FACTORS THAT INFLUENCE PET PARENTS TOWARD USING PET GROOMING SERVICES

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FACTORS THAT INFLUENCE PET PARENTS TOWARD USING PET GROOMING SERVICES

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ABSTRACT

In the present, the number of pet population is increasing, and expect continue to increase in the next future. The reason is many families raise pets instead of having children, and they become pet parents. They take care of their pets as family members and are willing to pay at high price to gain the best quality of products and services. In terms of services, pet grooming services are secondary importance to food. Each breed of pets needs different services according to their type of hair and personality. When pets receive a suitable pet grooming service, it will help to stimulate their personalities and wellbeing.

The objective of this study to explore the factors that can influence pet parents toward using pet grooming services and understand how brand image of pet grooming services influence pet parents' decision. This study conducts 150 respondents who are pet owners via online questionnaire surveys. The data was analyzed using descriptive factors analysis and multiple regression analysis. For the descriptive factors' analysis, will find the factors that can influence pet parents toward using pet grooming service. The result of these analyses was service quality and satisfaction, which can influence pet parents toward using pet grooming services. Furthermore, this study uses multiple regression analysis to find out variables that can influence pet parents' satisfaction. There were two positive variables, such as service quality and brand image. Finally, the recommendation provides guidelines for marketers and new business owners who will invest in pet grooming services industry to prepare and apply with their own business.

KEY WORDS: Pet grooming services/ Pet parents/ Service quality/ Brand image

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CHAPTER I
INTRODUCTION

Nowadays, a growing number of singles and couples without children prefer to raise pets as family members rather than have children. It will lead to an increase in the pet population. Moreover, it results in a decrease in the birth rate, as many couples choose to raise pets instead of having children, and they become pet parents. The pet parents are willing to spend a high price on food, clothing, accessories, and services in order to provide their pet with high-quality products and services, as shown in Figure 1.1 below. The number of demands for products and services that have high quality continues to increase and is not expected to decrease in the near future (Kosuke, 2022).
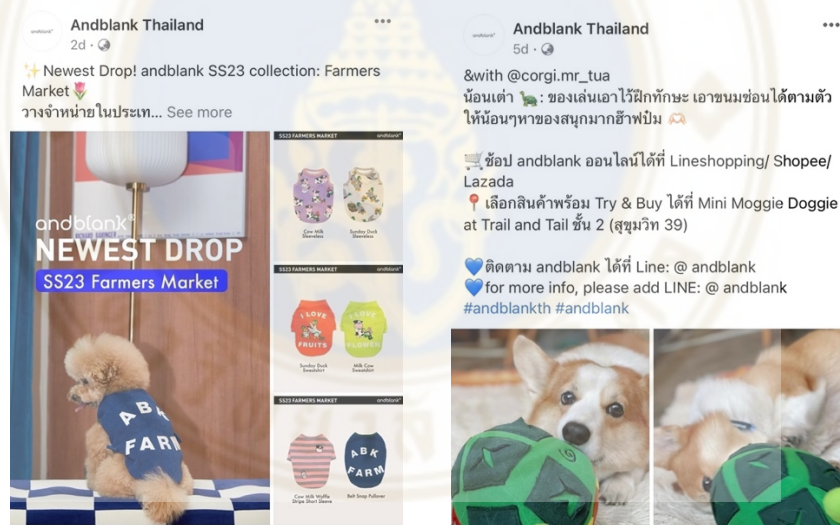
Figure 1.1: Examples of pet clothing and toy

(Source: Andblank Thailand Facebook)

According to ltd, R. and M. (2022), the number of Thailand's pets in 2021 was about 14.6 million, an increase from 10.7 million in 2012. Dogs accounting for 62% of all pet ownership in Thailand, with cats coming in second with 23% and other pets coming in third with 15%. While birth rates in Thailand are in constant decline, people increasingly start raising pets instead. The growth in the number of pets in Thailand has increased and is likely to increase further in the next few years. The most popular pets are dogs

and cats, as they are suitable for small households. Some real estate developers have developed pet-friendly projects to appeal to pet parents (Maythayaskul, 2019).

    The pet grooming service is an important one that pet parents provide to their pets. Incorrect pet grooming will affect the health and well-being of pets. For example, if the pet does not have trimmed nails, it will result in inconvenience when walking and cause a change in gait. It may be serious that the nails grow out of shape, break through the paws, and injure them while they walk. Therefore, it is important to maintain basic hygiene, which is provided by professionals, such as bathing, brushing, and grooming, as well as cleaning ears and trimming nails (McDonald et al., 2022). According to Luk (2013), pet owners consider the safety of pet grooming services. It can indicate that pet parents do not prefer the risk of using pet grooming services. Furthermore, the trustworthiness of a brand's image is an important consideration when selecting a pet grooming service.

    According to Grand View Research (2023), in 2021, the amount of the global pet grooming services market was estimated at $5.38 billion. It is expected to achieve year-on-year growth (CAGR) of 7.09% during 2021 until 2030, due to the COVID-19 pandemic that is negatively affecting industries around the world. However, the pet grooming industry is starting to recover in 2021 and is expected to continue to grow, as shown in Figure 1.2 below.

Figure 1.2: U.S. Pet grooming services market

(Source: Grand View Research, 2023)

The increasing pet expenses, service expansion, and increase in the number of pet grooming are growth factors. Attending a pet grooming service will not only help the pets maintain a good image. It can also help to find signs of problems such as skin diseases, allergies, and other diseases. Therefore, massage and spa services are important to maintaining the health of a pet's skin. Additionally, trends in the pet grooming service are emerging all the time. It offers creative services such as dyeing for dogs and cats and fashion hairstyle design. With the development and increase of services, this factor will stimulate the growth of the pet grooming service industry in the future (Grand view research, 2023).

According to the growth rate of pet grooming services and the changing behavior of pet owners described in the last paragraph, many people are interested in the pet market industry. For this research, define two research questions as follows:

1. What are the factors that influence pet parents toward pet grooming service?

2. How does the brand image of the pet industry impact pet parents' decisions?

This thematic paper aims to explore the behavior of pet parents toward pet grooming services in order to identify the factors that influence the satisfaction of pet parents toward pet grooming services whether it is the frequency of using, service quality that influences pet parent decisions, perceived risk before the services, its convenience, or the brand image of pet grooming services.

Furthermore, this thematic paper is based on the author's personal experience with pet grooming services. Therefore, the author expects that this thematic paper will be useful for marketers and business owners to apply service, brand, and marketing strategies to their businesses. In order to provide the best possible service, it is essential to better understand the needs of pet parents because current innovations and trends are developing rapidly.

The scope of this study focused on pet parents attending grooming services in Thailand. The data collection is divided into two methods, as follows:

1. Gathering information about the pet industry, pet grooming services, and pet parents. Moreover, a review of five factors that will influence pet parents' behavior toward purchasing pet grooming services (literature review) will be undertaken.

