INVESTIGATING PET OWNERS' INTENTIONS TO USE TELEMEDICINE FOR THEIR BELOVED PETS IN MYANMAR

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ABSTRACT

In the modern landscape of veterinary healthcare, telemedicine has become a crucial innovation, especially for regions with limited access to healthcare resources. This study investigates the factors influencing pet owners' intentions to adopt telemedicine for pet healthcare in Myanmar, utilizing the Unified Theory of Acceptance and Use of Technology 2 (UTAUT-2) as the guiding framework. Focusing on Performance Expectancy, Effort Expectancy, Social Influence, and Price Value, the research employs a qualitative approach, conducting semi-structured interviews with pet owners across Myanmar. The findings reveal that while Performance Expectancy and Effort Expectancy significantly shape the willingness to use telemedicine, Social Influence is less impactful in this context. Price Value also emerges as a significant factor, highlighting pet owners' sensitivity to the cost-effectiveness of telemedicine services. This study contributes to the understanding of telemedicine adoption in pet healthcare, especially in the context of a developing country. It highlights the need for user-friendly, accessible, and financially viable telemedicine solutions to enhance pet healthcare access in Myanmar, considering the unique cultural and infrastructural challenges.

KEY WORDS: Pet Telemedicine/ Veterinary Healthcare/ MobileApplication/ Adoption/ UTAUT-2 Theory

64 pages

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CHAPTER I
INTRODUCTION

1.1 Background

In the evolving landscape of veterinary healthcare, the adoption of telemedicine has emerged as a pivotal innovation, particularly in regions facing access and resource challenges. Myanmar, with its diverse and growing pet ownership, presents a unique context for exploring this phenomenon. In recent years, there has been a noticeable shift in how pets are perceived within Myanmar society, increasingly being seen as integral family members. As a result of this shift, the demand for more accessible and quality pet healthcare services has increased. However, Myanmar's veterinary healthcare system faces significant challenges. In many parts of the country, especially in rural and remote areas, there is a shortage of veterinary infrastructure and professionals. This gap in veterinary services often forces pet owners to travel long distances for basic pet care, imposing both logistical and financial burdens. Moreover, the general awareness about pet health and wellness among pet owners remains limited, leading to delayed or inadequate care for pets.

Amidst these challenges, telemedicine stands out as a promising solution. It offers the potential to provide remote veterinary consultation and care, thereby mitigating the issues of physical distance and resource scarcity. However, the adoption of telemedicine in pet healthcare in Myanmar is still in its early stages, with various factors influencing its acceptance and use among pet owners.

This study uses the Unified Theory of Acceptance and Use of Technology 2 (UTAUT-2) model as the conceptual framework to explore the factors impacting the adoption of telemedicine for pet healthcare in Myanmar. The adaptation of this model focuses on four key variables: Performance Expectancy, Effort Expectancy, Social Influence, and Price Value. These selected variables from the UTAUT-2 framework are critically examined to discern how they shape pet owners' intentions to use telemedicine services. By tailoring the UTAUT-2 model, the study forms a conceptual framework

that integrates Myanmar's unique cultural, economic, and infrastructural factors. This approach enables a nuanced analysis, offering valuable insights into both the possibilities and challenges of implementing telemedicine in pet healthcare. The goal is to contribute valuable insights into the potential and challenges of implementing telemedicine in pet healthcare in Myanmar.

This study employed a qualitative methodology by utilizing semi-structured interviews with a selected group of Myanmar pet owners. Upon completing interviews with six participants, a thematic analysis was conducted. This involved a detailed coding process to identify recurring themes and patterns, translating these insights into a structured analytical framework.

1.2 Problem Statement

Despite the growing need for accessible pet healthcare in Myanmar, there remains a substantial gap in the adoption and implementation of telemedicine services. What key factors affect pet owners' decisions to adopt telemedicine for their pets' healthcare in view of limited veterinary services in Myanmar's rural and underserved regions?

1.3 Research Objectives and Questions

The objective of this study's research questions is to investigate the complex factors that shape pet owners' attitudes and intentions towards adopting telemedicine services for their pets' healthcare. These questions, which are based on the conceptual framework of the study, include:

1. Performance Expectancy (PE): How do pet owners perceive the potential benefits of adopting telemedicine services for their pets?
2. Effort Expectancy (EE): How do pet owners assess the ease of use associated with telemedicine services for their pets' healthcare needs?

3. Social Influence (SI): How do social influences, including recommendations from peers, veterinarians, online pet communities, and other trusted individuals, affect pet owners' preferences to adopt telemedicine services for their beloved pets?
4. Price Value (PV): How do pet owners evaluate both the costs and the benefits when considering the adoption of telemedicine for their pets' healthcare?

Chapter 2 will provide a thorough literature review including theoretical frameworks relevant to telemedicine, particularly focusing on its application in veterinary care. Chapter 3 will dissect the methodology of this study, detailing the qualitative approach employed. It will discuss the rationale behind participant selection, the process of data collection, and the analysis methods used. Importantly, Chapter 4 will present the insights gathered from the interviews with pet owners by analyzing how the UTAUT2 model's components affect pet owners' intentions to use telemedicine.

CHAPTER II
LITERATURE REVIEW

In recent years, the field of veterinary medicine has witnessed a notable transformation with the emergence of telemedicine, a technological innovation that offers remote healthcare services for pets. Pet telemedicine, a subdomain of telehealth, presents an opportunity to revolutionize pet healthcare delivery, making it more accessible and convenient for pet owners. This literature review aims to explore the intention of pet owners in Myanmar to use telemedicine for their beloved pets providing insights into the motivations, barriers, and key theoretical frameworks guiding this research.

2.1 Limited Access to Veterinary Services in Myanmar

Myanmar, a nation where pets hold a special place in the hearts of many households, faces significant challenges in providing adequate access to veterinary services for its pet-owning population. While urban areas may have some veterinary clinics and professionals, rural regions often lack access to even basic veterinary care. The shortage of qualified veterinarians, particularly in remote areas, results in limited availability of healthcare for pets (Saw et al., 2021). Likewise, the scarcity of veterinary services, reflects similar accessibility issues found in human healthcare (Leroux et al., 2016). This parallel underscores the potential of telemedicine in bridging the gap in healthcare services, ensuring that both humans and pets have access to necessary medical assistance.

(i) Scarcity of Veterinary Infrastructure

The scarcity of veterinary infrastructure, such as clinics, hospitals, and laboratories, further exacerbates the problem. Pet owners in rural and underserved areas may need to travel long distances to seek medical attention for their beloved animals, which can be logistically challenging and financially burdensome (Saw et al., 2021).

(ii) Limited Awareness Among Pet Owners

Another major challenge in pet healthcare in Myanmar is the limited awareness among pet owners regarding pet health and preventive care. Many pet owners may not possess sufficient knowledge about common pet diseases, vaccination schedules, and essential hygiene practices that can prevent illnesses. This lack of knowledge can lead to preventable health issues and the spread of diseases among pets (Aung et al., 2019).

(iii) Economic Factors Impacting Pet Healthcare Decisions

Additionally, economic factors can significantly impact pet healthcare decisions in Myanmar. Limited financial resources may hinder pet owners from seeking veterinary care when needed. The perception of the value of pets within a household can also affect healthcare decisions (Kyaw et al, 2017).

2.2 Telemedicine in Veterinary Medicine

In the context of veterinary care, telemedicine aims to enhance the accessibility of veterinary expertise and extend healthcare services to animals by utilizing remote telecommunication methods. Initially, veterinary telemedicine was primarily used for consultations among veterinarian experts or specialists, particularly in cases of exotic or endangered species that required specialized expertise beyond the geographic constraints of a single location (Royal College of Veterinary Surgeons, 2018). Over time, advancements in technology, including the expansion of the internet, improved connectivity, and the establishment of specialized telemedicine platforms, have resulted in the emergence of pet telemedicine services.

Telemedicine for pets, within the domain of veterinary healthcare, is a subset of telehealth that encompasses the remote diagnosis, treatment, and monitoring of pets using digital technologies and communication tools. These services encompass remote consultations, diagnosis, treatment planning, and even prescription refills, all of which can be facilitated through digital platforms (Hessel et al., 2021). This approach enables pet owners and veterinarians to connect virtually, facilitating consultations, examinations, and medical interventions from a distance. Telemedicine for pets

includes video conferencing with veterinarians, sharing diagnostic images and records, and using telehealth platforms to manage pet health issues. Pet telemedicine offers an array of potential benefits, including reduced geographical constraints and the cost, timely access to veterinary advice, and convenience for pet owners (Moffat et al., 2021).

