

**THE STUDY OF CAT OWNER'S INTEREST IN CAT HOSPITAL  
AND FACTORS INFLUENCE DECISION  
TOWARD ANIMAL HOSPITAL**



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**THE STUDY OF CAT OWNER'S INTEREST IN CAT HOSPITAL  
AND FACTORS INFLUENCE DECISION  
TOWARD ANIMAL HOSPITAL**

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## **THE STUDY OF CAT OWNER'S INTEREST IN CAT HOSPITAL AND FACTORS INFLUENCE DECISION TOWARD ANIMAL HOSPITAL**

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### **ABSTRACT**

The number of cats is more than 19% out of all companion animals in Thailand and expected to increase in the future. Feline stress condition becomes a major issue from restraining. Therefore, a cat is considered to get an appropriate care. However, there is no cat hospital in Thailand. The researcher interest in investigating a demographic of the cat owner, including the interest of the cat hospital and influence factors affect to the customer decision of choosing the animal hospital.

The respondents are randomly demographic characteristic and selected in both public hospital and private hospital all 300 cat owners. The quantitative is considered using in the study.

As a result, most of respondents are interested in cat hospital. In addition, there are the positive correlations between factors, inpatient management, quality, price, location, brand, environment, specialist, and veterinary-assistant, and customer decision of choosing animal hospital.

**KEY WORDS:** Health Marketing / Customer's Decision Making / Cat Owner, Marketing Influence / Cat Hospital / Feline Specialist.

47 pages

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## **CHAPTER I**

### **INTRODUCTION**

The number of companion animals in Thailand is more than 9 million. Cats are more than 19% out of all companion animals. Additionally, the owned cat number is expected to increase in the future (Animal health products associations, 2011). Therefore, the factors affected cat's owner making a decision of choosing veterinary hospital was granted.

Apparently, there are many cat hospitals in America and other country providing service, especially for the cat. This is because cats different from other animals. They perceive very well by hearing, smelling, vision, and tactile. As a result, when cats feel danger, fear, and distress, they will develop stress condition. There are many factors to provide suitable things for cats such as cat owner, a veterinarian, and environment

Feline stress condition becomes a major issue from restraining. Cats express their stress by showing an aggressive sign which can occur when they fear, pain, and anxiety (Rodan, 2010). Stress may cause the physical examination and laboratory tests errors (e.g., diabetes mellitus) and unnecessary treatments (Rodan et al., 2011). There are several factors to reduce feline stress condition which mainly focus on 4 topics, cat, staff handling experience, environmental factors and owner. Consequently, a cat is considered to get an appropriate care. However, there is no cat hospital in Thailand. Therefore, the researcher interested in study the cat owner behavior when their cat has a chance to get a specialty service with more comfortable and better feeling.

Pet owner decision is the most important factor to make a decision for their pet. Therefore, the decision of customer is studied base on the marketing mix, product, price, place, promotion, people process, and physical facilities. The growth of the pet market in Thailand has been increasing by 3 to 30% since 1995 to 2010 which is the average of 5000 million baht and an increase in twice within two years after the year 2010 (Thai pet product industry association, 2012). There is a study of the amount of dog and cat in Thailand which dogs are the percentage of 65, 19 for the cats, and 16

for others (Animal health products associations, 2011). Veterinary hospitals are considered to manage to create an appropriate place for cat care. However, owners are the most important to make a decision of choosing a place for a cat.

## **1.1 Research Questions**

According to the problem of cat treatment need more specialize, the researcher would like to study about a decision of cat owners whether they are interested in cat hospital. Therefore, the first part of question asks about cat hospital interesting from the cat owners. Additionally, the study is focused more on the factors influencing the customer decision of choosing animal hospital.

Do the cat's owners in Thailand interested in cat hospital?

What are the main factors of customer decision making to choose the animal hospital?

## **1.2 The Purpose of Study**

As mention in research question, the aims of this study are to get the information of the cat hospital interesting by investigating the cat customer opinion in the animal hospital. Moreover, to study factors that influence customer decision making basing on marketing strategies through knowledge of these influences

## **1.3 Research Scope**

1. Samples are covered only the cat customers in the Mahidol animal hospital, Salaya areas, and private animal hospital, Phrapradang, to collect population.
2. This study focuses on only cat owners to know their decision and purchasing intention.

## **CHAPTER II**

### **LITERATURE REVIEW**

There is different between feline and canine behavior illustrating at veterinary visits. Dogs are easily handling when staying in the hospital. Just a few dogs express their fear, aggressive and some stress. Comparing to the cats, feline aggressive can happen when they are fear, pain, and anxiety (Rodan, 2010) which cause many conditions, Inappropriate elimination related to the litter box, stress leukogram, aggressive, psychogenic alopecia (M. Amart et al., 2009). As a result, diseases can easily occur. Therefore, Feline handling must be considered to save owner, staff, and cats while restraining. Understanding the environmental factors which affect the behavior of the cat is the most considered for feline handling at the veterinary hospital (Stella et al., 2014). In addition, pet's owner information, including the level of basic biology, behavior knowledge and attachment to the companion animal has also been examined (Salman et al., 1998; Zasloff, 1996). In the case of a patient, cats need to be admitted in the veterinary hospital; therefore, factors are identified to prepare places for a cat which is appropriate with the owner's satisfaction. There are several factors influence owner's perception of choosing a place for their pets; a cat is mainly focused in this study.

A group of patient and health conscious different from other regular consumers; therefore, there are some differences between medical contexts and other contexts to inform them (Kahn et al., 1997). Health is not a product. Many factors are included to determine, ethics, compassion, and empathy. This condition is performed with the psychological effects.

#### **2.1 Marketing Strategy of Health Care Organization**

A previous study was describes about the marketing mix variables may not fit easily in the health context (Kahn et al., 1997). Apparently, health marketing relates to a number of realities such as marketing of the life sciences (Manchanda et al., 2005;

Stremersch & Van Dyck, 2009), Social marketing (Hastings & Saren, 2003; Kotler & Zaltman, 1971), and the marketing of health services (Berry & Bendapudi, 2007; Latham, 2004; Smith, 2011; Zaltman & Vertinsky, 1971)

Improving the quality of service is the purpose of developing product strategy of the healthcare organization. As Healthcare services is an intangible product, the consumers learn to perform them as a tangible and to focus on a component that well evaluating the quality of service, Therefore, getting a lot of information in service provided, gathering the result and effect are needed to develop in service.(Radulescu, Barbu, Olteanu, 2008)

The price is one of the major components in a service marketing mix. The pricing strategy not only affects the revenues, but also affects customer perceptions of quality (Ivy 2008). “Price as a quality indicator depends on a number of factors: the quality of the information regarding the service and its price, the consumer’s degree of education in the respective field, the company’s promotional policy, the risk associated with acquiring the service in question determined by the customer’s ability to assess quality” (Radulescu et al, 2011).