2. Conducting an online survey of 150 pet parents with experience with pet grooming services and plan to use pet grooming services.

CHAPTER II
LITERATURE REVIEW

The purpose of this chapter is to provide an (2.1) overview of the pet industry, which includes: (1) The growth rate of the pet population; (2) The pet industry's market share; (3) The pet grooming service market; and (4) Pet parents. Moreover, this thematic paper will review (2.2) five factors that will influence pet parents toward using pet grooming services. It will include: (1) Service quality; (2) Perceived risk; (3) Satisfaction; (4) Service convenience; and (5) Brand image. In order to understand the scope of this study more effectively, the first topic will provide an overview of the pet industry.

2.1 Overview of the Pet Industry

(1) The Growth rate of pet population

According to Puranabhandu (2021), the pet population has grown at an average rate of 10% annually since 2017. Thailand has a pet population of 14.5 million in 2020, with dogs accounting for 62% of the total. Although dogs outnumber cats, there is an interesting point that changes in consumer behavior with two main factors: lifestyle and time. These lead consumers to raise more cats. Cats are famous among the young generation with limitations in parenting that do not require the same attention as dogs. The cats are suitable for raising in small areas such as apartments and condominiums.

Furthermore, as an example, in the past two to three decades, the number of dogs has tended to be comparable to the human population; when the human population increases, the number of dogs also increases. However, the percentage of households that raise dogs remains the same. Since 1989, the number of cats in the world has decreased by almost 20%, and steadily decreased from 3.2 million to 2.6 million in 2000, which is evident in Australia (Chaseling, 2001).

(2) The pet industry's market share

According to Pet Fair SE Asia (2020), Thailand's pet market has grown by an average of 10% since 2011, reaching 29.3 billion Baht, 32.2 billion Baht, and 36 billion Baht between 2017 and 2019. The product with the highest market share at 45% is pet food, followed by pet health care services at 33% (including hospitals, clinics, pet care centers, grooming services, etc.), and the last segment is clothing, accessories, and toys. It shows as Figure 2.1 below.
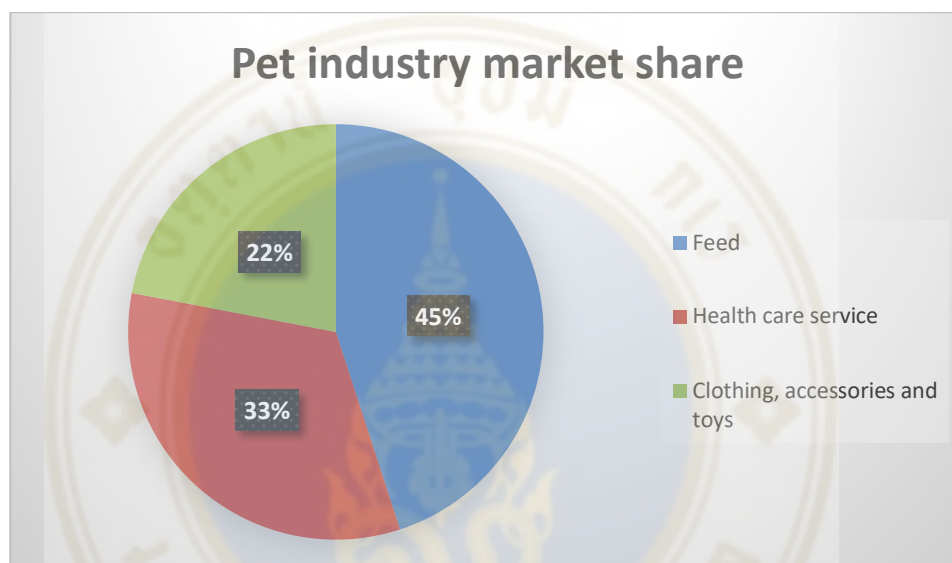
Figure 2.1: The market share of the pet industry
(Source: Pet Fair SE Asia, 2020)

The market size of the pet industry is growing steadily every year, as show in Figure 2.2. These sectors have the largest market share: pet food, pet health care, and pet lifestyle products (Zhang et al., 2022). Additionally, another segment that gained market share was pet supplies, which are considered luxury products. For example, the pet mattresses are unnecessary, but they are still famous among pet parents. Although the pet industry market offers a wide variety of products for pet parents to purchase, the manufacturers continuously provide new products in the market. In order to respond, the pet parent wants and needs who want to offer the best product quality to their pet as family members (Priya & Nandhini, 2018).
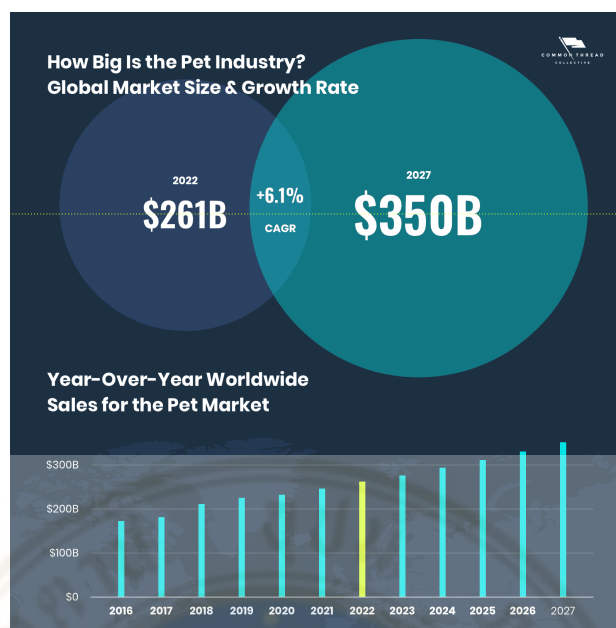
Figure 2.2: The global market size and growth rate of the pet industry
(Source: Roberts, 2022)

(3) The pet grooming service market

In terms of the global grooming service industry, separate into massage, spa, and grooming. In 2021, massage and spa services had the highest market value at 73.53%. This service is very important to maintain healthy pet skin, including bathing, brushing teeth, drying, and massage. Because pet hair and nails grow very fast, it may affect their health, whether it is a skin disease or paw pain (Grand View Research, 2023).

According to the research study of McDonald et al. (2022), pet grooming is essential to maintaining pet welfare. Pet grooming can have serious consequences if the service provider is not professional for the pet. The service providers need to have knowledge of pet grooming to be more professional. They should also know equipment. The number of injuries caused by pet equipment accounts for 5% of total occurrences from the pet grooming service in order to reduce the damage caused by pet equipment.

