulfilled by any service providers. They are listed in the order of importance. From the research findings, location is perceived by most interviewed subjects as important factor when considering to re-purchase the service, where they expected the place to be near their home, because travelling with dogs might not be a pleasant trip for some owners if their dogs are not properly trained to sit in the car. Price and promotion, staffs, cleanliness, and safety are other basic needs to be fulfilled to obtain the customer. Then, other levels are flexible, which the author observed throughout the visit at different business sites that each place has their own market positioning, where most places focus on to fulfilling the needs at the first two levels on the pyramid illustrates in Figure 5.1. There are places that can meet all the needs in the pyramid with their quality of services. Their services create high positive impact on customer's experience and impression, thus this could lead to high customer satisfaction. Nevertheless, this recommendation does not imply key success factors for business, therefore, further study should be conducted to relate these implications to actual business performance.

5.3 Limitations

The limitation of this research is the recentness of the research topic, which there were no other similar research in this particular sector of the pet market available to study and cross check. Therefore, the author determined to conduct the research using qualitative methodology in order to extract useful information from the customer to provide fundamental insights, which could possibly become attributes that lead to service improvement, thus better business performance. This research was also limited by the number of respondents, therefore, future research is necessary to test the attributes obtained by this research in larger samples through quantitative method in order to generalize the implication.

Hence, this research offers a preliminary insights in consumer perspective in pet- related services market that involves indirect interaction of customer (dogs) to the services. This means comprehension towards customers' needs, desire, and expectation in these services could be obtained by understanding the dogs' owners.

Consequently, these implications shall be shared to other researchers as a fundamental step to other future study and shall be shared to the business entrepreneur as useful information for them to develop business model to improve their business.





APPENDICES

APPENDIX A: Translation of Interview Questions

Age:

Gender:

Education:

Job:

1. ใช้บริการที่สระหรือฟากเลี้ยงที่นี่มากี่ครั้งแล้ว ใช้แล้วจะกลับไปใช้อีกไหม เพราะอะไร หรือถ้าเป็นลูกค้าประจำ เพราะอะไรและรู้สึกอย่างไร

How many times have you used the services here (both swimming pools and hotels)? Will you return to this place? Why? Or if you are already a regular customers, why and how do you feel about this place?

2. เคยไปใช้บริการที่อื่นไหม ก็ครั้ง เพราะอะไร

Have you used these services at other places before?

3. รู้สึกอย่างไรหลังจากใช้บริการในแต่ละครั้ง และครั้งล่าสุดนี้

What do you feel after using this service and your latest time?

4. เหตุผลที่ตัดสินใจมาใช้บริการคือ เพราะอะไร

What is the reason for using this service?

5. ทำไมถึงมาใช้บริการที่นี่ รู้จักที่นี่ได้อย่างไร

Why do you choose this place? How do you know about this place?

6. ทำไมตัดสินใจเลี้ยงน้องหมา และความหมายที่น้องหมามีต่อเรา คือ

Why do you decide to raise/keep a dog? What are their meanings to you?

7. คุณคิดว่าน้องหมารู้สึกอย่างไร กับการใช้บริการนี้

What do you think about your dogs' feelings about this services?

8. คุณคาดหวังอะไรก่อนที่จะใช้บริการและหลังบริการ

What are your expectations from before using this services and after using the services?

9. หลังจากใช้แล้วคุณคิดว่าบริการนี้ตอบใจทั้งคุณและน้องหมาของคุณ หรือไม่ อย่างไร

After you used this service, do you think these services meet your and your dogs' needs? How?

10. คุณคิดว่าอะไรคือสิ่งที่คุณประทับใจที่สุด ในการมาใช้บริการที่นี่

What is the most impressive experience, using the service here?

11. คุณจะแนะนำให้คนอื่นมาใช้บริการนี้หรือไม่ คุณจะแนะนำอะไร

Will you refer this service at this place to your friends or other dog owners? What will you recommend?

12. คิดว่าแต่ละที่เหมือนหรือต่างกันตรงไหน ข้อดีที่ชอบของ ... คือ... ข้อที่คิดว่าถ้าปรับปรุงได้จะดี คือ...

