

**EVALUATING THE ETHICAL IMPACT OF PET CAFÉS
IN BANGKOK**

The image features a large, faint watermark of the Mahidol University logo in the background. The logo is circular, with a blue outer ring containing Thai text. Inside the ring is a yellow emblem depicting a traditional Thai architectural structure, possibly a stupa or a similar religious monument, set against a light blue background.

KANJANATHIP VIROJCHAIWONG

**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2023**

COPYRIGHT OF MAHIDOL UNIVERSITY

Thematic paper
entitled
**EVALUATING THE ETHICAL IMPACT OF
PET CAFÉS IN BANGKOK**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

on
28 April 2024




.....
Ms. Kanjanathip Virojchaiwong
Candidate



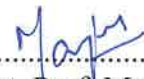
.....
Assoc. Prof. Randall M. Shannon,
Ph.D.
Advisor



.....
Assoc. Prof. Astrid Kainzbauer,
Ph.D.
Chairperson



.....
Assoc. Prof. Vichita Ractham,
Ph.D.
Dean
College of Management
Mahidol University



.....
Asst. Prof. Manjiri Kunte,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

I would like to express my gratitude to all those who have contributed to this project. Special thanks to Aj.Randall and Aj.Murtaza for their guidance and support throughout the process. I am also thankful to the participants who generously shared their time and insights. Additionally, I appreciate the valuable input and expertise provided by the veterinarians who contributed to the study. Lastly, my heartfelt thanks also go to my family for their unwavering support and encouragement throughout this journey.

Kanjanathip Virojchaiwong



EVALUATING THE ETHICAL IMPACT OF PET CAFÉS IN BANGKOK

KANJANATHIP VIROJCHAIWONG 6549108

M.M. (ENTREPRENEURSHIP AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. ASTRID KAINZBAUER, Ph.D., ASST. PROF. MANJIRI KUNTE, Ph.D.

ABSTRACT

The pet café industry in Bangkok is flourishing, driven by the growing urban population's limited space and time for pet ownership. This trend reflects a societal shift towards valuing animal companionship while acknowledging the practical challenges of pet care in urban settings. However, along with this growth come ethical considerations regarding pet welfare and responsible business practices. This study aims to explore these ethical dimensions by examining consumer experiences and expectations in pet cafés, particularly focusing on pet well-being and the role of cafés as social enterprises. Through interviews and literature review, the study sheds light on the challenges and opportunities faced by pet café owners in ensuring high standards of pet care while meeting consumer demands. The findings provide valuable insights for policymakers, businesses, and animal welfare advocates to promote ethical practices and enhance pet welfare standards in the pet café industry.

KEY WORDS: PET CAFÉ/ ETHICAL IMPACT/ EXPERIENCES/ EXPECTATIONS

21 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
CHAPTER I INTRODUCTION	1
1.1 Background of pet cafés	1
1.2 Evaluating the impact of pet cafés	2
1.2.1 Advantages of pet cafés	2
1.2.2 Disadvantages of pet café	2
1.3 Research aim	3
CHAPTER II LITERATURE REVIEW	4
2.1 Target Profile	4
2.2 Motivation toward Pet café	4
2.3 Design and Regulations	4
2.4 Ethical treatment and concern of pets	5
2.5 Conclusion	6
CHAPTER III RESEARCH METHODOLOGY	7
3.1 Experienced pet café visitors question guidelines	7
3.2 Veterinarians question guidelines	8
CHAPTER IV RESEARCH FINDING	9
4.1 Experienced pet café visitors	9
4.2 Veterinarians	10
CHAPTER V DISCUSSION	13
5.1 Conclusion	13
5.2 Animal welfare improvement policies	13
5.3 Limitations	14
REFERENCES	16
BIOGRAPHY	21

CHAPTER I

INTRODUCTION

1.1 Background of pet cafés

Animal cafés started in Taiwan, and the first one opened in Taipei, in 1998 (Japan-Guide.com, 2023). The pet café became popular with local customers and Japanese tourists (Rattanasilpkalcharn, 2016; The cat Café, n.d.). One Japanese tourist was so inspired by the concept of a pet café that they started the first cat café in Osaka, Japan, in 2004 (Rattanasilpkalcharn, 2016). According to Japan's population, most residents live in apartments where pets are not allowed, so the concept of animal cafes began to spread throughout Japan (Japan-Guide.com, 2023; Jessie Lily, 2019).