In 2021, North America had the highest market value of the pet industry, accounting for 43% of total revenue, which is the largest of the global market (Grand View Research, 2023). During the COVID-19 pandemic, there was a debate about the importance of pet grooming services, which are still essential to the health of pets. With certain breeds (e.g., Labradoodles) requiring intensive professional grooming, the pet industry has expanded in the United States. The most popular services were home

styling and grooming services at 41%, followed by grooming services at the shop at 30% and service through mobile at 9% (McDonald et al., 2022). In order to help promote the growth of the pet grooming service industry, there are established associations such as the National Groomer Association of Canada. Because of economic development in the Asia-Pacific region, the number of grooming service providers is expected to grow (Grand View Research, 2023).

Figure 2.3: Pet grooming services market
(Source: Grand View Research, 2023)

(4) Pet parents

In the past, dogs were treated as guard animals. They are typically raised to keep an eye on the house, much like cats were raised to catch mice (Maythayaskul, 2019). In the present, social behavior has changed, and pets are treated humanely. It has an impact on the declining marriage rate, having a late family, and the decreasing birth rate. The population who are millennials usually raise pets and treat them as members of their family (Puranabhandu, 2021).

Brandes (2009) said that the bond between pets and their owners is overrepresented. People who had pets thought of them as their children; they thought of themselves as pet parents. They are willing to spend their money and time with their pet and become pet parents instead of pet owners. When changing the status, the behavior towards the pet also changes. Pet parents usually show the importance of their pets; for

example, they can kiss their pet and refer to it as a child, including the importance of caring for pets with their child role (Boston, 2023).

2.2 Factors that influence pet parents

A review of the literature on this topic revealed that the factors that influence pet parents toward pet grooming services must be effectively identified. The following five keywords include: (1) Service quality; (2) Perceived risk; (3) Satisfaction; (4) Service convenience; and (5) Brand image will be discussed below.

(1) Service quality

Ramseook-Munhurrun et al. (2010) found that quality of service came before customer satisfaction. The perception of service quality is the result of comparing customer expectations with what they receive from that service or product. In terms of service, it arises from the interaction between employees and customers. There are three factors that affect service quality: (1) recognition of employees' satisfaction; (2) recognition of employees' loyalty; and (3) recognition of employees' commitment. Employees are considered representatives of brand image, which directly affects customer satisfaction.

Anwar (2017) says that the specific evaluation and consideration of consumers determine the quality of service by taking into account the different expectations of consumers after they have used the service. In their research study, Culiberg & Rojšek (2010) concluded the gap between customer perception and expectation of service access refers to the quality of service. They define five dimensions of SERVQUAL:

1. Trust is the delivery of results as specified in a commitment.

2. Responsibility includes providing immediate service and responding to customers.

3. Confidence is to build trust and confidence in service through an employee's knowledge and credibility.

4. Attentiveness and willingness to provide the service.

5. The physical store's image, employees, and equipment.

(2) Perceived risk

The perception of risk usually occurs after using a service or the purchasing a product; it does not include decision making and processing prior to receiving information, but it also includes the post-decision process (Ross, 1975).

The perceived risk structure has two dimensions: (1) uncertainty in the purchase decision and (2) the consequences of bad behavior. These two dimensions will affect the decision to purchase service and products (Luk, 2013). In general, it is often preferable to have more risk because risk perception can affect negative decisions. The difference between adverse and adverse consequences is very important (Lindley, 1971).
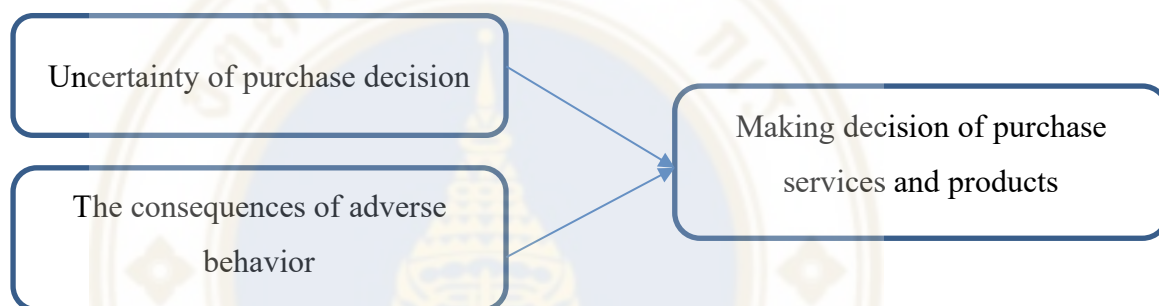
Figure 2.4: The perceived risk structure
(Source: Own illustration)

(3) Service convenience

The increase in income and economic changes are the key factors that affect the convenience of service. In addition, the number of consumers who have limited time is another factor of service convenience that leads to decision making (Roy et al., 2018).

According to Khazaei et al. (2014), 52% of customers surveyed want to reduce their shopping time, affecting the convenience of service. To achieve the goal of getting customers to use your service, time management is classified as convenience of service.

(4) Brand image

Brand image affects shopping decisions, as well as consumer preferences, purchase intentions, and willingness to pay at special prices; furthermore, the customers are willing to recommend the products and services to others regardless of the price (Tekin, 2016). Brand perception has a positive impact on brand loyalty and willingness

to embrace brand expansion (Malik et al., 2013). In addition, a research study of Severi & Ling (2013) found that brand image can determine consumers' thoughts and feelings about the brand. It has a strong brand image and helps it gain an advantage over competitors.

In order to build a brand perception in terms of brand value and brand loyalty, the main factor that needs to exist is the uniqueness of the brand's image, which will make the brand more widely known. The company name is usually a variable of the brand in each product industry. At the same time, the uniqueness of the brand image will affect the trust of customers in terms of public relations (Hanzaee & Farsani, 2011).

In summary, the brand image connects consumers with services and products to create personal experiences, communication, and advertising. In terms of advertising, it serves the functions of informing, persuading, and reminding in response to brand stimulation. The brand should create an image that customers will recognize (Luk, 2013).

(5) Satisfaction

Customer satisfaction is based on expectations of product and service quality. Although the determination of customer satisfaction has different expectations and effectiveness, customer satisfaction is an essential factor in determining the needs of other customers in the future when they talk about their experience (Mitchell et al., 1999).