The distant is the important factor in choosing the veterinary hospital. Many owners concern much about the location of the veterinary hospital. This is because some customer always goes to see the veterinarian so they put the location to be their first priority (Animal health products associations, 2011).

In a case of healthcare organization, there is just a few of promotional allowance providing to the patient. There are mainly use advertising rather than giving a discount.

The people element of marketing mix includes veterinarian, vet- assistant, and other staffs that interact with the cat’s owners. However, there is no study about the correlation between veterinarian experience and customer perception.

In this study, Environmental factors are mainly concerned to be the physical facilities factors. This is because the environment in the veterinary hospital would be one of the most affecting cat’s behaviors which apparently illustrate to the cat’s owner. There is a study of environmental factors which affect domestic the cats behavior comparing between housed cat in the room and in the cage individually. As a result, there were not a significant meaning in food intake, urination, and bowel movement



between room and cage. However, there is a significant declines in sickness behavior from day 1 to day 2 identifying for the room housing cat, but not for cats in treatment in the cage (Stella et al, 2014).

## **2.2 The Consumer Decision Journey**

There is a study in 2009, the issue of McKinsey Quarterly illustrated the view of how the consumer engaging the brand's names "consumer decision journey" (CDJ). Their model describes the purchase decisions of almost 20000 consumers comparing five industries, automobiles, skin care, insurance, consumer electronics, and mobile telecom. Their research revealed that the customers take more time to create a process of buying base on 4 stages: consider, evaluate, buy, and enjoy, advocate, bond

Consumer begins their top-of-mind consideration set from attracting brand or product in advertising, store display, and other stimuli. During this stage, a consumer contains the largest number of brand

The customer would initially get information from peers, reviewers, and the brand. Then, they start evaluating and comparing all information. Typically, they'll put new brands the set and discard some of the originals as they learn more and their selection criteria shift. Their outreach to marketers and other sources of information is much more likely to shape their ensuing choices than marketers' push to persuade them.

Buying decision of the consumer occurs when they are in the store. In contrast, they can be easily dissuaded at that time. Therefore, the point of purchase which exploits placement, packaging, availability, pricing, and sales interactions is increased the opportunity of buying decision.

Nowadays, online is the useful source of information from reviewing, a suggestion, or a recommendation. A deeper connection begins as the consumer interacts with the product and with new online touch points. More than 60% of consumers review the product and service after purchase (McKinsey, 2009). Consumers are enjoyed with purchase, they start advocating by word of mouth, creating fodder for the evaluations of others and invigorating a brand's potential.

For years, marketers assumed that consumers started with a large number of potential brands in mind and methodically winnowed their choices until they'd decided

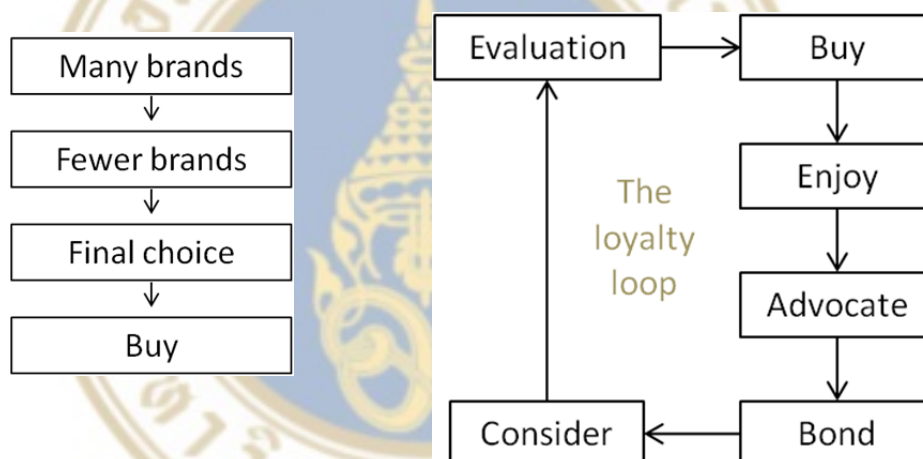


which one to buy. After purchase, their relationship with the brand typically focused on the use of the product or services itself.

Marketers often overemphasize the “consider” and “buy” stages of the journey, allocating more resources than they should to building awareness through advertising and encouraging purchase with retail promotions.

“Advocate” stages increasingly relevant. Marketing investments that help consumers navigate the evaluation process and then spread a positive word of mouth about the brands they choose can be as important as building awareness and driving purchase.

If consumers’ bond with a brand is strong enough, they repurchase it without cycling through the earlier decision journey stages (David C, 2010).



**Figure 2.1 The earlier decision journey stages**

## 2.3 Hypothesis

H1: There is different in the cat owner's income toward their decision of choosing an animal hospital.

H2: Cat’s owners interest in the cat hospital service.

H3: The environment of inpatient department associate with cat owners’ decision choosing an animal hospital.

H4: The quality of service relate to the cat owners’ decision choosing the animal hospital.

H5: Price associate with cat owners' decision choosing an animal hospital.

H6: Location associate with cat owners' decision choosing an animal hospital.

H7: Branding has an impaction on cat owners' decision choosing an animal hospital.

H8: Specialist has a strong association with cat owners' decision choosing an animal hospital.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter presents the process of research design, which including a group of sample selection, research instrument, sample size calculation, data collection and data analysis. In order to obtain information from a large amount of samples, questionnaires are considered using to collect data from cat owner in the animal hospital. The content base on 6 elements, branding, cost care, service quality, location, and veterinary hospital environment.

#### **3.1 Sample Selection**

The information is obtained from a pet owner in many pet hospitals, private animal hospital and college of the veterinary animal hospital (Mahidol University). The respondents were randomly demographic characteristic and selected in both public hospital and private hospital all 300 people. The sample would be collected from only cat owners.

#### **3.2 Research Instrument**

As part of this project, the reliability study is performed (Ramo'n et al., 2008).The information is collected by distributing a questionnaire which design to investigate the factors of customer decision, which consist of 6 elements, branding, cost care, service quality, location, and veterinary hospital environment, base on marketing mix. The questions are divided into 3 sections, with a total of 300 The first section consist of 8 question which emphasize on demographic segmentation of each owner (age, gender, income, type of pet, the amount of pet, house location, education). Second, the question is focused on the percentage of cat's owner, a number of interested people, and the most important factor.

### 3.3 Sample size

According to the population size in the area of study which divided into 2 areas of Mahidol university and Ratburana animal hospital, a number of people in Salaya is totally 8974, which approximately be male and female in 4530 and 4444, respectively. In relation to the number of houses, there are around 3343 houses in Salaya district (Municipality of Malaya district, 2007), On the other side, there are a number of people living in Phrapradaeng 202987 people which are 98514 of male and 104475 of the female (Department of Provincial Administration, 2013). This study calculates the sample size from the method of Yamane (1973).

$$n = \frac{N}{1+Ne^2}$$

Where:

n is the sample size

N is the number of people in sample size and

$e^2$  is the accepted error (%)

To use the method to calculate the minimum of respondent amounts of this study, the number of populations in Salaya and Phrapradang are summarized which result as following:

$$n = \frac{211961}{(1+211961(0.1)^2)}$$

As a result, the minimum number is 99.95 meaning that the study is needed to collect the data more than 100 respondents. In order to get the effective information, the cat owners in the animal hospital are considered as the first priority.