2.3 Common Applications of Telemedicine in Veterinary Care

Telemedicine has found a variety of applications in veterinary care, offering numerous benefits to both pet owners and veterinarians. Some common applications include:

(i) Remote Consultations: Pet owners can schedule virtual consultations with veterinarians to discuss their pet's health concerns, receive advice, and determine if a physical visit is necessary (Hessel et al., 2021).

(ii) Diagnosis and Treatment Planning: Veterinarians can use telemedicine to remotely assess and diagnose various health conditions in pets. They can then develop treatment plans, prescribe medications, and recommend further steps (Fortune Business Insights, 2023).

(iii) Chronic Disease Management: Telemedicine allows for the continuous monitoring of pets with chronic conditions such as obesity, diabetes, osteoarthritis. Veterinarians can track the pet's progress and make adjustments to treatment plans as needed (Veterinary Practice, 2022).

(iv) Behavioral Consultations: Behavioral issues in pets can be addressed through telemedicine. Pet owners can seek advice on managing and correcting problematic behaviors including fears, phobias, anxiety and aggression. (Hessel et al., 2021).

(v) Prescription Refills: In cases where pets are on long-term medications, telemedicine enables veterinarians to review the pet's condition and renew prescriptions without the need for an in-person visit (Fortune Business Insights, 2023).

2.4 Veterinary-Client-Patient Relationship (VCPR) in Pet Telemedicine

In veterinary care, numerous telemedicine applications closely resemble those in human medicine. However, a notable distinction lies in the patient's ability to define their health concerns. This difference between human and veterinary telemedicine may pose challenges to the effective implementation of certain telemedicine methods. Unlike human medicine, veterinary practitioners encounter an additional hurdle when treating patients who cannot communicate verbally, which is particularly important in clinical settings similar to pediatric care (Widmar et al., 2020). Therefore, the American Veterinary Medical Association (AVMA) states that telemedicine should only be practiced within an established veterinarian-client- patient relationship or VCPR in order to ensure the safety and wellbeing of both animals and veterinarians (American Veterinary Medical Association [AVMA], 2021).

The Veterinary-Client-Patient Relationship (VCPR) is a foundational concept in veterinary care that holds profound significance. It is a legal and ethical construct that outlines the basis for the provision of veterinary services. The VCPR involves a triadic relationship, encompassing three primary parties: the veterinarian, the client (typically the pet owner), and the patient (the animal). To facilitate effective veterinary care, all three parties must be present and willing to participate in the process. It indicates that a veterinarian possesses the adequate knowledge about an animal to make diagnosis and provide treatments for various conditions, highlighting the ongoing importance of physical examinations when required (Canadian Veterinary Medical Association, 2023). The VCPR serves as a protective measure for the welfare of animals, as well as a framework to ensure the quality of care provided.

2.5 Role of Telemedicine in Addressing Access, Awareness, and Affordability

Telemedicine applications can offer remote consultations and guidance, potentially reducing the need for costly in-person veterinary visits. This approach is particularly beneficial for pet owners with limited financial resources, making healthcare more accessible and affordable for their pets (Braun et al., 2019). Additionally, telemedicine platforms can serve as powerful educational tools to address the awareness gap among pet owners. Pet owners can access webinars and receive guidance from veterinary professionals online, empowering them with the knowledge needed for better pet care and disease prevention (Moffat et al., 2021). Moreover, by offering remote consultations and digital access to veterinary expertise, telemedicine can alleviate the challenges of limited access to veterinary services, especially in remote areas. This relieves pet owners of the logistical and financial burden of having to travel great distances to get medical care for their beloved animals (Bashshur et al., 2016). Telemedicine serves as a comprehensive solution for these issues, effectively closing the gaps in access, knowledge, and affordability while concurrently enhancing the overall health and well-being of pets throughout Myanmar.

2.6 Adoption of Pet Telemedicine

Countries around the world have witnessed a surge in the use of telemedicine for pets, driven by factors such as the increasing number of pet owners, the need for remote access to veterinary expertise, and the convenience of virtual consultations. The adoption of telemedicine in veterinary care has been driven by several factors such as accessibility (Chawla & Jain, 2023), convenience (Moffat et al., 2021), technological advancements (Fortune Business Insights, 2023), pandemic impact (Moffat et al., 2021) and cost- effective solutions (Widmar et al., 2020). Nonetheless, although telemedicine offers numerous advantages, its widespread adoption remains in its early phases. Its acceptance has yet to be observed, especially in countries like Myanmar, despite its successful integration during the global COVID-19 pandemic. Several obstacles to its implementation, including issues like no legal frameworks or guidelines to ensure the

quality and safety of pet telemedicine services in Myanmar, inadequate internet connectivity especially in underserved areas, limited access to mobile devices, and limited technological proficiency. The slow adoption of telemedicine in Myanmar highlights the need for research on why pet owners might use these services. This study can provide insights for policymaking and help improve access to healthcare information systems for animals.

2.7 Theoretical Frameworks

To investigate whether Myanmar pet owners would choose telemedicine for their pets, it is essential to employ established theoretical frameworks. Several theories have been proposed to explain how new technologies get adopted, such as Technology Acceptance Model (TAM), Theory of Reasoned Action (TRA), Innovation Diffusion Theory (IDT) and the Unified Theory of Acceptance and Use of Technology (UTAUT). Of them, UTAUT is considered particularly effective for new technology contexts because it can explain about 70% of the factors behind people's decisions to adopt new technologies. This makes it a widely favored choice of research (Nurhayati S et al, 2019).

2.7.1 The Unified Theory of Acceptance and Use of Technology 2

The Unified Theory of Acceptance and Use of Technology 2 (UTAUT-2) framework developed by a team of researchers led by Viswanath Venkatesh and Fred D. Davis, a development of the UTAUT concept originally by including additional factors, provides a solid foundation for investigating technology acceptance and usage behavior (Venkatesh et al., 2012). Several variables that play essential roles in the UTAUT-2 model are performance expectancy, effort expectancy, facilitating conditions, social influence, hedonic motivation, habit and price value. In a recent study conducted by Margaret et al, 2023, the researchers explored the factors influencing the intention of pet lovers to use telemedicine applications for their beloved animals. The study introduced a comprehensive framework that integrated two well-known theories: the Unified Theory of Acceptance and Use of Technology 2 (UTAUT-2) formulated by Venkatesh et al. (2012) and the Theory of Planned Behavior (TPB) developed by Ajzen

(1991). This integrated framework offers insightful information into the acceptance and adoption of telemedicine applications within the context of pet healthcare.

By adopting the UTAUT-2 model, the current study aims to obtain a deeper knowledge of pet owners' attitudes and intention to use telemedicine for their pet healthcare. However, The adoption of this framework necessitates carefully choosing which independent variables to measure in this study, tailoring investigation to the specific socio-cultural and technological context of Myanmar. In this study, this research focuses on four key variables from the UTAUT-2 model, namely Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Price Value (PV), as these variables are more pertinent to understanding how pet owners perceive the potential benefits, ease of use, social influences, and cost considerations associated with future mobile telemedicine applications for pets.

The subsequent sections will provide an extensive investigation of the specific variables derived from the UTAUT-2 framework.

2.7.1.1 Performance Expectancy (PPE)

Performance Expectancy (PE) describes how pet owners expect that using pet telemedicine would improve their pets' health and overall well-being. In essence, it evaluates whether they see telemedicine as a valuable tool for improving their pets' health and whether they believe it can make managing their pets' well-being more effective. Understanding PE is essential because it reveals the extent to which pet owners believe that using telemedicine will lead to positive outcomes, such as accurate diagnoses and effective treatment plans for their pets. This aligns with recent research findings that consistently demonstrate a positive relationship between pet owners perceiving telemedicine as a valuable resource for enhancing their pets' health and their inclination to embrace this technology (Margaret et al., 2023).