What difference do you see about the service of this place that you like and others? What kind of improvement will you recommend them

APENDIX B: Interviews Summary and Analysis

1. Labrador

Name of the business that they have been to	Dog society (500 baht)
Services	Swimming and boarding kennels
Number of time used	6 (Member)
Segmentation (Chen et al, 2012)	Cluster 1
Factors that choose over another	<ol style="list-style-type: none"> 1. location 2. Cleanliness 3. Price and promotion
Q1: Post-Purchasing Behaviour	<p>Repeat purchase and only goes to same place because already bought package and impressed by the service. Would like to try other place as well but due to location and the package, she stayed at the same place. When someone asked her where she took her dog for swimming, she recommend this place. Will keep going this place because her family is also like it although there's other place. But new place e.g. Bark Yard looking interested to try out because they have activity, but back to the factors might return to the same location</p>
Q2: Motivations behind this behaviour	<p>Exercise instead of running because she can't handle the power of the dog. Found info on internet that this breed love swimming. Concerning about dogs health</p>
Q3: Values perceived	<p>Dog enjoy and he looks happy, after the first time her dog really looking forward and enjoy swimming. Best impression: overall clean, and caring staffs/trainers, as well as the business owners also come and take care of the customers themselves. Dogs boarding kennels: air con, staffs sleeping next to the kennels, taking dogs for running, CCTV</p>
Q4: Expectations	Cleanliness, Caring trainers, lower price. The services meets her needs
Q5: Outcome and experience	<p>Suggest for improvement: Swimming pool is a little bit mall. For dogs boarding kennel: kind of worry about her dogs when far away as well. Family paying for the swimming fees, but if she's going to pay by herself she is also willing to</p>

2. Beagles

Name of the business that they have been to	Only one place at Ramintra (may be Sra-Buy-Jai)
Services	Swimming only
Number of time used	10 (member)
Segmentation (Chen et al, 2012)	Cluster 1
Factors that choose over another	<ol style="list-style-type: none"> 1. Location (inconvenient to travel long distance with dogs and no time) 2. Cleanliness 3. Price and Promotion (disposable income)
Q1: Post-Purchasing Behaviour	Repeat purchase and joined member (bought 10 times package), no time to try somewhere else because too far away from home, dog lovers community discussion and sharing photos on social media already a recommendation to others
Q2: Motivations behind this behaviour	Beagles need exercise to release their energy, one old one has a joint problem, activity for dogs to enjoy. Near home and home doesn't have space for them to run, one-stop service with taking a bath, trainers
Q3: Values perceived	One of her dogs doesn't like to swim but she still would like the dog to exercise. One of the dogs love swimming and likes the staff there and she feels she can rely on. One stop service. Best impression: attentive and caring trainers/staffs, can feel that staffs really love dogs and care for the dogs
Q4: Expectations	Place for owners to wait e.g. coffee shops or air con room, cleanliness, attention to screening dogs so make sure dogs that enter the pool are clean and no fleas. The service meets her needs.
Q5: Outcome and experience	Bad experience with taking the dogs to grooming and dogs caught fleas, doesn't worth vet fees after that. Learning to become "the person who raise their dogs" and joining the community. Staffs/Trainers taking good care of her dogs and pay attention to details. Like taking kids to kindergarten.

3. Chihuahua

Name of the business that they have been to	Doggie Doo, Summer Dog Pool
Services	Swimming only
Number of time used	6
Segmentation (Chen et al, 2012)	Cluster 1
Factors that choose over another	1. Location (inconvenient to travel long distance with dogs) 2. Price and Promotion 3. Attentive and caring staffs 4. Facility for owners
Q1: Post-Purchasing Behaviour	Repeat purchase (every 2-3 months), concerned about dogs health, recommend to her friend for dog hotel which she hasn't used before but know that it's best place to go to. Even Summer is better but due to location she choose to go to Doggie Doo.
Q2: Motivations behind this behaviour	Exercise mainly, near home
Q3: Values perceived	Dogs are not enjoying but she thinks it's important that they do get exercise especially knowing her dogs have legs problem. Assume like human, swimming is good for joints, legs therapy. The service meets her needs. Best impression: attentive and caring trainers/staffs,
Q4: Expectations	Staffs pay attention to details and caring to her dogs
Q5: Outcome and experience	Suggest for improvement: Facility can attract customers e.g. facility for owner to wait, atmosphere, good environment