### 3.4 Data collection.

The questionnaire topics firstly ask for demographic information, for instance, age, education and income, general information about pet care and the factor which influence the decision of taking their pet to the hospital base on 6 elements as mention, branding, cost care, service quality, location, and veterinary hospital environment. The demographic information

<b>Characteristic</b>	<b>Incomes</b>
<b>Gerder</b>	No income
Male	Less than 5000
Female	5000-10000
<b>Age Group(years)</b>	10000-30000
15-25	30000-70000
26-35	70000-100000
36-45	100000-300000
46-55	300000-1000000
56-65	<b>Education</b>
more than 65	Under high school
	Highschool
	Under Batchelor degree
	Batchelor degree
	Master degree
	Doctor of philosophy

**Figure 3.1 Demographic information**

The decision of respondent of answering separating into 5 scales:

- 5 = Strongly Agree
- 4 = Agree
- 3 = Undecided
- 2 = Disagree
- 1 = Strongly disagree

### **3.5 Data analysis**

The data would break into 3 parts. The first topic, the general information would be interpreted about average age, an income of pet's owner. The result is analyzed by presenting in percentage. Second part focus on customer opinion about the satisfied of animal hospital service based on the marketing mix, branding, cost care, quality of service, location, and veterinary hospital environment. There are many samples to analyze the quantity of participant who agree or disagree. Moreover, there were given the best characteristic of cat hospital from cat's owner opinion.

After collecting data, the statistic is used to analyze and to test the hypothesis. ANOVAs analysis is considered to use in some demographic information for test hypothesis for example in the case of customer income and the decision of choosing cat animal hospital. In addition, the normal distribution is used to test the distribution of the sample result. There are many statistics using for normality test, for example, Kolmogorov-Smirnov test is used in case of more than 50 samples. On the other hand, the amounts of samples are less than 50 samples, Shapiro-Wilk test is considered to use to analyze.

#### **3.5.1 ANOVA analysis**

Testing differences of a variable can be considered using with many ways. ANOVA is used to analyze the hypothesis which the means score have no different or significant level is more than 0.05 will be rejected. However, If the mean score hypothesis is different and the significant level is less than 0.05 meaning that highly significantly different will be accepted which confidential interval is 95% (Malhotra and Birks 2007).

#### **3.5.2 Normal distribution testing**

The data were tested normality by using Kolmogorov-Smirnov test. This is because when using data to analyze, it requires to be a normal distribution (Sepulveda and Nachlas, 1997, Takahashi, 1999, Wu and Ouyang, 2001 and Yu, 2009). Generally, Kolmogorov-Smirnov test is used for testing normal distribution (Dallal and Wilkinson, 1986, Lilliefors, 1967, Massey, 1951 and Wang et al., 2004). In this method, the analysis is performed by using this test and the result show normal distribution of sample testing with highly significantly different.



### 3.5.3 Correlation coefficient

Pearson correlation is a measure of linear correlation between two variables, statically relationship. After the information was compiled, the correlation coefficient is used to analyze the correlation of each factor, and also analyze factor and decision. The correlation coefficient tests the relationship between -1 to 1 and show the direction of the positive and negative relationship of independent variables and dependent variable. As the result of zero, meaning that is no relationship between independent variables and dependent variable (Lehman, 2005)

### 3.5.4 Model summary, regression and coefficient interpretation

There are many statistics using to analyze and test the correlation of data. Linear regression is mostly used to describe 2 relationships between a single dependent variable, y, and a single independent variable, x. The models of linear regression are presented as following:

$$Y = a_0 + a_1x + b_0$$

In this study, linear regression is used in order to find the relation between customer decision and each factor of the ward, quality, pricing, location, branding, and veterinary specialist.

On the other hand, the relation is able to test by using multiple regression in case of testing with many variables. Multiple regression tests 2 relationships between a single variable and many independent variables,  $x_1, x_2, x_3, \dots, x_n$ . The model of multiple regression are illustrated as following:

$$Y = ax_1 + ax_2 + \dots + ax_n + b_0$$

## CHAPTER IV

### RESULT AND ANALYSIS

The result of data analysis showed the sample of 300 of cat's owners who visit the veterinarian in the animal hospital to prevention and treatment. The results were divided into 2 parts. The first section is describing the demographic finding by focusing on age, gender, income. Second would be the decision of cat owners to take their pet to an animal hospital. Demographic characteristic is analyzed by using a percentage compare each other.

#### 4.1 Demographic Analysis

According to the survey of 300 respondents, demographic profile is focused in detail of gender, age, education and income. The results are illustrated sample demographic characteristic as followed:

##### 4.1.1 Gender

**Table 4.1 Gender**

Character eristic	Amount	Percentage
Gender		
Male	105	35%
Female	195	65%
Total	300	

From a part of a demographic characteristic, the gender is divided into male and female from total 300 respondents. The result illustrates half of cat owners are female by 195 respondents, 65%, and the man for 105, 35%. According to the question, there are many suggestions complain to the environment in the hospital, especially focus on the sound of dog bark and also the scent in the animal hospital. Most of the

suggestion is from the female respondent. However, there are many customers going to the animal hospital as a couple and a family.

#### 4.1.2 Age

**Table 4.2 Age**

Character eristic	Amount	Percentage
Age Group (years)		
15-25	35	12%
26-35	60	20%
36-45	135	45%
46-55	60	20%
56-65	10	3%
More than 65	0	0%
Total	300	

According to the population information in Salaya, many respondents are families, students and office workers so that people who have cats and take them go to the animal hospital mostly be on age between 36-45 years old, 26-35, and 46-55, resulted in 45%,20%, and 20%, respectively. People are age between 36 and 45 are a group of the family which mainly has available time in the evening.