2.7.1.2 Effort Expectancy (EE)

The term "Effort Expectancy" (EE) refers to pet owners' perceptions of how easy it is to use telemedicine for their pets. In this research, EE assesses whether pet owners find telemedicine platforms to be user-friendly and whether they perceive them as easy to navigate when seeking pet healthcare services. EE is crucial because it determines whether pet owners are likely to adopt telemedicine based on their

perceptions of its usability. For example, if telemedicine platforms offer user-friendly interfaces, clear and concise instructions on how to use telemedicine services and straightforward navigation for pet healthcare services, they can positively impact pet owners' perceptions of effort expectancy. Existing research on the adoption of technology consistently demonstrates that user-friendly systems are more likely to be adopted (Margaret et al., 2023).

2.7.1.3 Social Influence (SI)

The term "Social Influence" (SI) describes how social factors, subjective norms, and the recommendations of peers, veterinarians and trusted individuals affect pet owners' decisions to adopt and use telemedicine for their pets. Pet owners often seek advice and opinions from their social circles when making decisions about their pets' healthcare. Many pet owners are part of online communities and forums where they discuss pet-related topics. If a pet owner in Myanmar joins a social media group for pet enthusiasts and sees posts or comments from fellow members discussing their positive experiences with telemedicine, this can influence their decision to give it a try. If a trusted veterinarian recommends telemedicine as a suitable option for certain types of pet healthcare needs, pet owners may be more likely to consider it as a valid and reliable solution. Studies have found that recommendations and endorsements from trusted sources like veterinarians, friends, or family members can significantly influence their willingness to embrace telemedicine solutions for their pets (Venkatesh et al., 2012).

2.7.1.4 Price Value (PV)

The term "Price Value" (PV) examines pet owners' perceptions of the cost-benefit trade-offs associated with adopting telemedicine for their pets. It assesses whether pet owners believe that the benefits of using telemedicine for their pets outweigh any potential financial or effort-related costs. For example, comparing the cost of telemedicine consultations to traditional in-person vet visits and determining if it represents a cost-effective option. While research specific to pet telemedicine is limited, studies in healthcare technology adoption have consistently demonstrated that people are more inclined to accept a technology if they believe the benefits to outweigh the costs. In the context of pet telemedicine, PV would entail assessing whether pet

owners believe the benefits to their pets' health and well-being are worth any associated costs (Venkatesh et al., 2012).

2.7.1.5 Exclusion of Facilitating Conditions

The decision to exclude the variable "Facilitating Conditions' (FC) from the UTAUT-2 model in this study is based on the specific research focus and objectives. Unlike traditional telemedicine contexts, where FC may include factors such as technical support, training, and organizational readiness, this study primarily aims to concentrate on Myanmar pet owners' attitudes and intentions related to the use of telemedicine for their pets. The pet telemedicine landscape in Myanmar presents unique challenges, notably the absence of law or regulatory guidelines for veterinary telemedicine yet, limited access to electricity due to ongoing power outages and internet connectivity issues. According to a recent report on Myanmar's power crisis (The Irrawaddy, October 2023), power outages in Yangon, including its industrial zones, have been increasing, leading to extended blackouts. The situation has worsened since mid-August, with planned electricity cuts nearly doubling in duration in some areas, affecting both residential areas and industrial zones. Hence, the exclusion of FC becomes a strategic choice to keep the research focus on factors that align more more directly with the study's objectives, facilitating a deeper understanding of pet owners' perceptions and intentions especially in a context characterized by these distinctive challenges.

2.7.1.6 Exclusion of Hedonic Motivation

Moreover, "Hedonic Motivation," which pertains to pleasure or happiness obtained from using technology, is less pertinent in a context where pet owners are primarily seeking healthcare solutions for their animals. Additionally, the absence of a fully developed mobile telemedicine application in Myanmar limits their familiarity with such technology and their emotional connection to it. Therefore, the variable "Hedonic Motivation" is excluded.

2.7.1.6 Exclusion of Habit

Furthermore, Habit, which involves well-established behaviors, is less pertinent to this early adoption phase. Additionally, studying habit formation would

require a more extended timeframe and resources that exceed the study's scope and constraints. Therefore, excluding “Habit” aligns with the study’s research objectives and scope.

2.8 Conceptual Framework

The UTAUT-2 model serves as the foundation for the conceptual framework, which is constructed in the context of pet telemedicine adoption in Myanmar and is illustrated in Figure 2.1. With the aim of investigating the attitudes and behavioral intentions of Myanmar pet owners regarding the adoption of telemedicine applications for their pets, the primary dependent variable is "intention to use." Subsequently, the impact of the four independent variables derived from the UTAUT-2 framework will be analyzed. Although moderating effects related to age, gender, experience, and voluntariness of use may offer valuable insights, these effects were excluded in this qualitative study because of the small sample size and the difficulty of drawing statistically significant results when dealing with moderation effects. Typically, these effects are investigated in quantitative research.

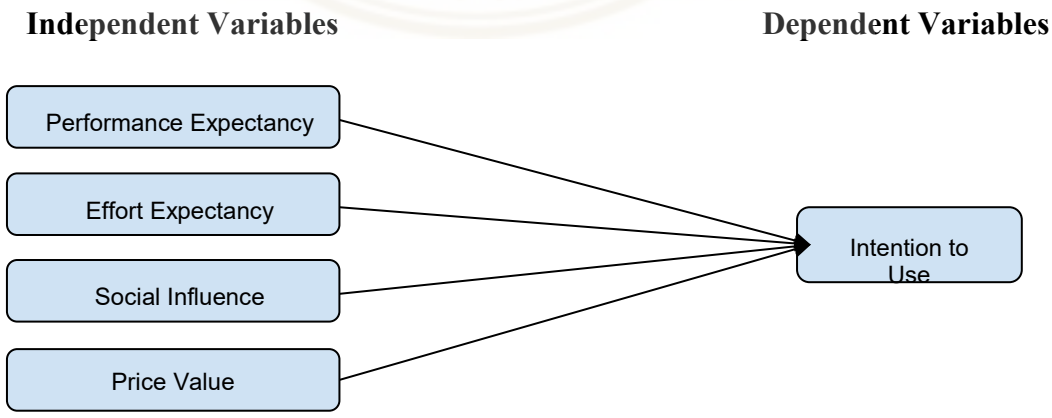

Figure 2.1. Conceptual Framework

2.8.1 Research Questions

The following research questions aim to investigate the various dimensions and determinants of pet owners' attitudes and intentions to adopt pet telemedicine services, as guided by the conceptual framework:

1. How do pet owners believe that adopting pet telemedicine services (Performance Expectancy, PE) might contribute to improving their pets' health and overall well-being?
2. How do pet owners assess the ease of use (Effort Expectancy, EE) associated with utilizing telemedicine for their pets' healthcare needs?
3. How do social influences (SI), including recommendations from peers, veterinarians, and trusted individuals, affect the intention of pet owners to adopt telemedicine services for their beloved pets?
4. How do pet owners evaluate both the costs and the benefits (Price Value, PV) when considering the adoption of telemedicine for their pets' healthcare?

2.8.2 Propositions

Based on the conceptual framework, the following propositions are crafted for this qualitative research:

Performance Expectancy (PE)

Pet owners who perceive telemedicine as useful for their pets' health are more likely to have a positive intention to use it.

Effort Expectancy (EE)

Pet owners who find telemedicine easy to use are more likely to have a positive intention to use it.

Social Influence (SI)

Pet owners who experience social influence and recommendations in favor of telemedicine are more likely to have a positive intention to use it.

Price Value (PV)

Pet owners who perceive that telemedicine offers cost-effective solutions for their pets' health are more likely to have a positive intention to use it.

The methodology of this study, including the qualitative approach, participant selection, and data collecting and analysis procedures, will be covered in full in the next section 3.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

To obtain thorough understanding and a practical perspective, this study used a qualitative methodology. Because open-ended questions allow more thorough information gathering, qualitative methods are preferred to quantitative ones. In particular, the semi-structured interview method was selected because it was suitable to gather in-depth information from each participant and explore Myanmar pet owners'

attitudes and behavioral intentions towards the adoption of telemedicine applications for their pets in a one-on-one setting. This approach can be more personal and flexible, as participants may feel more comfortable sharing their opinions individually.