According to the research study of Khazaei et al. (2014), the key factors affecting customer satisfaction are: (1) the provider's response based on knowledge and understanding. (2) the response based on the accumulated experience (3), the response that is relevant to a specific experience Customers' satisfaction with services and products affects brand loyalty and repeated purchases. These two factors influence the company's profile (Jiradilok et al., 2014).
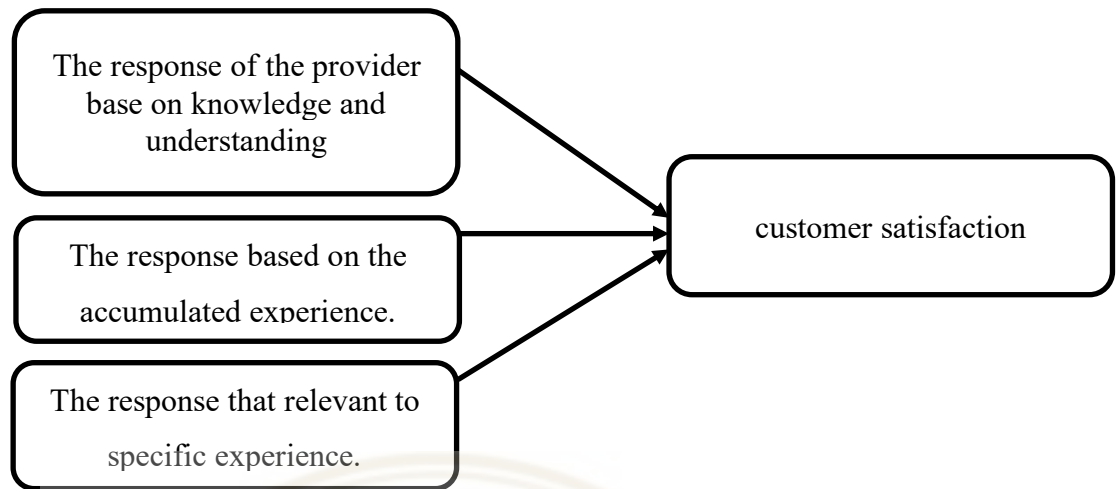
Figure 2.5: The key factors that affect customer satisfaction

(Source: Own Illustration)

CHAPTER III
RESEARCH METHODOLOGY

This chapter outlines the methods used to get the data that this study needs. The methodology will cover data collection instruments (3.1) and primary data collection method (3.2).

3.1 Data collection instrument

In this study, both primary and secondary data were used. Primary data was gathered from an online survey of 150 respondents who are pet parents, and secondary data was gathered from a literature review in Chapter 2, which will have two main topics. Firstly, the overview of the pet industry includes: (1) The growth rate of the pet population in Thailand; (2) Pet industry market share; (3) Pet grooming service market; and (4) Pet parents. Secondly, the five factors that will influence pet parents' behavior toward pet grooming services include: (1) Service quality; (2) perceived risk; (3) satisfaction; (4) service convenience; (5) brand image.

Primary data are gathered for the relevant research problem as new data by using the methods that suit the research problem (Hox & Boeije, 2005). The primary data for this study was gathered through an online survey of 150 randomly selected pet parents in Thailand. After collecting the online survey, the author will use the IBM SPSS Statistics program in order to interpret the results and bring the data obtained from the survey to be analyzed.

Secondary data gathered information from an earlier research study (Hox & Boeije, 2005). The secondary data in this study was information from an earlier research study relevant to the pet industry, pet grooming services, and pet parents. In order to have a better understanding, the author has reviewed five attributes to cover perception in this research study, which are service quality, perceived risk, service convenience, brand image, and satisfaction.

3.2 Primary data collection method

(1) Sampling plan

The sample for this thematic paper was collected from 150 survey respondents who are interested in using the pet grooming service in Thailand (over the age of 18). In terms of sampling technique will use probability sampling (random sampling). According to Taherdoost (2016), a research study describes two sampling techniques: probability and non-probability. Random sampling is a technique that allows the respondents to express their opinions equally and without bias. The author wants to collect the information randomly from pet parents who have purchased and plan to purchase pet grooming services. To understand customers' expectations and satisfaction with the service. This research study aims to explore the factors that influence pet parents toward using pet grooming services in Thailand.

(2) Quantitative Method

In this research study, an online questionnaire survey was used to collect data from 150 respondents who are pet parents. The questionnaire has three parts: screening questions, gender information, and the main questionnaire. The first part contains a screening question to filter out the respondents who are not pet parents. Secondly, the gender information will collect the background information of the respondents, which are gender, age, monthly income, education level, occupation, the frequency of using pet grooming services, the number of pets that they have, and what type of pet they have. Lastly, the main questionnaire part will collect the information of pet parents' behavior toward using pet grooming services regarding the five factors that can influence their behavior which: service quality, perceived risk, service convenience, brand image and satisfaction. All the questions in the main questionnaire allow the respondent to answer using the Likert scale technique. There are five Likert scales to measure the opinion of each factor with the following choices:

1 = Strongly disagree

2 = Disagree

3 = Average

4 = Agree

5 = Strongly agree

The questions are designed to explore the factors influencing pet parents toward using pet grooming services. This research study consists of 3 methods: descriptive factor analysis, ANOVA, and regression analysis. In order to understand the factors that influence pet parents toward pet grooming services and to predict the hypothesized model.

CHAPTER IV
RESEARCH FINDINGS

In this chapter, the gathered data will be analyzed and summarized regarding collection via an online questionnaire survey. The author collected an online questionnaire by randomly selecting 150 respondents who are pet owners from a total of 169 respondents, leaving out 19 respondents who are not pet parents. The survey consists of research finding from the questionnaire which are: (4.1) Demographic of respondents; (4.2) Factor analysis; (4.3) Multiple regression analysis; and (4.4) Hypothesis summary.

4.1 Demographic of respondents

Table 4.1 provides a summary of the demographic profile of respondents participating in the collected online survey targeting Thai people who have pets and have experience with pet grooming services; additionally, it includes pet owners that plan to use pet grooming services. The valid sample size is 150.

Table 4.1 Demographic profile of respondents

Demographic Profile			
Respondents characteristics	Frequency	Valid Percent	Cumulative percent
Gender			
Male	33	22	22
Female	117	78	100

Table 4.1 Demographic profile of respondents (CONT.)

Demographic Profile			
Respondents characteristics	**Frequency**	**Valid Percent**	**Cumulative percent**
Education level			
Lower than Bachelor's degree	7	4.7	4.7
Bachelor's degree	105	70.0	74.7
Master's degree	38	25.3	100
Monthly income (Thai Baht)			
15,000 baht or less than	20	13.3	13.3
15,001 to 35,000 baht	58	38.7	52
35,001 to 55,000 baht	36	24	76
More than 55,000 baht	36	24	100
Occupation			
Full time student	24	16	16
Public servant	4	2.7	18.7
Private enterprise	82	54.7	73.3
Self-employed	32	21.3	94.7
Unemployed	2	1.3	96
Other	6	4	100
Marital status			
Single	120	80	80
Married	30	20	100
What type of pet do you have?			
Dog	92	61.3	61.3
Cat	50	33.3	94.7
Other	8	5.3	100

Table 4.1 Demographic profile of respondents (CONT.)