#### 4.1.3 Education

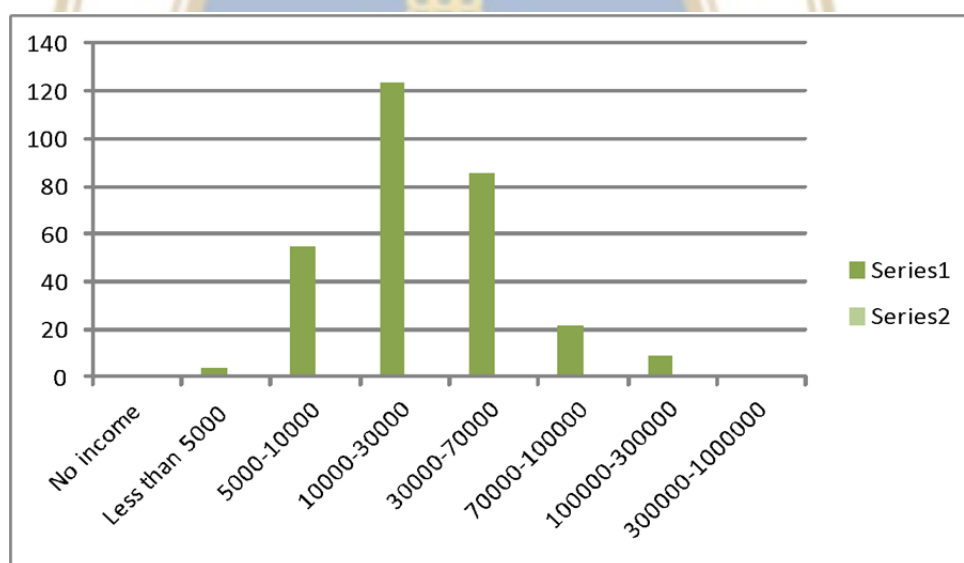
**Table 4.3 Education**

Character eristic	Amount	Percentage
Education		
Under high school	0	0%
High school	4	1%
Under Batchelor degree	65	22%
Batchelor degree	154	51%
Master degree	63	21%
Doctor of philosophy	14	5%
Total	300	

As part of the education of the correspondents, 4 people are graduated high school, 65 people are under bachelor degree 63 people are graduated in master degree, 14 people are graduated Doctor of philosophy and most of the people, 154, are graduated bachelor degree. The numbers calculate in a percentage.

Most of the cat's owner who visit a veterinary is graduated the bachelor's degree which is 22 percent from all respondent of 300 people. The percentage of under bachelor's degree people is approximately 22% which almost similar to the master degree people, 21percent. Moreover, there are around 5% of people are the doctor of philosophy. This is because the Mahidol animal hospital is located in Mahidol University and there are a lot of teachers, doctor of philosophy student and researchers. In contrast, there are no people who are under high school.

#### 4.1.4 Income



**Figure 4.1 Income**

The percentage of the income illustrated that 4 respondents(1%) have income less than 5000 THB per month, 55 respondents (18%) have income between 5000-10000 THB, 124 respondents (41%) have income around 10000-30000 THB, 86 respondents have income between 30000-70000THB, 22 respondents have income in the range of 70000-100000 THB, and 9 respondents have income between 100000 – 300000 THB.

The cat owner' income and customer decision making are considered as the independent variable and dependent variable to show differences. The results were showed in the table 4.4

**Table 4.4 one way ANOVA income by decision**

ANOVA Income					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.276	2	.638	.642	.527
Within Groups	295.271	297	.994		
Total	296.547	299			

From Table 4.4, ANOVA testing between the cat owner's income toward decision making, the p- value was showed as a number of 0.52 which is higher than 0.05 level of the confidential interval of 95%. The result analysis must be rejected because there are no statistically significant differences in the cat owner' income toward making decision of choosing cat hospital.

H1: There will be a difference in cat owner' income toward making decision of choosing cat hospital would be rejected.

#### **4.1.5 Cat hospital interesting**

In this study, the researcher interested in cat customer opinions about interest cat hospital, or they prefer to visit an old veterinarian who follows up the case. There are greater of veterinarians who are considered in learning more about feline medicine in order to specialize on cat diseases. However, Thailand has no existed cat hospital yet. Therefore, customer interest is studied in order to know the customer demand

**Table 4.5 Customer's decision**

Interest	263	88%
Ignore	37	12%
Total	300	100%

As illustrate in table 4.5, the majority of samples, more than 260 people, is interested in cat hospital. Moreover, they highly agree on visit feline veterinarian who specializes in a cat. The percentage of the interested customer is 88.

On the other hand, there are some people who would like to follow their old veterinarian. This is because some of them feel confident with an old veterinarian. Someone wouldn't like to change because their own history is kept in that hospital so they don't want to change to the other cat hospital.

## 4.2 Normal Distribution Test

**Table 4.6 Dependent and independent variable**

Dependent variable	Independent variable
Decision 1	Ward Quality Price Location Brand Environment Specialist

The analysis was based on dependent variable and independent variable. The decision making of the cat's owner would be arranged in a group of the dependent variable. There are 8 factors, ward, quality, price, location, brand, environment, the specialist, and veterinary-assistant, using as the independent variables. In the end, The study will show what decisions depend upon and looking at 8 variables and trying to understand how these variables impact cat's owner to make a decision choosing cat hospital. An equation would be base on all 8 factors as mentioned.



**Table 4.7 Normal distribution of y using Kolmogorov-Smirnov test**

Tests of Normality						
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Decision1	.360	300	.000	.730	300	.000
a. Lilliefors Significance Correction						

The data were tested normality by using Kolmogorov-Smirnov test. This is because when using data to analyze, it requires being the normal distribution (Sepulveda and Nachlas, 1997, Takahashi, 1999, Wu and Ouyang, 2001 and Yu, 2009). Generally, Kolmogorov-Smirnov test is used for testing normal distribution (Dallal and Wilkinson, 1986, Lilliefors, 1967, Massey, 1951 and Wang et al., 2004). In this method, the analysis is performed by using this test and the result show normal distribution of sample testing with highly significantly different.

#### 4.4 Correlations Coefficient Analysis

Correlation coefficient uses to measure the correlation between independent variables and dependent variables (Malhotra et al, 2007). The correlation coefficient ( $r$ ) tells the relationship between -1 to 1 and show the direction of the positive and negative relationship of independent variables and dependent variable. However, 0 means no relationship between independent variables and dependent variable (Lehman, 2005)

**Table 4.8 The correlation of Decision, Ward, quality, price, location, brand, environment, specialist, and veterinary assistant**

		Decision1	Ward	Quality	Price	Location	Brand	Environment	Specialist	Vetassist
Pearson Correlation	Decision1	1.000	.387	.314	.229	.044	.162	.203	.259	.152
	Ward	.387	1.000	.460	.203	-.005	.118	.182	.147	.329
	Quality	.314	.460	1.000	.037	-.003	.005	.192	.332	.360
	Price	.229	.203	.037	1.000	.199	.207	.138	.062	-.088
	Location	.044	-.005	-.003	.199	1.000	.321	.134	.117	.176
	Brand	.162	.118	.005	.207	.321	1.000	.374	.211	.387
	Environment	.203	.182	.192	.138	.134	.374	1.000	.518	.505
	Specialist	.259	.147	.332	.062	.117	.211	.518	1.000	.472
	Vetassist	.152	.329	.360	-.088	.176	.387	.505	.472	1.000
Sig. (1-tailed)	Decision1	.	.000	.000	.000	.223	.002	.000	.000	.004
	Ward	.000	.	.000	.000	.464	.021	.001	.005	.000
	Quality	.000	.000	.	.262	.478	.467	.000	.000	.000
	Price	.000	.000	.262	.	.000	.000	.008	.141	.064
	Location	.223	.464	.478	.000	.	.000	.010	.022	.001
	Brand	.002	.021	.467	.000	.000	.	.000	.000	.000
	Environment	.000	.001	.000	.008	.010	.000	.	.000	.000
	Specialist	.000	.005	.000	.141	.022	.000	.000	.	.000
	Vetassist	.004	.000	.000	.064	.001	.000	.000	.000	.