3.2 Sample Size

Given the time-sensitive nature of this pilot study, a practical approach was adopted, resulting in a focused sample size of 6 participants. This sample was selected to reflect diverse experiences within a short timeframe. The participant selection was strategic, aimed at including a variety of Myanmar pet owners who could provide rich, in-depth data on the adoption of pet telemedicine in Myanmar. While the study was conducted remotely from Bangkok, participants were engaged through video calls, ensuring that a broad range of perspectives was captured despite geographical and logistical constraints.

3.3 Data Collection

Data collection was adapted to accommodate the remote nature of the study and the participants' availability. The semi-structured interviews conducted via Zoom reflected a conscious choice to prioritize accessibility for participants, given the challenges associated with conducting research across different locations. The interview process was carefully planned to ensure that the time of the participants was respected and that the data gathered was of high quality, even within the limitations of conducting interviews within a short timeframe and from a remote location. Prior to the interviews, participants were briefed on the interview's purpose, the meaning of “telemedicine” and requested to record the sessions for efficient data retrieval. The researcher committed to maintaining participant confidentiality by not collecting any identifiable data, and the information obtained would not be used for commercial purposes. The interviews were conducted in the Burmese language, as the researcher is a native speaker and it is the

preferred language for effective communication with participants. Subsequently, the interview transcripts were translated into English for analysis and reporting purposes.

3.3.1 Interview Questions

According to the conceptual framework, the interview questions as outlined in Table 3.1, were carefully formulated and categorized into two sections: demographic-related and specific thematic questions. The structure of these questions was intentionally open-ended to encourage interviewees to openly express their thoughts and provide detailed responses related to pet telemedicine adoption. Additionally, during the interviews, probing techniques and follow-up questions were employed as necessary to confirm the authenticity and completeness of the data provided by the interviewees.

Table 3.1 List of interview questions by using conceptual framework

No.	Interview Questions	To the Framework
1	Can you please tell me a bit about yourself, such as your age, gender? How long have you owned pets, and what types of pets do you currently have? Have you ever used telemedicine services for your pets before?	Demographic Data
2	Can you share your thoughts on how you perceive telemedicine's usefulness in managing your pets' health? Are you open to trying telemedicine services for your pets? If so, what do you think are the key benefits of using telemedicine for your pets' healthcare? How do you think telemedicine could improve your	Performance Expectancy (PE)

	access to veterinarians or animal health workers when needed?	
3	Could you describe your experiences of using telemedicine services via social media platforms like Messenger or Viber for your pet healthcare? How do you describe your expectation of ease of use in telemedicine services for your pet healthcare?	Effort Expectancy (EE)
4	How much importance do you place on the opinions and recommendations of social groups such as online communities, social media groups, friends, peers, and veterinarians when it comes to making decisions about your pets' healthcare?	Social Influence (SI)

Table 3.1 List of interview questions by using conceptual framework (Cont.)

No.	**Interview Questions**	**To the Framework**
	How do you believe the opinions and recommendations from peers, friends, online pet clubs, social media groups, veterinarians, and trusted individuals influence the intention to adopt telemedicine for pet healthcare? How do you perceive the use of telemedicine for pets in your social environment?	
5	Can you describe any scenarios where you believe the benefits of using telemedicine for your pets would outweigh the financial costs? How do you determine the expected value or cost-effectiveness of utilizing telemedicine consultations for your pets? In your opinion, what would be a reasonable price range	Price Value (PV)

	for telemedicine services for pets that you would be willing to pay?	
6	Can you explain the factors or reasons that might influence your intention to use telemedicine for your pet? Under what circumstances or conditions do you think you would be very likely to use telemedicine to meet your pet's health needs? Can you describe your thoughts on using telemedicine for your pets' healthcare in the near future?	Intention to Use

3.4 Data Analysis Method

Upon completing interviews with 6 participants, each respondent addressing specific questions from the interview guide, the analysis commenced. The researcher employed a working analytical method for analysis. Since the interviews were conducted in the Burmese language, the interview transcripts were translated into English to facilitate analysis and reporting in a language accessible to a wider audience. A comprehensive coding method was used to the participant data, enabling the discovery of recurrent themes, patterns, and important insights from the interviews. Subsequently, these findings were systematically organized into the working analytical table (Table 3.2). A part of this table will be shown in this chapter, with a more detailed continuation provided in the Appendix.

The next chapter 4 will present the insights gathered from the interviews with pet owners. The analysis in Chapter 4 is important in understanding the real-world implications of this study's theoretical constructs and in drawing meaningful conclusions.

Table 3.2 Working Analytical Table

Topic	Supporting Coded Data	Participant	Data Type
Unified Theory of Acceptance and Use of Technology (UTAUT2)			
Performance Expectancy			
How do you think telemedicine could improve in managing your pets' health, given the absence of telemedicine applications in Myanmar?	*"Well, sometimes I'm unsure about using remote vet consultations, especially if my dogs are seriously sick. I worry that without a physical examination, the vet might not accurately diagnose or treat them. But for smaller issues like appetite problems or minor concerns, I think telemedicine could be helpful."*	A1	Interviewed
Effort Expectancy			

How do you describe your expectation of ease of use in telemedicine services for your pet healthcare?	*"I think it would be better if telemedicine was to be used with an application. Internet connectivity is not a big deal for me. What matters is if the app is easy to use and loaded with handy features. If it's got all the necessary functions, why would anyone say no?"*	B2	Interviewed

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Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
Unified Theory of Acceptance and Use of Technology (UTAUT2)			
Social Influence			
How do you believe the opinions and recommendations from peers, veterinarians, online pet communities and trusted individuals influence the intention to adopt	*"Whenever something comes up with my dogs, I turn to social media's Pet Lovers Groups. I ask questions, follow the advice they share, and figure out what's best for my furry friends.* *Since I'm used to online consultations and calls, like I mentioned earlier, if there's a*	C3	Interviewed

telemedicine for pet healthcare?	*vet skilled in telemedicine, I'm all up for using it."*		
Price Value			
How do you determine the expected value or cost-effectiveness of utilizing telemedicine consultations for your pets?	*"I can accept it even if the cost is slightly higher than the regular clinic fees, but if it's significantly more expensive, it wouldn't be very convenient. For example, if it's double the price, I find it a bit too expensive."*	B2	Interviewed

CHAPTER IV
DATA ANALYSIS AND RESEARCH FINDINGS

4.1 Demographic Data

In this research, six interviewees, one male and five females, participated in online interviews through Zoom from October 11th to 15th, 2023. The interviews lasted between 20 to 30 minutes. Demographically, the participants were mostly in their late 30s to mid-40s, with one individual over 60. The group consisted of senior managers, business owners, and one dependent, indicating a range of professional backgrounds.

Geographically, the majority resided in urban settings, with one from a semi-urban and another from a rural area. Pet ownership varied, with a mix of dog and cat owners, and previous telemedicine experiences ranged from none to using telephone and Facebook Messenger for pet care consultations, as shown in Table 4.1.

Table 4.1. Demographic background of the interviewees

Participant Code	Gender	Age	Location	Pet Type	Quantity	Previous Telemedicine Experience
A1	Female	37	Urban	Dog	2	Telephone
B2	Female	39	Urban	Cat	1	None
C3	Female	39	Urban	Dog	5	Facebook Messenger
D4	Female	41	Semi-Urban	Dog	4	None
E5	Male	45	Rural	Dog	5	None
F6	Female	65	Urban	Cat	24	Telephone

4.2 Research Findings

In this section, the qualitative data from the interviews are examined to investigate the factors influencing pet owners' intentions to use telemedicine applications. The analysis follows the structure of the UTAUT-2 conceptual framework, focusing on the constructs of Performance Expectancy, Effort Expectancy, Social Influence, and Price Value. The interpretation of these constructs is facilitated through the presentation of participant quotes, which were selected during the coding process. To ensure a systematic and comprehensive analysis, the data was organized using a working analytical framework table as shown in the Appendix. This framework was instrumental in categorizing the interview data, initially as individual codes that represent specific ideas mentioned by participants. These codes were then iteratively analyzed and grouped into broader themes as demonstrated in Table 4.2, reflective of the participants' experiences and perceptions about telemedicine in pet healthcare.

4.2.1 Performance Expectancy

Performance Expectancy is considered a key factor in the Unified Theory of Acceptance and Use of Technology (UTAUT2), posited to affect users' intention to adopt new technology. It expresses their trust that using a specific system will improve their performance. In the context of pet telemedicine, this translates to pet owners' beliefs about the efficacy of telemedicine services in managing their pets' healthcare needs. Pet owners conveyed various expectations regarding telemedicine's effectiveness with 5 participants sharing positive views and one participant in a negative view.