4. Labrador and Welsh Corgi

Name of the business that they have been to	Hot Dog Pool
Services	Swimming only
Number of time used	1 (first time)
Segmentation (Chen et al, 2012)	Cluster 1
Factors that choose over another	<ol style="list-style-type: none"> 1. Location 2. Price and promotion 3. Attentive and caring staffs
Q1: Post-Purchasing Behaviour	<p>She likes here and will continue bringing her dogs here because it's closest to home but if there's new place near home will also consider.</p> <p>Will repeat around 1-2 times per month. Will consider to become member if price is lower price. Will recommend to her friends as well</p>
Q2: Motivations behind this behaviour	She knows that this breed likes water and swimming and for activity.
Q3: Values perceived	Dogs enjoy and caring staffs and training, dogs owner can swim with their dogs. Best impression: the business owner also take care of customers, her dogs seem enjoy swimming, caring staffs
Q4: Expectations	Looking at dogs swimming pool review on internet before coming here and expected the place to be near home, affordable price and clean. The service so far meeting her needs.
Q5: Outcome and experience	Learn from other owners who come at the swimming pools that her dogs breed usually have hips problems. So, she will consider to bring her dogs to swimming more after this satisfying first trial. Suggestion: lower price for member of the bigger dogs.

5. Golden Retriever, Shih Tzu, Pomeranian, Yorkshire Terrier

Name of the business that they have been to	Dog training school, Up2Dogs, and Hot Dog Pool
Services	Swimming and boarding kennels
Number of time used	10 (member)
Segmentation (Chen et al, 2012)	Cluster 1
Factors that choose over another	<ol style="list-style-type: none"> 1. Location (inconvenient to travel long distance with dogs) 2. Price and Promotion 3. Attentive and caring staffs 4. Facility for owners
Q1: Post-Purchasing Behaviour	Have been trying for 3 places: the dog training centre - it's not entertaining or fun for the dogs, Up2Dogs - friends invited her to join but the place is too far away from home. Still looking to try other places just for fun. Repeat purchase at this place due to location near home and acceptable price and services.
Q2: Motivations behind this behaviour	No space for the big dog to exercise and she has no time to take the dog for exercise.
Q3: Values perceived	She only takes the golden retriever for swimming because the small one are scared. Dog enjoy and always looking forward to swimming session. For boarding kennels: taking very good care e.g. caring staffs, air con room and staffs even bring the dog to sleep with them. Best impression: caring staffs
Q4: Expectations	Location, good service, environment and places for owners to wait, other entertainment or leisure for dogs e.g. Dog bakery, restaurant or coffee shop that dogs and owners can enjoy together. Caring staffs. This place still not meeting her needs but it's the only place near home with acceptable quality of service.
Q5: Outcome and experience	Suggestion: groomer should be more caring and paying attention to details of her dogs and provide additional service e.g. nails, ear cleaning etc.

6. Labrador and Shepherd

Name of the business that they have been to	iTube, Summer Dog Pool, and many other places
Services	Swimming and boarding kennels
Number of time used	6
Segmentation (Chen et al, 2012)	Cluster 1
Factors that choose over another	<ol style="list-style-type: none"> 1. Safety and security (fence and staffs keep dogs safe from running out to the cars or road) 2. Location 3. Attention to details and caring staffs 4. Price and Promotion
Q1: Post-Purchasing Behaviour	She has been to almost all of swimming pool. She likes the other one but due to lack of their safety for dogs she switch to Summer dog as it's the best one near her home. When she had time and her friends organised Labrador group gathering at other swimming pool, she would go to other places from time to time, but Summer Dog Pool is her regular place as the location is closest to her home.
Q2: Motivations behind this behaviour	Location near home and facility here is good with caring staffs. No time to take them out for exercise on the weekday, so 2-3 weeks she will take them to swim. For dogs boarding kennels, she will use the service when she has to go to abroad or out of town.
Q3: Values perceived	Dogs love it. Her dogs always looking forward to swimming, just by seeing the entrance they were already very excited. She can tell the different if she don't take the dogs to swimming they have so much energy left and start to make a mess in the house. Having the business owners come to look after the customers are also very good, it really shows that this place service will take good care for their dogs. Best impression: caring staffs, good facility e.g. coffee shop, swimming pool suitable for large dogs, caring staffs.
Q4: Expectations	Attention to details of the staffs, professional (service e.g. taking dogs to shower and drying their fur), for dogs boarding kennel: caring of staffs, monitoring the dogs (took photos or CCTV camera for owner to monitor

	their dogs), cleanliness of the place and pool. Price also important if too high then will not go. Place for owner to wait for their dogs. The services meets her needs
Q5: Outcome and experience	Suggestion: pool and dogs toilet area should be same level and easily access, around the pool is a little slippery. For boarding kennel, should expand already crowded and fully booked, should make full blown scale of dogs hotel and resort to facilitate all dogs without booking.