As follow from table 4.8, Pearson's R describe the level of the correlation coefficient of eight factors were influenced cat's owner behavior to make a decision of choosing the cat hospital, the results were all factors had positively correlated to a dependent variable, which is the decision of the customer. It is positive for positively correlated data between decision and inpatient management (ward) at  $r = 0.387$ , Decision and quality of service were correlated at  $r = 0.314$ , Decision and price were correlated at  $r = 0.229$ , Decision and location were correlated at  $r = 0.44$ , Decision and brand were correlated at  $r = 0.162$ , Decision and animal hospital environment were correlated at  $r = 0.203$ , and Decision and veterinary- assistant were correlated at  $r = 0.152$ . The strength of correlations is weak. If R is less than 0.4 and more than 0.2, It will be weak. If R is less than 0.2, the correlations are in a level of very weak. However, It is positive for positively correlated data.

On the other hands, there are some factors show negative correlations such as location and ward, location and quality, price and veterinary assistant factors, which are  $-0.005$ ,  $-0.003$  and  $-0.88$ , subsequently meaning that it was negative for negatively correlated data.

#### 4.5 Model summary and coefficient analysis

To compare the most impact factors influencing cat's owner decision making between each independent variable or all independent variable. First, the analysis of all 8 independent variable factors, ward, quality, price, location, brand, environment, the specialist, and veterinary-assistant, to a dependent variable, decision, as follow in the formula,

$$y = ax_1 + ax_2 + ax_3 + ax_4 + ax_5 + ax_6 + ax_7 + ax_8 + b_0$$

Ex.

$$\text{Decision} = a_{\text{Ward}} + a_{\text{Quality}} + a_{\text{Price}} + a_{\text{Brand}} + a_{\text{Environment}} + a_{\text{specialist}} + a_{\text{Vet-assistant}} + a_{\text{Location}} + b_0$$

Next for other 8 studies, ward, quality, price, location, brand, environment, specialist, and veterinary-assistant would consider on the regression of each independent variable to a decision individually. Which the formula will be shown as,

$$Y = ax + b$$

Ex.

1. Decision =  $a_{\text{Ward}} + b$
2. Decision =  $a_{\text{Quality}} + b$
3. Decision =  $a_{\text{Price}} + b$
4. Decision =  $a_{\text{Brand}} + b$
5. Decision =  $a_{\text{specialist}} + b$
6. Decision =  $a_{\text{Location}} + b$

## 4.6 Multiple Regression

The multiple regression analysis is an effective technique of study relationship of explanatory variables and a response variable. Every value of the independent variable  $x$  is associated with a value of the dependent variable  $y$

### 4.6.1 Eight factors analysis

The factors are chosen to base on marketing mix, which are the ward, quality, price, location, brand, environment, specialist, veterinary assistant. The environment of the inpatient department is including area management separating between dogs and cats, scent, noise, and air flow. The service quality is important for customer decision. The quality is divided into the topic of quality of medication, successful of treatment and quality of service. As the price is one of the key factors, some customer is price sensitive. Therefore, the price is one of the topics to ask in this study. The distance of animal hospital is crucial to customer decision especially in the case of the emergency situation. However, in this study focus on the medicine case without an emergency to find the relation of customer opinion and location of the animal hospital. Besides, the brand is one of the factors which are direct impactation on customer decision. Lastly, the specialist is mainly focused in a term of the large animal hospital. Many animal hospitals where to provide some special clinic are attractive to customers.

**Table 4.9 Model summary of 8 independent variables with dependent variable**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.489 <sup>a</sup>	.239	.218	.4963737
a. Predictors: (Constant), Vetassit, Price, Location, Quality, Specialist, Brand, Ward, Environment				
b. Dependent Variable: Decision1				

According to the table 4.9, this is a modal summary of 8 independent variables which consist of the ward, quality, price, location, brand, environment, specialist and veterinary assistant. The table show R is 0.489, R square is 0.239, Adjust R square is 0.218, and the standard error of the estimate is around 0.496.

**Table 4.10 Anova result of 8 independent variables with dependent variable**

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.498	8	2.812	11.414	.000 <sup>a</sup>
	Residual	71.699	291	.246		
	Total	94.197	299			

a. Predictors: (Constant), Vetassit, Price, Location, Quality, Specialist, Brand, Ward, Environment  
b. Dependent Variable: Decision1

The data was calculated with multiple regressions by using customer decision making as a dependent variable and all factors as the independent variable. In consequence, there are highly significantly differences of customer decision making which impaction from all 8 factors, vet-assistant, price, location, quality, specialist, brand, ward, and the environment by a number of 0.000 meaning that there are highly significantly different between a dependent variable and all independent variables.

**Table 4.11 Coefficient table of 8 independent variables with dependent variable**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	90.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	1.787	.288		6.195	.000	1.311	2.263		
	Ward	.247	.053	.288	4.697	.000	.160	.334	.697	1.434
	Quality	.141	.055	.158	2.555	.011	.050	.233	.681	1.468
	Price	.058	.028	.117	2.064	.040	.012	.104	.808	1.238
	Location	-.008	.031	-.014	-2.60	.795	-.060	.044	.859	1.164
	Brand	.056	.032	.106	1.742	.083	.003	.110	.701	1.426
	Environment	.032	.051	.042	.631	.528	-.052	.116	.598	1.671
	Specialist	.155	.056	.177	2.753	.006	.062	.248	.633	1.579
	Vetassit	-.092	.049	-.133	-1.860	.064	-.174	-.010	.515	1.943

The coefficient table shows a correlation of 8 independent variables, vet-assistant, price, location, quality, specialist, brand, ward, and the environment and a dependent variable, decision. There are highly significantly different between inpatient management with a number of 0.000. Besides, the other factors are significantly different



such as Quality and specialist. In contrast, some factors, location, are negative correlations which are location and Veterinary assistants.

As part of beta, there is a positive beta many factors, ward is 0.247, Quality is 0.141, price is 0.058, Brand is 0.056, Environment in the hospital is 0.032 and specialist is 0.155. However, two factors which are the negative correlation, Location and veterinary assistant, show the number of beta by -0.008 and -0.092 consequently.