"Telemedicine could be helpful for smaller issues... I worry that without a physical examination, the vet might not accurately diagnose or treat them." (Participant A1)

Telemedicine for Non-emergency care

Some pet owners highlighted the potential for telemedicine to provide quick access to veterinary care, especially during off-hours when traditional clinics are not available and in non-emergency situations.

"I think it's essential... especially when local clinics are closed or going in person isn't easy." (Participant B2)

"for smaller issues like appetite problems or minor concerns, I think telemedicine could be helpful." (Participant A1)

'I believe telemedicine is a valuable service, especially for emergencies and minor issues.' (Participant D4)

Accessibility

The value of telemedicine was also acknowledged as being accessible at all times, like a round-the-clock service.

"It would be awesome if Telemedicine could be available 24/7. When the clinics close, especially during the midnight curfew in Yangon, if my dog's choking or struggling to breathe, I'm not sure what to do." (Participant A1)

*"I'm all for using telemedicine during late-night emergencies if it's accessible round the clock." (*Participant D4)

"When there's a nighttime emergency and telemedicine runs 24/7, count me in." (Participant E5)

"So the Telemedicine method is very convenient to bring cats that are difficult to catch to the clinic." (Participant F6)

4.2.2 Effort Expectancy

Effort Expectancy is a concept in the UTAUT2 framework referring to the ease with which a person perceives they can use a technology. In the world of pet telemedicine, this encompasses pet owners' perceptions of the simplicity and user-friendliness of telemedicine applications. Participants expressed varying levels of comfort with technology, which influenced their perceptions of effort expectancy.

User-experience with Technology

"For me living in the urban city, I can turn on mobile data and use it without any difficulties." (Participant A1)

"What matters is if the app is easy to use and loaded with handy features." (Participant B2)

"For me, using telemedicine through an app is simple to do." (Participant C3)

"Everything is already gathered in one place on the mobile." (Participant D4)

"For me (who lived in Singapore for more than 10 years), there is no problem if I use the Telemedicine application." (Participant E5)

Two participants expressed some doubts about the efficiency due to slow internet connections, indicating a somewhat cautious view.

"But I wonder if the internet connection of both sides might be a little delayed. I don't think it's fast enough for me.. Because the internet connection is terrible in this semi-urban city. So I went to the clinic and sometimes I think it can be faster."

(Participant D4)

“But for the locals who live in less developed areas like this city, there may be difficulties in using the application in terms of technology. Also, they may encounter bad internet connection.” (Participant E5)

These concerns about reliability and connection delay highlight a tangible barrier that could hinder the viability of telemedicine services and the adoption rate in less urbanized regions.

4.2.3 Social Influence

Social Influence is a dimension of the UTAUT2 framework that assesses how the opinions from friends, family, and online communities affect people’s intentions to use a technology. For pet telemedicine, this influence is particularly pertinent as pet owners often rely on the advice and experiences of their social circle.

Trust in Expertise

Some participants stressed the value of expert opinion, indicating that they would feel comfortable using telemedicine if word-of-mouth spreads about vet excellence in their field.

"I will feel confident using the telemedicine application if the vets are highly skillful..." (Participant D4)

".....if there's a vet skilled in telemedicine, I'm all up for using it.”
(Participant C3)

Social Recommendations

Participants also indicated the impact of social networks on their intentions:

"I typically seek advice from friends who have pets... If someone recommends using a telemedicine application, I'd be inclined to try it." (Participant A1)

"I ask questions, follow the advice they share, and figure out what's best for my furry friends." (Participant C3)

"I also keep up with health tips from different clinics on Facebook and belong to online pet lover groups." (Participant B2)

Nonetheless, a few individuals did not emphasize social impact when they said that they would be open to using a telemedicine program provided it was available and affordable.

"I usually rely on Google to look up information about my dogs' health. I haven't explored the pet lovers groups in Myanmar. But if there's a telemedicine application, I'd be sure to use it, especially if it's cost-effective and accessible to a wide range of people." (Participant E5)

"...I didn't ask the others. If the family vet offers online options, I'm willing to use them." (Participant F6)

4.2.4 Price Value

Price Value within the UTAUT2 framework evaluates the users' cognitive trade-off between the price and the perceived benefits of using a service. For pet telemedicine, this involves considering whether the convenience and advice offered are worth the expense. Some participants had positive views and were willing to pay for telemedicine, while others held more cautious views, expressing concerns about pricing and cost considerations.

Valuing Convenience over cost

The following insights contribute to the emerging theme of 'Evaluating Telemedicine Convenience over cost,' which captures participants' willingness to invest in telemedicine services based on the perceived value they offer.

"Regarding the professional fees, I have to pay whether I visit the clinic in person or use the application. They charge for the service based on the consultation duration, so the cost is not an issue for me." (Participant A1)

"I can accept it even if the cost is slightly higher than the regular clinic fees." (Participant B2)

"I'd be sure to use it especially if it's cost-effective and accessible to a wide range of people." (Participant E5)

Cost Considerations

Some participants presented a somewhat cautious view, expressing concern about the telemedicine service charges being too high. They also specified that if it's double the price, it's considered too expensive.

"Due to the absence of physical examination for my dogs, it should be more affordable." (Participant D4)

" But if the telemedicine service charges are too high, it could be a financial challenge for me. I'm comfortable with a price that's up to twice as much as a regular clinic visit." (Participant F6)

"I can accept it even if the cost is slightly higher than the regular clinic fees, but if it's significantly more expensive, it wouldn't be very convenient. For example, if it's double the price, I find it a bit too expensive." (Participant B2)

"I think willingness to pay for telemedicine services will depend on the case of my dog.." (Participant C3)

4.2.5 Intention to Use

Intention to Use is the central construct of the UTAUT2 model, representing the likelihood that a person will engage with a new technology based on their attitudes and beliefs. All six participants expressed a positive view regarding the "intention to use telemedicine". They all expressed a strong willingness to use telemedicine for pet healthcare, particularly during late-night emergencies and situations where 24/7 availability is emphasized. The followings are the participant responses with an explicit mention of their intention to use telemedicine in the future:

"It would be awesome if Telemedicine could be available 24/7... I will definitely use telemedicine." (Participant A1)

"Telemedicine is definitely something I'd use." (Participant B2)

"I'd absolutely go for telemedicine if it's available 24/7." (Participant C3)

"I'm all for using telemedicine during late-night emergencies if it's accessible round the clock." (Participant D4)

“When there's a nighttime emergency and telemedicine runs 24/7, count me in.” (Participant E5)

“Telemedicine method is very convenient to bring cats that are difficult to catch to the clinic.”(Participant F6)

Table 4.2 Coding Table

UTAUT2 Factor	Code	Participant Quotes	Emerging Theme
Performance Expectancy	Effectiveness for Minor Issues	"for smaller issues like appetite problems or minor concerns, I think telemedicine could be helpful." (A1) "I think it's essential... especially when local clinics are closed or going in person isn't easy." (B2) 'I believe telemedicine is a valuable service, especially for emergencies and minor issues.' (D4)	Non-Emergency Care

	Expectation for 24/7 Availability	"It would be awesome if Telemedicine could be available 24/7. (A1) "I'm all for using telemedicine during late-night emergencies if it's accessible round the clock." (D4) "When there's a nighttime emergency and telemedicine runs 24/7, count me in." (E5)	Accessibility

Table 4.2 Coding Table (Cont.)

UTAUT2 Factor	Code	Participant Quotes	Emerging Theme
Effort Expectancy	Technology Usability	"But if I were asked to use a telemedicine app, I'd need to be knowledgeable about technology." (A1) "What matters is if the app is easy to use and loaded with handy features." (B2) "For me, using telemedicine through an app is simple to do." (C3)	User Experience with Technology

		"Everything is already gathered in one place on the mobile." (D4)	
Social Influence	Peer Recommendation	"If someone recommends using a telemedicine application, I'd be inclined to try it." (A1) "I also keep up with health tips from different clinics on Facebook and belong to online pet lover groups." (B2) "I ask questions, follow the advice they share..." (C3)	Social Recommendation

Table 4.2 Coding Table (Cont.)