7. Labrador

Name of the business that they have been to	Summer Dog Pool, Pet Paradise, Cha-ma, DB5
Services	Swimming and boarding kennels
Number of time used	6
Segmentation (Chen et al, 2012)	Cluster 3
Factors that choose over another	<ol style="list-style-type: none"> 1. Location 2. Price and promotion 3. Cleanliness and environment
Q1: Post-Purchasing Behaviour	Repeat purchase because try to organise the same swimming session with his friends and closer to home than other places. He will organise the visit to different places with his Labrador community friends. Will recommend to his friends the places that close to his friends and his place so they can go together.
Q2: Motivations behind this behaviour	Would like his dog to lose weight. Swimming is good for exercise, it's cold and dogs can really exercise and having fun at the same time. For dogs boarding kennel, only once when he had to go abroad but chose the one close to his friends' place, but prefer asking friends to take care of his dogs at his home.
Q3: Values perceived	Labrador loves swimming so his dog loves it. Best impression: good environment, close to home, near to other places that he can bring his dogs to, area for owners, cleanliness is not a problem but it should be

	basic requirement to all pool
Q4: Expectations	Area for owners' activity e.g. coffee shop, good environment, caring staffs, pay attention to details. Price should also be affordable. The services meets his needs
Q5: Outcome and experience	He will come to the place when there are less people. Most of the time he would like to bring his dogs to different places depending which place is closer to his friends' home, so they can go together.

8. Welsh Corgi

Name of the business that they have been to	Summer Dog Pool, Petsville, Thonglor Pet Hospital
Services	Swimming
Number of time used	10 (member)
Segmentation (Chen et al, 2012)	Cluster 2
Factors that choose over another	<ol style="list-style-type: none"> 1. Caring and attentive staffs 2. Cleanliness 3. Community (other owners)
Q1: Post-Purchasing Behaviour	Summer Dog is regular, another place she went because the corgi meeting was held there. Repeat purchase attentive and caring staffs, even the owners come to take care of dogs and customers even the place is far away from her home. They pay attention to individual dogs. "Like coming to friends place." Good environment and she was impressed of the business owners really have passion and love dogs. If there's corgis meeting in other places she will also go, but just temporary. Will recommend to her friends and other dog owners as well.
Q2: Motivations behind this behaviour	At Summer Dog, staffs and owners here really love dogs. There is sense of community here and she can be sure they take good care of her dogs. Find activity that she can enjoy with her dogs and exercise

Q3: Values perceived	Her dog doesn't enjoy swimming as much as other dogs do, but the dog loves the place, love to come and play here, and meeting other dogs and people (social). Best impression: business owners come and take care customers themselves, the staffs that really love dogs and enjoy playing with customers' dogs like more than just working. They limit the number of customers per session to ensure good quality service.
Q4: Expectations	Cleanliness, safety, caring staffs. The services meet his needs.
Q5: Outcome and experience	Learn from other owners who come at the swimming pools that her dogs breed usually have hips problems. Bad experience at other place, they scolded her dogs. Other places sometime has good facility but not safe, sometime too commercial, everything is money and fees, and some places staffs don't really know how to handle dogs and care for them. Suggestion: the coffee shop should have more safety door that prevent dogs going out to the road to avoid possible accident.

9. Large mixed breed

Name of the business that they have been to	Summer Dog Pool
Services	Swimming
Number of time used	1 (first time)
Segmentation (Chen et al, 2012)	Cluster 1
Factors that choose over another	1. Caring and attentive staffs 2. Cleanliness 3. Location
Q1: Post-Purchasing Behaviour	Would like to repurchase because want her dog to be able to swim properly. Will recommend and already posted photos on facebook
Q2: Motivations behind this behaviour	Read on internet and found this place, close to home. For exercise and for fun so want to try out and not so far away from home.

Q3: Values perceived	This is first time her dog swimming so the dog is a little panic and might not enjoy this time. The owner still see the benefit for taking her dog for swimming so they will come back. Best impression: spirit of staffs to help her dogs to learn how to swim and enjoy himself.
Q4: Expectations	Caring staffs, place for owners to wait e.g. coffee shop. The services meet her needs.
Q5: Outcome and experience	This is their first time taking her dog for the swimming, but so far she impressed with the staffs and enjoy the environment, the facility. So, she still would like to come back and make her dog trained to swim properly.