There are 4 item in model summary table 6, R, R Square, Adjust R square, and Standard error the estimate. The coefficient table, table 8, is used to form the equation by obtaining number from B to be as constants therefore the estimated decision show as followed,

$$\text{Decision1} = 0.247\text{Ward} + 0.141\text{Quality} + 0.058\text{Price} + 0.056\text{Brand} + 0.032\text{Environment} + 0.155\text{specialist} - 0.92\text{Vet} - \text{assistant} - 0.08\text{Location} + 1.787$$

## 4.6.2 Linear Regression

### 4.6.2.1 Ward

Environment of the inpatient department, ward, is one of many factors which reflex to the hygiene and management of the animal hospital. Many pets have to stay in the hospital many weeks; therefore, pet owner would care much of it. In case of the ward, the regression would be considered to interpret the correlation of ward and cat owner making decision.

**Table 4.12 Model summary of ward and decision**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.387 <sup>a</sup>	.150	.147	.5184283

a. Predictors: (Constant), Ward

b. Dependent Variable: Decision1



As illustrate in the table 4.12, the model summary table show, as ward is independent variable and customer decision is dependent variable, R is 0.387, R square is 0.150, Adjust R square is 0.147, and the standard error of the estimate is around 0.518.

**Table 4.13 ANOVA table of ward and decision**

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.104	1	14.104	52.476	.000 <sup>a</sup>
	Residual	80.093	298	.269		
	Total	94.197	299			

a. Predictors: (Constant), Ward

b. Dependent Variable: Decision1

The ANOVAs test in table 4.13 shows the results of regression 14.104 of the mean square and 52.476 of F. The p-value is 0.000 meaning that there are highly significantly different between inpatient management and customer decision.

**Table 4.14 Coefficient table of Ward and dependent variable, customer decision**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	90.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.83	0.197		14.398	0	2.505	3.154
	Ward	0.332	0.046	0.387	7.244	0	0.257	0.408

a. Dependent Variable: Decision1

Apparently, this model shows the correlation of ward and decision 1. As a result, independent variable of ward R-square was 0.387. After adding all 8 factors, Table8, R-square increases up to 0.489. To compare the standard error of the Estimate of 8 factors drops from 0.518 to 0.496 meaning that the equation improves.

Therefore, it had better if they have 8 independent variables versus 1 dependent variable of a ward.

However, the inpatient management itself is highly significantly different effecting the cat's owner behavior on decision making to an animal hospital. The result illustrates p-value 0.000 meaning that it was less than 0.05. Therefore,

H3: The environment of the inpatient department associated with cat owner's decision choosing animal hospital is accepted.

Moreover, the formular would be show as followed,

$$\text{Decision1} = (0.332 \times \text{Ward}) + 2.83$$

Moreover, the formular would be show as followed,

$$\text{Decision1} = (0.332 \times \text{Ward}) + 2.83$$

#### 4.6.2.2 Quality

**Table 4.15 Model summary of Quality and decision**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.314 <sup>a</sup>	.099	.096	.5337137

a. Predictors: (Constant), Quality

b. Dependent Variable: Decision1

The model summary table show the relation quality, which is a representative of independent factors and customer decision as a dependent factors, shows R is 0.314, R square is 0.099, Adjust R square is 0.096, and the standard error of the estimate is around 0.533.

**Table 4.16 ANOVA result of Quality and decision**

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.311	1	9.311	32.688	.000 <sup>a</sup>
	Residual	84.885	298	.285		
	Total	94.197	299			
a. Predictors: (Constant), Quality						
b. Dependent Variable: Decision1						

The results of regression show 9.311 of the regression mean square and 32.688 of F. The p-value is 0.000 meaning that there are highly significantly different between inpatient management and customer decision.

**Table 4.17 The Coefficient table of Quality and decision**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	90.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.032	.213		14.232	.000	2.680	3.383
	Quality	.281	.049	.314	5.717	.000	.200	.362

Similarly, the correlation of Quality and decision1 comparing to a ward and decision1. The independent variable of the quality R square is 0.099. As with all 8 factors, Table8, R-square increases up to 0.489. The standard error of the Estimate of 8 factors drops from 0.533 to 0.496 meaning that the equation improves. So the result shows all factors have more impact than an individual quality factor.

On the other hand, as follow on table 13, there are highly significantly different of Quality toward cat's owner to make a decision of choosing vet-hospital.

H4: Service quality has a strong association with cat's owner decision choosing animal hospital would be accepted.

Additionally, the formula of quality and decision will show as followed,

$$\text{Decision1} = (0.281 \times \text{Quality}) + 3.032$$

H3: Environment of inpatient department associate with cat's owner decision choosing an animal hospital.

#### 4.6.2.3 Pricing

**Table 4.18 Model summary of Price and decision**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.229 <sup>a</sup>	.053	.049	.5472297
a. Predictors: (Constant), Price				

As a result in table 4.18, showing price model summary, R is 0.229, R square is 0.053, Adjust R square is 0.049, and the standard error of the estimate is around 0.547.

**Table 4.19 Anova result of price and decision**

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	4.957	1	4.957	16.555	.000 <sup>a</sup>
	Residual	89.239	298	.299		
	Total	94.197	299			
a. Predictors: (Constant), Price						
b. Dependent Variable: Decision1						

The result of ANOVA shows a significant different of Quality P-value 0.000, which more than 0.05 with 90% confidence interval. The mean square of regression is 4.957 and F is 16.56.

**Table 4.20 Coefficient table of price and decision**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	90.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.851	.100		38.593	.000	3.687	4.016
	Price	.113	.028	.229	4.069	.000	.067	.159

a. Dependent variable : decision1

In the same way to the correlation of Quality and decision1, The independent variable of Quality R-square was 0.053. As mentioned in Table8, R-square increases up to 0.489. The Std. The error of the Estimate of 8 factors decreases from 0.547 to 0.496 showing the result was better. So the result shows all factors have more impact than an individual quality factor.

H5: Price associated with the cat's owner decision choosing animal hospital is accepted

Pricing formula would illustrate as

$$\text{Decision1} = 0.113 \times \text{Price} + 3.851$$

#### 4.6.2.4 Location

**Table 4.21 Coefficient table of Location and decision**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.044 <sup>a</sup>	.002	-.001	.5616776
a. Predictors: (Constant), Location				

From Table 4.20, the table of the model summary illustrate 0.044 of R, 0.02 of R square, -0.001 of Adjust R square, and the standard error of the estimate is around 0.561.



**Table 4.22 ANOVA of location and decision**

ANOVA <sup>b</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.183	1	.183	.580	.447 <sup>a</sup>
Residual	94.014	298	.315		
Total	94.197	299			
a. Predictors: (Constant), Location					
b. Dependent Variable: Decision1					

As for the location, The regression result shows no different between location and decision making. This is because P- value is 0.447 which is much higher than 0.05 meaning that this positive correlation is no significant different.