UTAUT2 Factor	Code	Participant Quotes	Emerging Theme
	Expert Opinion	"I will feel confident using the telemedicine application if the vets are highly skillful..." (D4) ".....if there's a vet skilled in telemedicine, I'm all up for using it." (C3)	Trust in Expertise

Price Value	Willingness to pay for convenience	"They charge for the service based on the consultation duration, so the cost is not an issue for me." (A1) "I can accept it even if the cost is slightly higher than the regular clinic fees," (B2) "I'd be sure to use it especially if it's cost-effective and accessible to a wide range of people."(E5)	Valuing Convenience Over Cost
	Price Sensitivity	“Due to the absence of physical examination for my dogs, it should be more affordable.” (D4)	Cost Considerations

Table 4.2 Coding Table (Cont.)

UTAUT2 Factor	Code	Participant Quotes	Emerging Theme
	Price Sensitivity	“..but if it's significantly more expensive, it wouldn't be very convenient. For example, if it's double the price, I find it a bit too expensive.” (B2)	Cost Considerations

		“I think willingness to pay for telemedicine services will depend on the case of my dog..” (C3) “But if the telemedicine service charges are too high, it could be a financial challenge for me. I'm comfortable with a price that's up to twice as much as a regular clinic visit.” (F6)	

4.3 Discussion

Upon analyzing the interview data, it is evident that pet owners' intentions to use telemedicine are influenced by several factors encapsulated in the UTAUT2 model. It was found that Performance Expectancy (PE), Effort Expectancy (EE), and Price Value (PV) are significant determinants of the behavioral intention to use pet telemedicine services.

In the case of Performance Expectancy, pet owners in Myanmar have shown a clear inclination towards telemedicine services that they perceive as beneficial for managing their pets' health particularly during off-hours or in emergency situations. reflecting the significance attributed to the advantages of telemedicine in human healthcare in Ghana (Owusu et al., 2023). This is consistent with the broader telemedicine literature where the perceived benefits of telemedicine include convenience and the ability to access services remotely, which are particularly relevant in the wake of the global pandemic (Smith et al., 2020). The responses from participants

A1, B2, D4, and E5 highlight the acute need for round-the-clock telemedicine services. In the context of Myanmar, where curfew orders and political instability restrict access to traditional veterinary services, the 24/7 availability of telemedicine is not merely an added benefit but a crucial need for pet owners. Their insights suggest that pet owners acknowledge the value of telemedicine particularly for handling non-critical issues like appetite problems, skin allergies and for providing immediate care during times when conventional veterinary clinics are inaccessible, such as late nights or during local clinic closures.

Effort Expectancy was also evidenced in the research findings, with users indicating a clear preference for user-friendly telemedicine platforms that require minimal technical knowledge. This aligns with the findings in the broader telemedicine literature, where ease of use is essential for the acceptance and sustained use of health technology services (Davis, 1989). The findings from the recent article suggests that there is a statistically significant positive correlation between Effort Expectancy and Attitude Toward Use (AT), indicating that users' perceived ease of use of telemedicine applications positively affects their attitudes towards these applications (Margaret et al, 2023). The preference for user-friendly telemedicine interfaces parallels observations in Ghana where ease of use significantly influenced healthcare professionals' readiness to adopt telemedicine (Owusu et al., 2023). The ease of use is not only an essential factor for acceptance but also for the formation of a positive attitude towards telemedicine services. This is particularly relevant in less urbanized areas of Myanmar, as evidenced by participants D4 and E5, where challenges with internet connectivity may already pose a significant barrier. Thus, ensuring that telemedicine platforms are simple to navigate and require minimal technical interaction can mitigate some of the challenges posed by infrastructure limitations, enhancing the overall user experience and contributing to the sustained use of telemedicine services.

From the findings of this research, despite some participants valuing social recommendations and expressing trust in veterinary expertise, Social Influence (SI) was not a predominant factor in the overall intention to use telemedicine for pets in Myanmar. This may be due to individual differences within the study population, where the importance placed on social recommendations and expert opinions varies greatly. Additionally, the influence of other factors, such as the perceived usefulness

(Performance Expectancy) and ease of use (Effort Expectancy), may have had a more substantial impact on the decision to use telemedicine, overshadowing the role of SI. In contrast, the findings from a recent Thai study, SI emerged as a notable factor influencing the adoption of telemedicine for human healthcare during the COVID-19 pandemic (Limna et al., 2022). This suggests that in Thailand, recommendations from peers, family, healthcare professionals, and social norms played a significant role in shaping individuals' decisions to use telemedicine services. Although social influence (SI) is typically a strong predictor in human telemedicine adoption, the specific context of pet healthcare in Myanmar could carry unique social dynamics that affect how pet owners perceive and act upon the advice of others. This may be explained by cultural norms where pet care is considered a private matter, leading to less impact of societal opinions on such decisions. Additionally, in Myanmar, where pet telemedicine is still a relatively new and developing concept, peer recommendations and societal norms may not yet have a significant influence. While trust in expertise is acknowledged in the findings, it does not necessarily equate to higher telemedicine adoption rates, suggesting that pet owners, even when they hold professionals in high regard, may prioritize other considerations such as economic factors and service costs, when deciding on the care approach for their pets.

The findings of this study are particularly insightful when considering the role of Price Value. Pet owners demonstrated a strong sensitivity to the cost-effectiveness of telemedicine services. Participants B2 and F6 indicated a willingness to use telemedicine services, particularly if they are cost-effective and enhance the accessibility of care. This supports the claim made in the UTAUT2 framework by Venkatesh et al. (2012) that cost is a significant factor in the adoption of new technologies. This is in accordance with other research that shows cost plays a big role in the adoption of new technology (Taylor & Lurie, 2004). Further emphasizing this point, the positive association between Attitude Toward Use (AT) and PV discovered in the recent study suggests that the more users perceive telemedicine as offering a favorable balance between cost and benefit, the more likely they are to adopt it (Margaret et al, 2023). This perception is crucial in the context of Myanmar, where economic factors are significant in healthcare decisions (Kyaw et al, 2017). Furthermore, the confidence expressed by participants D4 and C3 in the expertise of

veterinarians available via telemedicine suggests that the skill level of providers could justify a higher expense, indicating a valuation of convenience and expertise over cost. This illustrates a complex feature of PV in which consumers' perceptions of the quality of care have a big influence on their cost considerations. It becomes evident that the successful implementation of telemedicine in Myanmar requires a balanced approach that considers both the economic constraints of pet owners and the tangible benefits that telemedicine can provide.

Considering all of these factors into account provides a complex motivation for "Intention to Use." This is not a simple cause-and-effect relationship, but an evolving interaction between the perceived benefits, the ease of adoption, the cost, and to a lesser extent, the influence of social networks. The combined effect of these elements represents the intention of pet owners in Myanmar to use telemedicine. Performance Expectancy has become a significant factor, particularly when access to conventional care is scarce. Performance Expectancy has become a significant factor, particularly when access to traditional care is limited. The expectation that telemedicine can provide a solution during off-hours or emergencies has significantly influenced Myanmar pet owners' intention to adopt such services. Effort Expectancy has shown that the user-friendliness of telemedicine platforms can significantly affect pet owners' attitudes towards adoption. The correlation between EE and AT highlights the importance of a seamless user experience, suggesting that the less effort required to use the service, the higher the intention to use. Although Social Influence did not show up as a particularly powerful independent predictor, the qualitative data indicate that it may play a subtle role in the adoption process, with peer recommendations and professional opinions supporting the perceived value and legitimacy of telemedicine services. Price Value considerations have highlighted a sensitive balance between cost and perceived benefit. The willingness of participants to use telemedicine is predicated on a value assessment that considers both the economic factors at play and the quality of care received.

The next chapter will discuss the implications of study findings, linking them back to the literature and conceptual framework discussed in earlier chapters. The practical implications, limitations of this study, and proposed directions for further study will be explored.

CHAPTER V
RECOMMENDATIONS & CONCLUSION

5.1 Recommendations

Based on the study's findings, several recommendations are proposed to enhance the adoption of telemedicine for pet healthcare in Myanmar.