Demographic Profile			
Respondents characteristics	**Frequency**	**Valid Percent**	**Cumulative percent**
Which size of your pet?			
Mini/Toy, weight less than 4 kg.	40	26.7	26.7
Small, Weight 4-10 kg.	63	42	68.7
Medium, Weight 11-25 kg.	32	21.3	90
Large, Weight upper 26 kg.	15	10	100
How often do you purchase pet grooming services?			
1 to 2 times per month	119	79.3	79.3
3 to 4 times per month	24	16	95.3
4 to 5 times per month	3	2	97.3
More than 5 times per month	4	2.7	100
What type of service do you often require in grooming service?			
Basic cleaning	141	81	
Massage	8	4.6	
Hairdressing	73	42	
Special skincare	34	19.5	
Other	3	1.7	

Of the 150 respondents, the majority are female, accounting for 78% (117 persons), while 22% (33 persons) are male. The age range of over 60.7% (91 people) is 26-35. 19.3% (22 persons) are 18-25, followed by 14.7% (7 persons) who are 36–45, and 4.7% (7 persons) who are 46–55. The smallest group, accounting for 0.7% (1 person), is those over 55. For education level, over 70% (105 persons) completed Bachelor's degree, and 25.3% (38 persons) completed a Master's degree, while 4.7% (7 persons) have a lower degree than Bachelor's degree. Over 38.7% (58 persons) earn around 15,001-35,000 Baht a month. 24% (36 persons) who earn around

35,001-55,000 Baht and also 24% (36 persons) more than 55,000 Baht, while 13.3% (20 persons) earn 15,000 Baht or less. For occupation, over 54.7% (82 persons) work for private enterprise, and 21.3% (32 persons) are self-employed. Then, 16% (24 persons) are full-time students, 4% (6 persons) are other, 2.7% (4 persons) work as public servants, and 1.3% (2 persons) are unemployed. For marital status, over 80% (120 persons) are single while 20% (30 persons) are married.

The majority of respondents (61.3% (92 people) own a dog, followed by 33.3% (50 people) who own a cat and 5.3% (8 people) who own other pets. For the number of pets that they have, over 76.7% (115 persons) have around 1-2 pets. 13.3% (20 persons) having 3-4 pets, 6.7% (10 persons) having more than 5 pets, and 3.3% (5 persons) having 4-5 pets. For the size of their pet, the most of them raise small one's accounting to 42% (63 persons), followed by 26.7% (40 persons) has mini or toy size of pets. And 21.3% (32 persons) have a medium-sized pet, while 10% (15 people) have a large pet. For the frequency of purchasing pet grooming services, over 79.3% (119 persons) purchase around 1-2 times a month, followed by 16% (24 persons) who purchase around 3-4 times a month. And 2.7% (4 persons) buy more than five times a month, while, 2% (3 persons) purchase 4-5 times.

4.2 Factor analysis

The summary of the Likert-Scale's description with the interval is shown in Table 4.2 below. This is used to analyze the data from the factor analysis.

Table 4.2: Descriptive Likert-Scale and its interval

Likert-Scale description	Likert-Scale	Likert Scale interval
Strongly disagree	1	1.00 – 1.80
Disagree	2	1.81 – 2.60
Average	3	2.61 – 3.40
Agree	4	3.41 – 4.20
Strongly agree	5	4.21 – 5.00

Table 4.3: Description of measured variable factors

Descriptive Statistic			
Measured Variables	**Mean**	**Interpretation**	**Std. Deviation**
Service Quality	4.58	Strongly agree	0.603
Perceived Risk	4.01	Agree	0.722
Service Convenience	3.45	Agree	1.071
Brand Image	3.86	Agree	0.900
Satisfaction	4.28	Strongly agree	0.749

According to Table 4.3 describe the measured variable, the pet parents are strongly agreed with service quality and satisfaction. There are average values above the 4.21 to 5.00 range. It can be implied that service quality and satisfaction can influence to pet parents' behavior toward pet grooming services. At the same time, there are three variables indicated pet parents "agree" which are: perceived risk, service convenience and brand image.

Table 4.4: Description of measured of service quality

Descriptive Statistic: Service quality			
Measured Variables	**Mean**	**Interpretation**	**Std. Deviation**
SQ1: I prefer when the service providers have complete equipment.	4.7	Strongly agree	0.632
SQ2: I prefer when physical stores look attractive.	4.49	Strongly agree	0.775
SQ3: I prefer when the service providers are able to achieve their promise.	4.75	Strongly agree	0.579
SQ4: I prefer when the service providers are able to solve the problems.	4.7	Strongly agree	0.683
SQ5: I prefer when the grooming service is willing to service you and your pet.	4.81	Strongly agree	0.523
SQ6: I trust the service providers when they are able to achieve any request.	4.65	Strongly agree	0.685
SQ7: I trust the service providers when they have a professional look.	4.59	Strongly agree	0.697
SQ8: I trust the service providers when they have professional skills in grooming services.	4.73	Strongly agree	0.620
SQ9: The professionalism of the grooming service providers affected my decision.	4.69	Strongly agree	0.645
SQ10: The service providers should pay full attention to each customer.	4.47	Strongly agree	0.816

According to Table 4.4, the respondents "strongly agree" with all of the measured variable, there are average values above the 4.21 to 5.00 range. It can be implied that all measured variables of service quality influence the pet parents' behavior toward pet grooming services.

Table 4.5: Description of measured of perceived risk

Descriptive Statistic: Perceived risk			
Measured Variables	**Mean**	**Interpretation**	**Std. Deviation**
PR1: I am worried that the result of the grooming service may not meet my expectation, before using the service.	3.65	Agree	1.036
PR2: I am worried that I may waste money if the result of the grooming service is not good before using the service.	3.55	Agree	1.090
PR3: I expect to spend at a reasonable price to complete the service.	4.43	Strongly agree	0.736
PR4: I am concerned about the effectiveness of the equipment that they use before using the service.	3.95	Agree	1.012
PR5: I am concerned that unsuitable grooming services may result in defects in your pet before using their services.	4.16	Agree	1.037
PR6: I am worried that the service provider will complete the job on time before using the service.	3.41	Agree	1.106

Table 4.5: Description of measured of perceived risk (CONT.)

Descriptive Statistic: Perceived risk			
Measured Variables	**Mean**	**Interpretation**	**Std. Deviation**
PR8: I look for the customer review of the pet grooming service before using it to reduce the risk.	4.23	Strongly agree	1.050
PR9: I always use the same grooming service to reduce the risk of unsatisfied results if I have to change to a new one.	4.38	Strongly agree	0.864

According to Table 4.5, there are three variables of total that the respondents "strongly agree" which are: (PR3) Reasonable price comparing with complete service; (PR8) Looking for the customer review of pet grooming service before using; and (PR9) They always use the same pet grooming service to reduce the risk of unsatisfied result when they change a new one. While the majority of respondents are "agree" with (PR1) Worrying about the result of pet grooming service will not meet their expectation; (PR2) Wasting the money if the result may not good; (PR4) Effectiveness of equipment; (PR5) Unsuitable grooming service may result in defect to their pet; (PR6) Worrying about the service provider may not complete the job on time; and (PR7) Worrying about wasting their time to bring the pet to another service when they unsatisfied with the result.