**Table 4.23 Coefficient of location and decision**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	90.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.144	.126		32.870	.000	3.936	4.352
	Location	.025	.033	.044	.762	.447	-.029	.079

As mention, the regression is no different; therefore, the hypothesis 6 which is Location associated with the cat's owner decision choosing animal hospital would be rejected.

H6: Location associated with the cat's owner decision choosing animal hospital would be rejected.



## 4.6.2.5 Branding

**Table 2.24 Model summary of branding and decision**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.162 <sup>a</sup>	.026	.023	.5547599
a. Predictors: (Constant), Brand				

The table of model summary show a number of R by 0.162, R square by 0.026, Adjust R square by 0.023, and the standard error of the estimate is approximately 0.554.

**Table 4.25 Model summary of branding and decision**

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.485	1	2.485	8.073	.005 <sup>a</sup>
	Residual	91.712	298	.308		
	Total	94.197	299			
a. Predictors: (Constant), Brand						
b. Dependent Variable: Decision1						

There is significantly different between branding with P-value equal to 0.05 from regression result. The independent variable of branding show R square was 0.026. The Std. Error of the Estimate of location comparing with all factors decrease from 0.554 to 0.496 that is the lower is better.

**Table 4.26 Coefficient of branding and decision**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	90.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.211	0.224		14.346	0	2.842	3.581
	Specialist	0.227	0.049	0.259	4.626	0	0.146	0.308
a. Dependent Variable: Decision1								

The coefficient table shows 0.05 of the p-value. As for the hypothesis 7, Branding have an impaction on cat's owner decision choosing animal hospital is accepted.

H7: Branding has an impaction on cat's owner decision choosing animal hospital is accepted

In addition, a number of constant beta is 3.933 and brand is 0.086 which illustrate in formula,

$$\text{Decision} = (0.086 \times \text{branding}) + 3.933$$

#### 4.6.2.6 Veterinary specialist

Many customer considers on the experience of the veterinarian and also the specialize department which reflex to premium quality of diagnosis and treatment accurately.

**Table 4.27 ANOVA of Vet specialist and decision**

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.311	1	6.311	21.400	.000 <sup>a</sup>
	Residual	87.885	298	.295		
	Total	94.197	299			
a. Predictors: (Constant), Specialist						
b. Dependent Variable: Decision1						

Consequently, a number of p-value shows 0.000 which more than 0.05 meaning that the information illustrate highly significantly different. To compare all 8 factors affect to decision making, the number standard error of the estimate of individual veterinary specialist is higher than all factors which are 0.54 and 0.496, respectively.

H8: Specialist has a strong associated with the cat's owner decision choosing animal hospital is accepted.

**Table 4.28 Coefficients of specialist and decision**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	90.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.211	0.224		14.346	0	2.842	3.581
	Specialist	0.227	0.049	0.259	4.626	0	0.146	0.308

a. Dependent Variable: Decision1

According to the table 25, Beta is used to create a formula for decision and veterinary specialist. The beta of a constant is 3.211 and the beta of specialist is 0.227. A formula is illustrated as following:

$$\text{Decision} = (0.227 \times \text{specialist}) + 3.211$$

#### 4.7 Hypotheses Summary

In this study, ANOVA and Multiple Regression methods were considered to approve hypotheses. All ten hypothesis were illustrated with 8 hypothesis accepted, H1, H3, H4, H5, H6, H7, H9, H10 and 2 hypothesis rejected, H2 and H8. The hypothesis summary table showed as followed,

**Table 4.29 Hypotheses summary testing on independent variables**

Hypotheses	Methods test	Results
H1: There will be a different in cat owner' income toward making decision of choosing cat hospital	ANOVA	Rejected
H2: Cat owner interested i cat hospital service.	Percentage	Accepted
H3: Environment of inpatient department associated with cat's owner decision choosing animal hospital	Multiple Regression	Accepted
H4: Service quality associated with cat's owner decision choosing animal hospital	Multiple Regression	Accepted
H5: Price associated with cat's owner decision choosing animal hospital	Multiple Regression	Accepted

**Table 4.29 Hypotheses summary testing on independent variables (cont.)**

Hypotheses	Methods test	Results
H6: Location associated with cat's owner decision choosing animal hospital	Multiple Regression	Rejected
H7: Branding have an impaction on cat's owner decision choosing animal hospital	Multiple Regression	Accepted
H8: Specialist has a strong associated with cat's owner decision choosing animal hospital	Multiple Regression	Accepted



## CHAPTER V

### CONCLUSION AND DISCUSSION

#### 5.1 Conclusion

According to the literature review, the model is focused on the way of buying and making a decision. Mostly, cat owner visit to veterinarian when cats need prevention or be unhealthy . However, some cat owner doesn't repeat treatment afterwards; therefore, we would like to study about the factors that influence cat's owner making a decision of choosing the animal hospital. The results answer the research question of the interesting of cat's owner about the cat hospital and the factor which influence them to choose animal hospital including, inpatient area management or ward, the quality of service, price, location, brand, environment and specialist. The sample size was collected randomly from a private animal hospital and government animal hospital by selecting only cat owners. The demographic segmentation would be based on age, gender, income, education. Moreover, the first question would be asked about their interesting in terms of cat specialize and cat hospital. The result shows 88% of them are interested and 12% are not interested. As for uninterested people, they would like to visit old veterinarian more than finding new vet even they are not specialized in any department. This is because their vet has cat's history so they would know more about their cats. Additionally, the result of interesting would be focused on more detail of the factors which those people are looking for. According to the chapter 4, including inpatient area management or ward, the quality of service, price, location, brand, environment and specialist, were tested by using descriptive statistic, ANOVA, correlation, and multiple regressions to see the correlation of factor and customer decision making. As a result, all factors are positive correlation with decision making, except location. In addition, testing each factor individually found highly significantly different in all factors by not including location as well. The demographic finding is illustrated gender of cat owner men much greater that women. A number of bachelor's degree people is highest. However, income is not correlated with the customer's decision.



## 5.2 Discussion

To answer the research question, the result shows the correlation of all factor and decision making of cat owners.

According to the demographic, the results show 65% of men and 35% women of all respondents. Moreover, most people are graduated in bachelors' degree around 51% of all respondents. Additionally, there will be different in cat owner with the age between 36 and 45 years old toward making a decision of choosing the cat hospital in the percentage of 45%. However, there is less correlation between income and decision making and also the location. The error could be occurred. This is because the sample size obtained from government animal hospital mostly which located in outskirts. Therefore, there are a lot of low-income people visiting the general vet and some people who live in urban. Urban people would have higher income but they go to government hospital because they visit a specialist. As a result showing, there are less different between their income and location with decision making because all sample would focus on different aspect.