- Telemedicine services should focus on user experience, ensuring that the platforms are intuitive and easy to navigate for pet owners with varying levels of technological proficiency.
- Telemedicine services should emphasize their availability like Round-the-Clock Services, especially during off-hours and emergencies, which is a significant draw for pet owners.
- Telemedicine service providers should consider offering flexible pricing models

that adjust to the urgency and type of care required, thus aligning with the variable perceptions of PV among pet owners in Myanmar.

- Telemedicine platforms should feature credentials and qualifications of participating veterinarians prominently since trust in expertise is a valued aspect. This can help build confidence in the services provided and may compensate for the lower impact of Social Influence in the decision-making process.
- Telemedicine service providers should organize educational initiatives to inform pet owners about the benefits and operation of telemedicine services. These should highlight the convenience, effectiveness, and potential cost savings, aiming to address the gap in Social Influence.

It is essential to incorporate low-bandwidth solutions and offline features, such as offline appointment scheduling, pre-downloaded educational information, or pet health tips, into telemedicine applications to make them resilient to network problems. By implementing these recommendations, stakeholders in the pet healthcare sector in Myanmar can better meet the needs of pet owners and increase the acceptance and use of telemedicine services.

5.2 Conclusion

Like many other places in the world, Myanmar is experiencing a shift in the pet ownership landscape. Among younger generations in particular, there is a growing inclination to treat pets as family members, which is creating an increasing demand for convenient, high-quality healthcare services. However, the scarcity of veterinary professionals and infrastructure, particularly in rural regions, severely limits access to essential pet care (Saw et al., 2021). This is further exacerbated by a general lack of awareness among pet owners about pet health and preventive care (Aung et al., 2019), coupled with economic factors that often hinder pet owners from seeking necessary veterinary care (Kyaw et al., 2017). The rising pet ownership rates, coupled with a desire for premium care, and limited access to veterinary services in Myanmar, especially remote or underserved areas, highlight the need for innovative solutions like

telemedicine, which can potentially revolutionize pet healthcare by providing remote access to veterinary services. However, the adoption of such digital solutions is influenced by a complex interplay of factors, including the perceived benefits, ease of use, cost, and social influence.

This study contributes to this understanding by exploring the various dimensions that influence pet owners' willingness to utilize telemedicine, paving the way for more effective implementation of these services in Myanmar's unique pet healthcare landscape. This study was based on the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), that offered a thorough framework for analyzing the variables influencing technology adoption. The variables of Performance Expectancy, Effort Expectancy, Social Influence, and Price Value from the UTAUT2 model were adapted for the pet telemedicine market in Myanmar to further understand the specifics of user acceptability in an emerging market with different infrastructure and cultural backgrounds.

The study aimed to explore the influence of specific independent variables, Performance Expectancy, Effort Expectancy, Social Influence, and Price Value, on the dependent variable, which is the intention of pet owners in Myanmar to use telemedicine. To achieve this, a qualitative research approach was adopted, focusing exclusively on collecting in-depth insights via interviews. This method allowed for a nuanced exploration of the attitudes, experiences, and perceptions of pet owners regarding telemedicine. This approach was particularly effective in capturing the complex interplay of personal, social, and economic factors that shape pet owners' decision-making processes in the context of an emerging market like Myanmar.

The results showed that the intention to adopt telemedicine was significantly predicted by both performance expectancy and effort expectancy, with pet owners favoring services that offer 24/7 or round-the-clock access and ease of use. However, Social Influence was not a prominent determinant, suggesting that decision-making in pet healthcare may be more individualistic in Myanmar. This conclusion is drawn from the participants' responses, which predominantly focused on personal assessments of telemedicine's usefulness, ease of use, and cost, rather than on external opinions or social validation. However, peer recommendations and expert opinions seem to support the legitimacy and perceived value of telemedicine services. In Myanmar, the cost

significantly impacts how people decide on healthcare, including for pets. Price Value also emerged as a critical factor; while pet owners are willing to pay for the convenience of telemedicine, there is a threshold to how much extra cost they are prepared to accept. Participants in the study indicated their trust in the expertise of veterinarians available through telemedicine, highlighting that while affordability is important, the quality and convenience of the care are also key priorities. Thus, it must be both reasonably priced and deliver high-quality services.

5.3 Limitations

It is important to take into consideration the limitations of this study. Firstly, the research focused on pet owners in certain regions of Myanmar, which could not be applicable to a larger population. While the qualitative approach provided in-depth insights, it lacks the statistical representation that quantitative methods offer. Therefore, the conclusions drawn are more interpretative to the respondents' experiences and could not quantitatively reflect the larger pet-owning community in Myanmar. The sample size was relatively small, and employing convenience sampling as the technique for selecting participants may have introduced biases. This method of participant selection could result in under or overrepresentation of certain groups of pet owners, thereby influencing the study's findings. Thus, a larger and more diverse group of participants might have provided different perspectives and findings.

Additionally, since telemedicine for pets is still an emerging concept in Myanmar, the participants' understanding and perceptions may not fully capture the practical realities of such services. The lack of comparative studies within similar contexts further limits the ability to draw the conclusions broadly about the adoption of telemedicine in pet care. Lastly, the potential for response bias in interviews, where participants might have inclined towards socially desirable answers, cannot be overlooked. Each of these factors contributes to the limitations of the study, emphasizing the necessity of interpreting the results with caution and suggesting potential directions for further investigation to build upon and address these gaps.

5.4 Future Research

Future research in pet telemedicine in Myanmar should aim for broader geographical coverage to enhance the applicability and understanding of regional adoption patterns. A quantitative research method, such as surveys with a larger and more diverse sample, would complement the qualitative insights of this study. Research focusing on specific demographic groups, such as differences in age, income levels, urban and rural residents, would provide a deeper understanding of diverse user perspectives. Furthermore, investigating how veterinarians in Myanmar perceive telemedicine, with an emphasis on their opinions regarding its viability, benefits and challenges in the setting of pet care. Additionally, exploring veterinarians' insights on policy and regulatory aspects can inform the creation of comprehensive guidelines to ensure the quality, safety, and ethical implementation of telemedicine in pet healthcare. Lastly, investigating the cultural factors affecting pet healthcare decisions in Myanmar would provide a more comprehensive view of the difficulties and opportunities in adopting telemedicine in the region.

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APPENDICES

Table 3.2 Working Analytical Table

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Performance Expectancy			
How do you think telemedicine could improve in managing your pets' health, given the absence of telemedicine applications in Myanmar?	Well, sometimes I'm unsure about using remote vet consultations, especially if my dogs are seriously sick. I worry that without a physical examination, the vet might not accurately diagnose or treat them. But for smaller issues like appetite problems or minor concerns, I think telemedicine could be helpful.	A1	Interviewed
	I've never used telemedicine, but I think it's essential. Imagine this: I got a new cat, and she had some urinary issues during her period. It looked like there was blood in her urine, and I got really	B2	Interviewed

	concerned. If telemedicine were available, I could've easily consulted a vet online. This kind of service is super handy,		

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Performance Expectancy			
	especially when local clinics are closed or going in person isn't easy.		
How do you think telemedicine could improve in managing your pets' health, given the absence of telemedicine applications in Myanmar?	I believe telemedicine is super handy for emergencies. Back in Singapore, I used to use it on the phone. Now, in Yangon, one of my Toy Poodles often has bronchiectasis. Sometimes she'd cough so badly she'd almost choke, and I'd call the vet to explain the situation and get treatment. During COVID-19, when I couldn't go out, I had to video call and show my dogs. So, telemedicine or	C3	Interviewed

	online consultations were very convenient.		
	I believe telemedicine is valuable, especially after experiencing it for humans	D4	Interviewed

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Performance Expectancy			
	during COVID-19. While I haven't used it for my dogs, I think it could be crucial for getting quick first aid treatment in emergency situations and then heading to the hospital.		
How do you think telemedicine could improve in managing your pets' health, given the absence of telemedicine applications in Myanmar?	I think having a telemedicine app or online doctor chat would be super handy. I won't have to Google pet health stuff all the time. And you know, we live in places like Kalaw and Aung Ban where there aren't any vet clinics. So, having a mobile app for telemedicine would be a real lifesaver for folks in less	E5	Interviewed

	developed areas like ours.		
	I think it's really convenient to receive treatment via online consultation. You know, I have a lot of cats, so it can be troublesome if they	F6	Interviewed

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Effort Expectancy			
	become sick with something like the flu. When they first were ill, I reached out to the veterinarian. Then the vet gave them some medicines and dietary supplements, and they all recovered. It saved me money. If not, it would be difficult to bring all of these cats to the clinic whenever they need help.		
How do you describe your expectation of ease of use in telemedicine services for	I've always just called the vet on the phone. But recently, the vet asked me to use Viber if I have questions about my dogs' medications. But if I Were asked to use a	A1	Interviewed

your pet healthcare?	telemedicine app, I'd need to be knowledgeable about technology. Like for me living in the urban city, I can turn on mobile data and use it without any difficulties.		