These variables can support Table 4.3, the descriptive of measured variables that the pet parent "agree" with concern the outcome before using pet grooming services. The pet parents have more consideration with the reasonable price when comparing with service quality, the reviewed of those pet grooming services, and they always use the same shop to reduce unpredictable dissatisfaction with their pets.

Table 4.6: Description of measured of service convenience

Descriptive Statistic: Service convenience			
Measured Variables	**Mean**	**Interpretation**	**Std. Deviation**
SC1: I selected a pet grooming service that has a variety of services offering.	3.73	Agree	1.121
SC2: I selected a pet grooming service that has a pet shop in the same area.	4.23	Strongly agree	1.039
SC3: I selected a pet grooming service that has a coffee shop offer while waiting for my pet.	3.32	Average	1.211
SC4: I selected a pet grooming that provide an application to reserve the queue.	3.35	Average	1.290
SC5: I revisit pet grooming that is able to manage their queue.	4.52	Strongly agree	0.817
SC6: I select a pet grooming that provide delivery service (pick-up your pet to their shop).	3.17	Average	1.374

According to Table 4.6, there are two variables that respondents "strongly agree" with: (SC2) They selected the pet grooming service that is in the same area; and (SC5) They revisit the pet grooming service that is able to manage their queue. At the same time, there is only one variable that respondents "agree" which is (SC1) They selected the pet grooming service that provides a variety of services. Lastly, there are three variables of total that respondents have "average" interpretation which are: (SC3) They selected the pet grooming service that provides the coffee shop for pet parents; (SC4) They selected the pet grooming service that provide the application to reserve queue; and (SC6) They selected the pet grooming service that provide delivery service (pick-up service). These can support Table 4.3 in service convenience factor of the descriptive measured variable that pet parent "agree" with these variables. It can be

implied that service convenience influences pet parents' behavior toward pet grooming. The pet parents have more consideration for the location of the pet grooming service shop and the capability of queue management.

Table 4.7: Description of measured of brand image

Descriptive Statistic: Brand image			
Measured Variables	**Mean**	**Interpretation**	**Std. Deviation**
BI1: I select pet grooming services according to their quality ranks as in the top priority.	4.02	Strongly agree	1.039
BI2: I select a pet grooming service because they always maintain quality.	4.55	Strongly agree	0.661
BI3: I select a pet grooming service because they have a unique service offering that is not easy to copy.	3.43	Agree	1.155
BI4: I selected a pet grooming service from the brand that came to mind first.	3.36	Average	1.177
BI5: I select pet grooming services according to their innovation.	3.63	Agree	1.120
BI6: The differentiation of pet grooming service affects your decision.	3.71	Agree	1.072

According to Table 4.7, there are two variables of total that the respondents "strongly agree" which are: (BI1) They select the pet grooming service according to their quality ranks in the top priority; and (BI2) They select the pet grooming service which always maintains their quality. Followed by, three variables that the respondents "agree" which are: (BI3) They select the pet grooming service which has a unique service offering that is not easy to copy; (BI5) They select the pet grooming service according to their innovation; and (BI6) The differentiation of pet grooming service affects their decision. However, there is one variable that respondents have "average"

interpretation which is (BI4) They select a pet grooming service that came to mind first. These can support Table 4.3 in brand image influence on pet parents' behavior toward purchasing pet grooming services, by they have more consideration with the quality ranks of service and maintenance of service quality.

Table 4.8: Description of measured satisfaction

Descriptive Statistic: Satisfaction			
Measured Variables	**Mean**	**Interpretation**	**Std. Deviation**
S1: I am satisfied with the spent money on pet grooming services.	4.27	Strongly agree	0.841
S2: The overall pet grooming service shop affect to satisfaction.	4.30	Strongly agree	0.857

According to Table 4.8, the respondents "strongly agree" with both of these variables: (S1) They are satisfied with spending money on pet grooming services; and (S2) The overall pet grooming service shop affects satisfaction. Both measured variables can indicate that satisfaction can influence pet parents' behavior toward purchasing pet grooming services.

4.3 Multiple Regression Analysis

A versatile data analysis approach called multiple regression may be used anytime a quantitative variable has to be observed in relation to any other factors. Multiple regression analysis is the famous statistical measure methodology in the social sciences. There will be one or more of variable in regression analysis therefore the capacity of finding the problem and be able to respond correctly contributes help to guarantee suitable of solving the problem (Berry & Feldman, 1985).

Table 4.9: The model summary of running Multiple of regression

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	0.501[a]	0.251	0.231	0.657

According to Table 4.9, the model summary of four variables that influence pet parents' satisfaction with pet grooming services, the result revealed that R square was 0.251 and adjusted R square was 0.231.

Table 4.10: The model of running ANOVA

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	21.036	4	5.259	12.167	< 0.001[b]
	Residual	62.672	145	0.432		
	Total	83.708	149			

a. Dependent Variable: Satisfaction

b. Predictors: (constant), Brand image, Service quality, Perceived risk, Service convenience

According to Table 4.10, the ANOVA's result while running the multiple regression was used to measure the significant level of independent variable: service quality, perceived risk, service convenience, and brand image. And using satisfaction as a dependent variable to measure the significant level. The finding of four variables that influence pet parents' satisfaction towards pet grooming services show that the R-square value is less than 0.05, which is considered significant.

Table 4.11: The model of running Coefficients

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (constant)	1.411	0.451		3.130	0.002
Service quality	0.348	0.098	0.280	3.546	< 0.001
Perceived risk	0.068	0.084	0.065	0.813	0.418
Service convenience	0.084	0.061	0.121	1.387	0.168
Brand image	0.184	0.075	0.222	2.447	0.016

a. Dependent Variable: Satisfaction

According to Table 4.11, service quality and brand image variables influence pet parents' satisfaction towards pet grooming services. There are two variables that have a positive relationship with pet parents' satisfaction towards pet grooming services. The variables have a significant less than 0.05 level: service quality (0.002) and brand image (0.016). In addition, the standardized coefficients (Bata) of service quality is 0.098 and brand image is 0.075. Therefore, service quality and brand image are two variables that influence pet parents' satisfaction with pet grooming services.