In part of improving animal hospital, business owner should focus on the environment in the hospital especially in the inpatient department. Furthermore, the quality of service should be considered in order to increase customer satisfaction. To focus more on the service, they can improve many ways such as decreasing time of operation or providing delivery such as pet taxi. Additionally, reasonable price is much effect to customer decision; therefore, the promotion should be provided for customer for example, prevention program, cardio-respiratory checking program, or health check program. As well as advertising can increase customer satisfaction. This is because advertisement increase brand awareness of customers. Lastly, many customers choose 24 hours animal hospital in order to get deeper in term of diagnostic and treatment so they should provide more specialist to increase efficiency and accuracy of treatment.

There are 6 factors influencing the decision making of cat owners which are Management of the inpatient area, the quality of treatment and service, price, brand, environment and the experience of the veterinarian or specialize department offering. Many veterinary hospitals should focus on improving these factors to satisfy their customer increase chance of visiting and revisiting followed by the model,



The satisfaction of customer will create Enjoy, which can increase by focusing on 6 factors. It will be a positive effect to the next step, Advocate, by supporting and spreading such as by word of mouth to another customer. As a result, it will be the way to create a bond between customer and vet-hospital then there is more opportunity to get a repeat visiting with a confident and enjoyment.

### **5.3 Limitations**

According to the research design, the study is considered to use quantitative on the research in order to obtain large amount of samples. This is because the data is collected from the cases in government animal hospital. There are limited space and time while cat's owners were waiting for their vet. Therefore, the researcher chooses quantitative research in order to save time to the respondents.

Only some animal hospital allowed distributing the questionnaire so the sample can't be included in all area in Bangkok. A group of the respondent is people who live in outskirts and only some of urban people. Therefore, the result of people income seems to be lower than the average income of Thai people who have pets.

### **5.4 Future Research**

The study is needed more information from interviews. Therefore, in the further study should design and focus on qualitative research in order to support the result and to be obtained clearly reasons from each factor. Furthermore, researcher have the opportunity to get some solution from respondents. This is because finding factors by using quantitative study could be focused on the amount of people who agree or disagree deep in detail, but the result that researcher obtain was not widely. As a result, it could be missed in some factors.

In this study focus on the cat owner because Thai people have the cat around 30-40% of all pets, from Phrasuarthon animal hospital's information. Therefore, in the further investigation should be considered in a group of diseases such as cardiovascular disease, kidney disease, or hormonal disease. These cases always go to the animal hospital

to recheck their pet's health so they could need some improvement and be willing to give a suggestion.



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**APPENDICES**



## Appendix A: QUESTIONNAIRE

The aim of this questionnaire is to examine the cat's owner opinion about the factors that influence decision making of visiting animal hospital. This research is belonged to the Master of management at the College of Management Mahidol University (CMMU). The answers from samples will be used for academic purposes. The questionnaire is designed in to 3 parts as followed,

**Part 1** The screening question about the interesting of cat hospital of cat's owner.

**Part 2** General information of respondents

**Part 3** Marketing mix factors which has an influence on cat's owner toward visiting animal hospital decision

Please mark  on your choice items

**Part I the screening question about the interesting of cat hospital of cat's owner.**

- 1) Are you interested in cat hospital?
  - Yes                       No
- 2) If there is a cat specialize department providing in the animal hospital, will you choose your general vet who normally treat your cat or choose cat specialist?
  - Yes                               No

**Part II General information of respondents**

- 1) **Gender**
  - 1) Male
  - 2) Female
- 2) **Age**
  - 1) 15 - 25 years
  - 2) 26 – 35 years
  - 3) 36 – 45 years
  - 4) 46 - 55 years
  - 5) 56 – 65 years

**4) Occupation**

- 1) Student
- 2) Employee in state enterprise
- 3) Employee in private company
- 4) Freelance
- 5) Business owner
- 6) Dog or cat farm's owner
- Other, please specify.....

**5) Education**

- 1) Under high school
- 2) High school
- 3) Bachelor degree
- 4) Master degree or
- 5) Doctor of philosophy

**6) Personal Income**

- 1) No income
- 2) Lower 5000 THB
- 3) 5000 – 10000 THB
- 4) 10000 – 30000 THB
- 5) 30000 – 70000 THB
- 6) 70000 – 100000 THB
- 7) 100000 – 300000 THB
- 8) 300000 – 1000000 THB

**Part III Marketing mix factors which has an influence on cat's owner toward visiting animal hospital decision**

Please mark ○ on your choice items

Marketing mix factors which has an influence on cat's owner toward visiting animal hospital decision	Opinion level on cat's owner towards visiting animal hospital				
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
<b>1. Product</b>					
1.1 High quality of service is important for me to choose animal hospital	5	4	3	2	1
1.2 Prevention Program is attractive	5	4	3	2	1
1.3 The waiting period is concern for me to visit veterinarian	5	4	3	2	1
1.4 I expect the gentle restrain from vet-assistants.	5	4	3	2	1
1.5 The brand of oral medication is one of my concerns.	5	4	3	2	1
<b>2. Price</b>					
2.1 The cost of treatment reflex to the quality of service.	5	4	3	2	1
2.2 The price of oral medication relate to the quality of its.	5	4	3	2	1
2.3 I always choose the low cost animal hospital or clinic.	5	4	3	2	1
<b>3. Place</b>					
3.1 I always choose clinic or animal hospital which is located near your house.	5	4	3	2	1
3.2 The convenient animal hospital is one of the biggest factor effect your decision.	5	4	3	2	1

Marketing mix factors which has an influence on cat's owner toward visiting animal hospital decision	Opinion level on cat's owner towards visiting animal hospital				
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
<b>4. Promotion and advertisement</b>					
4.1 I always buy a prevention promotion package from animal hospital.	5	4	3	2	1
4.2 An online advertisement can stimulate me to take my cat to do health check in animal hospital.	5	4	3	2	1
4.3 A TV commercial can recognize me to take my cat to animal hospital.	5	4	3	2	1
4.4 Sale representative is attractive	5	4	3	2	1
4.5 The brand of animal hospital is important for you to make decision of choosing animal hospital.	5	4	3	2	1
<b>5. People</b>					
5.1 I consider in choosing vet-specialize.	5	4	3	2	1
5.2 Mostly, I focus on veterinary more than other factors to choose animal hospital.	5	4	3	2	1
5.3 I always make a reservation to see previous vet rather than a new vet.	5	4	3	2	1
<b>6. Physical facility</b>					
6.1 The scent in animal hospital is one of the key reason choosing animal hospital.	5	4	3	2	1
6.2 The noise and sound in animal hospital make me and my cat feel bad. For instance, dog bark sound.	5	4	3	2	1

Marketing mix factors which has an influence on cat's owner toward visiting animal hospital decision	Opinion level on cat's owner towards visiting animal hospital				
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
6.3 I usually choose animal hospital which providing area for cat while I am waiting to visit a vet.	5	4	3	2	1
6.4 Inpatient management is important for me to admit my cat in the hospital.	5	4	3	2	1
6.5 I usually focus the animal hospital where provide the full facility of diagnostic and treatment and service 24 hours	5	4	3	2	1