10. Bull Mastiff

Name of the business that they have been to	Dog training school (first time), Summer Dog Pool, Petsville, Bark Yard
Services	Swimming and boarding kennels
Number of time used	Every week for 2 years
Segmentation (Chen et al, 2012)	Cluster 3
Factors that choose over another	1. Caring and attentive business owner and staffs 2. Size of the pool and facility to accommodate big dog 3. Price and Promotion
Q1: Post-Purchasing Behaviour	First time he took his dog for swimming was at the training school, it was really train and exercise but no fun for the dog. Then, he found Summer Dog Pool on facebook, so he tried to bring his dog here, and was impressed by the caring of business owners and staffs. He becomes their regular customers since then (been 2 years). Will recommend to everyone, and he even reviewed about this place on his dog's Facebook page.
Q2: Motivations behind this behaviour	Exercise especially big dog, they need to release energy, want his dog to socialize with other dogs and people.
Q3: Values perceived	His dog really enjoy the services. See the different if he didn't take his dog here, too much energy left. Even the boarding kennel, the dog also

	enjoy here. Best impression: caring and passionate staffs.
Q4: Expectations	Get to exercise, cleanliness, staffs caring for dogs and paying attention to details, added service would like a place for owners to wait e.g. coffee shop, affordable price. The services meet her needs.
Q5: Outcome and experience	He thinks the passion and commitment of the business owner to the business is really important. The staffs were really enjoying taking care of the dogs like playing with their own dogs.

11. Shi Tzu and Poodle

Name of the business that they have been to	dog grooming shop near home
Services	boarding kennels
Number of time used	3
Segmentation (Chen et al, 2012)	Cluster 1
Factors that choose over another	<ol style="list-style-type: none"> 1. Location 2. Cleanliness 3. Price and Promotion 4. Caring and attentive staffs
Q1: Post-Purchasing Behaviour	Repurchase this place because it's closest to her home and staffs pay attention to details and care for her dogs. If there's a dog's swimming pool close to her home, she's interested to take her dogs to, because it would be nice if she can have more activity with her dogs. Will recommend to everyone
Q2: Motivations behind this behaviour	When her family need to travel abroad and up country. Close to home.
Q3: Values perceived	Her dogs doesn't enjoy, they look sad like they were going to be abandoned.

Q4: Expectations	Staffs pay attention to details and caring to her dogs, need to let dogs out for exercise, CCTV, location and reasonable price. The services meet her needs.
Q5: Outcome and experience	Better service and options, apart from just dogs kennel boarding and grooming.

12. Pomeranian

Name of the business that they have been to	Cotton Dog Resort and Care, D-Dog
Services	Swimming
Number of time used	twice a month
Segmentation (Chen et al, 2012)	Cluster 1
Factors that choose over another	<ol style="list-style-type: none"> 1. Location 2. Cleanliness 3. Price and Promotion 4. Caring and attentive staffs
Q1: Post-Purchasing Behaviour	Repurchase this place because close to her house and convenient to travel there, but she just moved to live in another area so haven't taken her dog much now. She prefers one that close to her place as she doesn't have much time and doesn't like to drive with dogs for long distance. If there's better facility around her home, she would like to try. Will recommend D-Dog to everyone, reasonable price and they also have dog training.
Q2: Motivations behind this behaviour	Pomeranian breed has a problem with hips and legs, close to home, look fun and meeting other dogs.
Q3: Values perceived	At first they are scared and don't enjoy swimming as much as bigger dogs. But they like going to the place and meeting other dogs. Best impression: at D-Dog, staffs pay attention to details and reasonable price

Q4: Expectations	Cleanliness, location, staffs caring for the dogs with love not doing for sake of the job, place for owners to wait e.g. coffee shop, pet shops, reasonable price. The services meets her needs.
Q5: Outcome and experience	She would love to try out other places if they are close to her home. But, her dogs are small so they don't require much exercise. She would like to try those fancy pet resort and hotel but just for trying out not becoming regular customers. Suggestion: sometime the pool is always full and booked. D-Dog where she visited the most, should have a place for owner to wait like coffee shop with Wi-Fi.



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