4.4 Hypothesis summary

According to the finding of factor analysis and multiple regression method, it used to test hypothesis to identify the relationship with all dependent and independent variables. The research results are summarized in as followed.
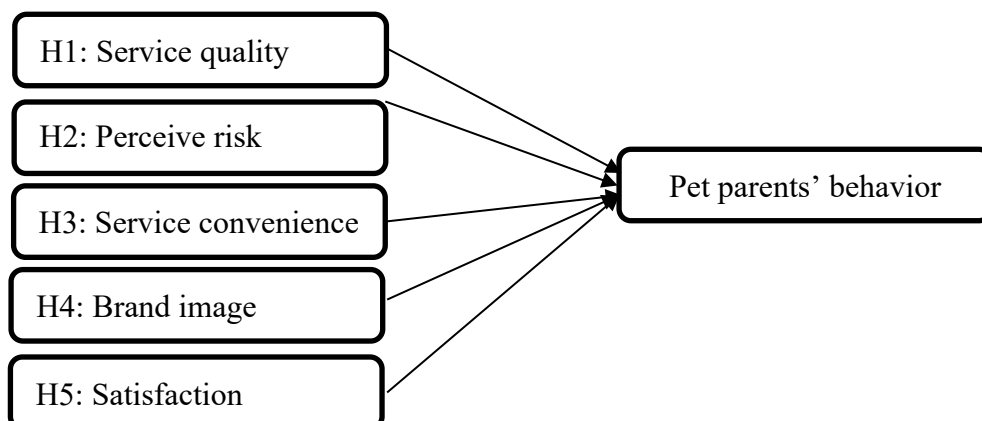
Figure 4.1: The summary of hypothesis of factors analysis

Table 4.12: The summary of hypothesis of multiple regression analysis

Hypothesis	Result
H1: Service quality can influence pet parents' satisfaction toward purchasing pet grooming service.	Accepted
H2: Perceived risk can influence pet parents' satisfaction toward purchasing pet grooming service.	Rejected
H3: Service convenience can influence pet parents' satisfaction toward purchasing pet grooming service.	Rejected
H4: Brand image can influence pet parents' satisfaction toward purchasing pet grooming service.	Accepted

CHAPTER V
CONCLUSIONS

This chapter is divided into three parts: summary (5.1), recommendations (5.2), and limitations (5.3). In summary, describe the conclusions from the data collected from online questionnaire to find the factors that influence pet parents' use of pet grooming services. After finding the important factors, the author provides recommendations that benefit marketers and service providers. In the last part, describe the limitations of this research and outline the methodology to improve future research.

5.1 Summary

The objectives of this thematic paper are to explore pet parents toward using pet grooming services and identify the factors that influence pet parents' behavior toward pet grooming services.

The findings of this study show that the majority of pets they raise are small-sized dogs (weighing 4-10 kg), around 1-2 pets. They use a pet grooming service 1-2 times a month, and the famous service is basic cleaning. According to the literature review, pet parents are willing to spend their money in order to provide good service quality to their pets without concern about the price range. It can be implied that pet parents are satisfied with purchasing pet grooming services, supported by the satisfaction variable of factor analysis in chapter 4.

In terms of the factor analysis, there are five variables that can influence pet parents' behavior toward pet grooming services: (1) Service quality; (2) Perceived risk; (3) Service convenience; (4) Brand image; and (5) Satisfaction. The data result showed two variables: service quality and satisfaction that can influence pet parents toward using pet grooming services. Service quality and satisfaction influence pet parents' behavior toward purchasing pet grooming service. Moreover, according to the Literature Review in Chapter 2, service quality will lead to customer satisfaction.

Moreover, in terms of the result of multiple regression analysis, there are four variables that can influence pet parents' satisfaction with pet grooming services: (1) Service quality; (2) Perceive risk; (3) Service convenience; and (4) Brand image. The significant level less than 0.05 which considerate is the important factor. There are two variables which are positively significant: (H1) Service quality and (H4) Brand image. These two variables indicate that service quality and brand image can influence to pet parents' satisfaction with pet grooming services.

5.2 Recommendation

The majority of respondents are female with an age range from 26 to 35 years old and a monthly income between 15,001 and 35,000 Baht. Therefore, the author suggests that the pet grooming service owners should consider this group target of people as their main target.

Service quality is the factor that influences pet parents toward pet grooming services and has a positive relationship with satisfaction. The author suggests that service providers should have strong knowledge of pet grooming to provide efficiency service for customers. According to the Literature Review in Chapter 2, Labradoodles are the dogs breed that require the professional service providers to take care their hair because they have difference type of hair. Some have tight and curl, but some have flowing locks of hair (Kaowthumrong, 2022). Therefore, the service providers should have understood the requirement of each dog's breed. Moreover, they should have strong knowledge regarding their equipment, for example understand how to use the different type of scissors and clipper. To avoid skin diseases and paws pain caused by incorrectly nails cutting. Professional skills can help service providers have more understanding of the problem and solve their problems. According to the literature review in Chapter 2, service quality is customer's expectation toward each service. Additionally, willingness to service is another factor that can influence service quality. To represent that the service providers have willingness to service such as greeting when meet the customers, ask about their problem, and pay full attention on each customer. The customers expect that the service providers should have attention to their pets.

Therefore, if the service provider can solve their problem and manage with customers expectation, it will lead to good service quality.

According to research finding in Chapter4, brand image has a positive relationship with satisfaction. To gain an advantage over other brand, the service providers should have strong differentiation of their brands. Business owners should create their own brand identity, such as logo and color, which can contribute to awareness and recognition. Additionally, create behavior identity that influences customer behavior, such as providing an application for customers to reserve the queue before shopping. This can lead to providing service convenience for customers, and they can reduce wasting time while waiting in queue. Additionally, this can show the capability of queue management. The customers will revisit if the pet grooming services have a good queue management. In terms of the variety of services, to provide convenience for customers, the business owners should cover all services such as basic cleaning, hair dressing, massage and special skincare. Even through, there are variety of service, but the business owners should have the recommended service which be able to gain the advantage from another brand. Furthermore, the perceived risk data result shows that the pet parents will look for the review before using the service. In this stage, the author suggests that the service provider should have strong communication channels to communicate with pet parents. In order to build strong communication channels, the business owner should clearly target and understand their target needs to respond by content in online channels. For example, the pet parent prefers to the review before purchasing pet grooming services; therefore, the owners should provide their portfolio as content via social media.

5.3 Limitation

The thematic paper used quantitative methods by collecting from 150 online survey respondents who are pet owners and interested in using pet grooming services (over the age of 18). The questionnaire was randomly sent to the respondents who are pet owners via social media channels. Due to the target of this this research are specific which pet owners, it will take time to collect the information via online questionnaire. In term of perceived of online fraud, it may lead to the respondents will consider

accessing the online questionnaire. The limit of online surveys is a lack of deeper insight information, the finding of the research will not represent deeper insight of pet parents' behavior. Moreover, the small sample size of respondents leads to receive limited of data collected such as the frequency of using pet grooming services, and the services types that pet parents always use. In order to gain a higher effectivity in the future research, the author recommends broadening the research methodology by gathering the information from the interviews to find out more insights.