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Effort Expectancy			
	So I think online consultations channels or apps should be user-friendly and straightforward for everyone.		
	I think it would be better if telemedicine was to be used with an application. Internet connectivity is not a big deal for me. What matters is if the app is easy to use and loaded with handy features. If it's got all the necessary functions, why would anyone say no? I'm fed up with long waits at the clinic; I'm done with that. Being able to book an appointment online through the	B2	Interviewed

	vet's app, following their schedule without chatting with anyone, is a big win for me.		

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Effort Expectancy			
How do you describe your expectation of ease of use in telemedicine services for your pet healthcare?	For me, using telemedicine through an app is simple to do. I'm not having any trouble with technology. But when it comes to my dogs' treatment through a telemedicine app, I'd love to have the option to select based on the doctors' experience and reviews from others. So, if there aren't features to provide ratings, telemedicine might not be my first choice anymore. I'd probably go straight to the clinic for my dogs' health.	C3	Interviewed

	If I have to use telemedicine with an application, there is no problem with the technology... Everything is already gathered in one place on the mobile. I think it will be more convenient. But I wonder if the internet	D4	Interviewed

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Effort Expectancy			
	connection of both sides might be a little delayed. I don't think it's fast enough for me.. Because the internet connection is terrible so I went to the clinic and sometimes I think it can be faster.		
How do you describe your expectation of ease of use in telemedicine services for your pet healthcare?	For me (who lived in Singapore for more than 10 years), there is no problem if I use the Telemedicine application. But for the locals who live in less developed areas like this	E5	Interviewed

	city, there may be difficulties in using the application in terms of technology. Also, they may encounter bad internet connection.		
	I'm not very tech-savvy myself, but luckily, my husband is pretty into	F6	Interviewed

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Effort Expectancy			
	technology. He takes care of all that tech stuff, so with his help, we'd be just fine using telemedicine.		
Social Influence			
How do you believe the opinions and recommendations from peers, veterinarians, online pet communities and trusted	I typically seek advice from friends who have pets, especially regarding how they care for their dogs and what they feed them. If someone recommends using a telemedicine application, I'd be inclined to try it. It seems more efficient than going to a	A1	Interviewed

individuals influence the intention to adopt telemedicine for pet healthcare?	clinic, with no traffic hassles and less stress for my pets. Also, considering the nighttime curfew in Yangon, online consultations could be quite convenient.		

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Social Influence			
How do you believe the opinions and recommendations from peers, veterinarians, online pet communities and trusted individuals influence the intention to adopt telemedicine	I used to visit friends who had kittens and asked them for advice on how to take care of young cats. I also keep up with health tips from different clinics on Facebook and belong to online pet lover groups. Even though telemedicine isn't widely used for pets yet, I know it's been a great help for people. When COVID-19 hit and we were all stuck at home, clinics were closed, but we could still get help through online	B2	Interviewed

for pet healthcare?	consultations. That's how I got familiar with telemedicine. I believe it can be a game-changer for pet owners. Our furry friends can't tell us what's wrong when we take them to a clinic, so having telemedicine apps can be a lifesaver. I'm all in for using it.		

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Social Influence			
	Whenever something comes up with my dogs, I turn to social media's Pet Lovers Groups. I ask questions, follow the advice they share, and figure out what's best for my furry friends. Since I'm used to online consultations and calls, like I mentioned earlier, if there's a vet skilled in telemedicine, I'm all up for using it.	C3	Interviewed
How do you believe the opinions and	Most of my dogs were born as terriers. Now, when I started adopting a new type of dog, the	D4	Interviewed

recommendations from peers, veterinarians, online pet communities and trusted individuals influence the intention to adopt telemedicine for pet healthcare?	Boston terrier, I went to one of my sisters who has this kind of breed and asked her how to take care of that breed. I will feel confident using the telemedicine application if the vets are highly skillful enough and have a wealth of case experience and if word of mouth spreads about their excellent work.		

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Social Influence			
	I usually rely on Google to look up information about my dogs' health. I haven't explored the pet lovers groups in Myanmar. But if there's a telemedicine application, I'd be sure to use it, especially if it's cost-effective and accessible to a wide range of people.	E5	Interviewed
	I have been raising cats at home for quite some time, so I already know everything about them. I only reach out to the vet and give	F6	Interviewed

	medicine when things get really serious; otherwise, I handle everything myself. I didn't ask the others. If the family vet offers online options, I'm willing to use them.		

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Price Value			
How do you determine the expected value or cost-effectiveness of utilizing telemedicine consultations for your pets?	Regarding the professional fees, I have to pay whether I visit the clinic in person or use the application. They charge for the service based on the consultation duration, so the cost is not an issue for me.	A1	Interviewed
	I can accept it even if the cost is slightly higher than the regular clinic fees, but if it's significantly more expensive, it wouldn't be very convenient. For example, if it's double the	B2	Interviewed

	price, I find it a bit too expensive.		
	I think willingness to pay for telemedicine services will depend on the case of my dog.. If the dog is in an emergency situation and it is not convenient to go to the clinic, I can pay whatever the price for telemedicine. If it's caused by a	C3	Interviewed

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Price Value			
	less serious condition like a skin allergy, I can visit a regular clinic. So I'm open to paying telemedicine consultation fees up to 50,000 Myanmar kyats.		
How do you determine the expected value or cost-effectiveness of utilizing telemedicine	Due to the absence of physical examination for my dogs, it should be more affordable. Since my dog has specific health issues, using telemedicine seems like a cost-effective solution, especially for non-routine cases.	D4	Interviewed

consultations for your pets?	I often search online for tips on managing my dog's health. If I can't find the information I need through online research and a vet's consultation is necessary, the cost of the Telemedicine application is not a significant concern for me. I think it's worth it.	E5	Interviewed

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Price Value			
	I believe that telemedicine can help me avoid visits to the clinic and save me travel costs. But if the telemedicine service charges are too high, it could be a financial challenge for me. I'm comfortable with a price that's up to twice as much as a regular clinic visit.	F6	Interviewed
Intention to use			
Under what circumstances or conditions do you	It would be awesome if Telemedicine could be available 24/7. When the clinics close,	A1	Interviewed

think you would be very likely to use telemedicine to meet your pet's health needs?	especially during the midnight curfew in Yangon, if my dog's choking or struggling to breathe, I'm not sure what to do. If it's during regular hours, I can usually make it to the clinic.		

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Intention to use			
Under what circumstances or conditions do you think you would be very likely to use telemedicine to meet your pet's health needs? Would you consider using telemedicine for your pet's	Currently, my cat is still quite young, so there haven't been many health complications. But for pet owners with animals suffering from various illnesses, frequent clinic visits are burdensome and exhausting for the pets. Telemedicine can be a significant help for such pet owners. I believe that conducting consultations online will save time and money. Yes, Telemedicine is definitely	B2	Interviewed

healthcare in the near future?	something I'd use.		
	In case of an emergency, especially during the night when it's urgent, I'd absolutely go for telemedicine if it's available 24/7.	C3	Interviewed
	I'm all for using telemedicine during late-night emergencies if it's accessible round the clock.	D4	Interviewed

Table 3.2 Working Analytical Table (Cont.)

Topic	Supporting Coded Data	Participant	Data Type
UTAUT-2 Theory			
Intention to use			
Under what circumstances or conditions do you think you would be very likely to use telemedicine to meet your pet's health needs? Would you consider using	When there's a nighttime emergency and telemedicine runs 24/7, count me in.	E5	Interviewed
	Sometimes I have to wait a long time to show up at the vet clinic. Another situation is that some cats are very difficult to catch when taken outside as they are very afraid of people. So the Telemedicine method is	F6	Interviewed

telemedicine for your pet's healthcare in the near future?	very convenient to bring cats that are difficult to catch to the clinic.		