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Appendix

Appendix A: Quantitative questionnaire

Screening information

Are you older than 18 years old?

- o Yes, proceed with the survey.
- o No, end this survey.

Where do you live?

- o Bangkok
- o Others, please specify_____

Do you have your own pets?

- o Yes, proceed with the survey.
- o No, end this survey.

Have you ever had an experience with a pet grooming service?

- o Yes, proceed with the survey.
- o No, but I may use in the future.

Section 1 : Gender information

1.1 Gender

- o Male
- o Female

1.2 Age

- o 18 to 25 years
- o 26 to 35 years
- o 36 to 45 years
- o 46 to 55 years
- o More than 55 years

1.3 Monthly Income

- o 15,000 baht or less than
- o 15,001 to 35,000 baht
- o 35,001 to 55,000 baht
- o More than 55,000 baht

1.4 Highest Education

- o Lower than Bachelor's degree
- o Bachelor's degree
- o Master's degree
- o Doctor of Philosophy

1.5 What is your occupation?

- o Full time student
- o Public servant
- o Private enterprise
- o Self-employed
- o Unemployed
- o Retired
- o Others, please specify_____

1.6 Please advise your status?

- o Single
- o Married
- o Others, please specify_____

1.7 How often do you purchase pet grooming services?

- o 1-2 times per month
- o 3-4 times per month
- o 4-5 times per month
- o More than 5 times per month

1.8 How many pets do you have?

- o 1-2
- o 3-4
- o 4-5
- o More than 5

1.9 Which size of your pet?

- o Mini/Toy, Weight less than 4 kg.
- o Small, Weight 4-10 kg.
- o Medium, Weight 11-25 kg.
- o Large, Weight upper 26 kg.

1.10 What type of pet do you have?

- o Dog
- o Cat
- o Others, please specify_____

1.11 What type of service do you often require in grooming service? (Can be more than one)

- o Basic Cleaning
- o Massage
- o Hairdressing
- o Special Skincare
- o Others, please specify_____

Section2 : Main questionnaire

Please read through the following question and rate how you either agree and disagree by using the scale that we provide. (1=Strongly disagree, 2=disagree, 3=average, 4 agree and 5 = Strongly agree)

Table 2.1 Questionnaire Survey of service quality

Service quality (คุณภาพการ บริการ)	Strongly disagree	disagree	average	agree	Strongly agree
2.1.1 I prefer when the service providers have complete equipment.	1	2	3	4	5
2.1.2 I prefer when physical stores look attractive.	1	2	3	4	5

Table 2.1 Questionnaire Survey of service quality (CONT.)

Service quality (คุณภาพการบริการ)	Strongly disagree	disagree	average	agree	Strongly agree
2.1.3 I prefer when the service providers are able to achieve their promise.	1	2	3	4	5
2.1.4 I prefer when the service providers are able to solve the problems.	1	2	3	4	5
2.1.5 I prefer when the grooming service is willing to service you and your pet.	1	2	3	4	5
2.1.6 I trust the service providers when they are able to achieve any request.	1	2	3	4	5
2.1.7 I trust the service providers when they have a professional look.	1	2	3	4	5
2.1.8 I trust the service providers when they have professional skill in grooming service.	1	2	3	4	5
2.1.9 The professionalism of the grooming service providers affected my decision.	1	2	3	4	5

Table 2.1 Questionnaire Survey of service quality (CONT.)

Service quality (คุณภาพการบริการ)	Strongly disagree	disagree	average	agree	Strongly agree
2.1.10 The service providers should pay full attention to each customer.	1	2	3	4	5

Table 2.2 Questionnaire Survey of Perceived risk

Perceived risk	Strongly disagree	disagree	average	agree	Strongly agree
2.2.1 I am worried about the result of grooming service may not meet my expectation, before using the service.	1	2	3	4	5
2.2.2 I am worried that I may waste the money if the result of the grooming service is not good, before using the service.	1	2	3	4	5
2.2.3 I expect to spend at a reasonable price to complete the service.	1	2	3	4	5
2.2.4 I am concerned about the effectiveness of equipment that they use, before using the service.	1	2	3	4	5

Table 2.2 Questionnaire Survey of Perceived risk (CONT.)

Perceived risk	Strongly disagree	disagree	average	agree	Strongly agree
2.2.5 I am concerned that unsuitable grooming services may result in defects in your pet, before using their services.	1	2	3	4	5
2.2.6 I am worried that the service provider will complete the job on time, before using the service.	1	2	3	4	5
2.2.7 I am worried that it will waste the time to bring your pet to another service if I may not satisfied with the result, before using the service.	1	2	3	4	5
2.2.8 I look for the customer review of pet grooming service before using it to reduce the risk.	1	2	3	4	5
2.2.9 I always use the same grooming service to reduce the risk of unsatisfied result if I have to change a new one.	1	2	3	4	5

Table 2.3 Questionnaire Survey of Service convenience

Service convenience	Strongly disagree	disagree	average	agree	Strongly agree
2.3.1 I selected a pet grooming service that has a variety of services offering.	1	2	3	4	5
2.3.2 I selected a pet grooming service that has a pet shop in the same area.	1	2	3	4	5
2.3.3 I selected a pet grooming service that has a coffee shop offer while waiting for my pet.	1	2	3	4	5
2.3.4 I selected a pet grooming that provide an application to reserve the queue.	1	2	3	4	5
2.3.5 I revisit pet grooming that is able to manage their queue.	1	2	3	4	5
2.3.6 I select a pet grooming that provide delivery service (pick-up your pet to their shop).	1	2	3	4	5

Table 2.4 Questionnaire Survey of Brand image

Brand Image	Strongly disagree	disagree	average	agree	Strongly agree
2.4.1 I select pet grooming service according to their quality ranks in the top priority.	1	2	3	4	5
2.4.2 I select a pet grooming service because they always maintain their quality.	1	2	3	4	5
2.4.3 I select a pet grooming service because they have a unique service offering that is not easy to copy.	1	2	3	4	5
2.4.4 I selected a pet grooming service from the brand that came to mind first.	1	2	3	4	5
2.4.5 I select pet grooming service according to their innovation.	1	2	3	4	5
2.4.6 The differentiate of pet grooming service affect your decision.	1	2	3	4	5

Table 2.5 Questionnaire Survey of Satisfaction

Satisfaction	Strongly disagree	disagree	average	agree	Strongly agree
2.5.1 I am satisfied with spend money on pet grooming services.	1	2	3	4	5
2.5.2 The overall pet grooming service shop affect to satisfaction.	1	2	3	4	5

This questionnaire has been developed based on Luk (2013).