Thailand's pet industry has significant growth potential, particularly among a group known as "Petsumers". According to a recent survey by the College of Management Mahidol University (CMMU), over 49% of Thais now prefer to adopt pets rather than have children (The Nation Thailand, 2024). "Petsumers" are described as customers who are eager to spend money to pamper their pets (The Nation Thailand, 2024). Furthermore, 39.3% of respondents indicated their willingness to spend an average of 10,000 to 20,000 baht per pet annually (The Nation Thailand, 2023). This aligns with the increasing domestication rate of dogs and cats in Thailand, which has shown significant growth year after year (Euromonitor International, 2023). The pet café business is one of the booming businesses as some people adore animals but are unable to have pets due to space constraints and time limitations (Japan-Guide.com, 2023; Hellman, 2023). However, there is both positive and negative feedback from society that remains debatable for the pet café business (Chia, 2020).

1.2 Evaluating the impact of pet cafés

1.2.1 Advantages of pet cafés

For the positive aspect, touching a pet can relieve people's stress and sadness, help them feel calm, and enhance their mood (Priy, 2023; NIH News in Health, 2018). Regarding a study in pet therapy, most people gain a sense of competence, fulfillment, and satisfaction from taking care of a pet (Hediger et al., 2019; NIH News in Health, 2018). Pet cafés offer valuable time with animals to people who live in apartments or condominiums having pet restrictions (Japan-Guide.com, 2023). Additionally, taking care of dogs or cats means added responsibility and time, which many people in Bangkok do not have (Thai Spicy Bangkok and Beyond, 2019). Therefore, pet cafés will be a paradise for people who love pets but cannot own them. All of these, help motivate intentions to visit pet café in Bangkok (Rattanasilpkalcharn, 2016).

1.2.2 Disadvantages of pet café

In the context of pet cafés, several negative aspects have been identified (Phuong, 2024; Tourism Teacher, 2021; Cosgrove, 2023). Experienced users have reported instances of poor operation of pet hygiene in some establishments, raising concerns about the health and well-being of the animals (Cosgrove, 2023; Tripadvisor, 2019). Additionally, there is a risk of abuse and forced interaction with animals, as not all pets may enjoy constant attention and may require personal time and space (Tourism Teacher, 2021). Another ethical concern is the use of pets as labor in pet cafés (Cosgrove, 2023). While these animals are often employed as a form of entertainment for customers, questions arise regarding their welfare and rights in such a role (Tripadvisor, 2019). Furthermore, there is a risk of disease transmission, as some diseases in animals, such as cats, are not always visible to the naked eye (Adrevi et al., 2023). Furthermore, the emergence of exotic pet cafés poses significant challenges to the pet café business, potentially impacting biodiversity and contributing to the rise of illegal wildlife trading (Braga, 2020; McMillan et al., 2021; Sigaud et al., 2023). Moreover, some business owners may lack the expertise needed to properly care for wild animals, as they are not specialists in wildlife management (Braga, 2020; Harrington et al., 2019; McMillan et al., 2021).

1.3 Research aim

The identified negative aspects of pet cafés underscore the importance of conducting a thorough investigation of the ethical impact of pet cafés in Bangkok, providing better guidance to business owners as there are currently no industry regulations regarding animal welfare standards (Bangkok Post, 2017). This research aims to benefit pet café business owners because, in today's society, consumers are increasingly willing to pay more for brands that operate ethically, while avoiding those that do not (Advenz Pte Ltd., 2023). Furthermore, the research can provide valuable insights for government policymakers, encouraging them to issue policies that regulate and improve animal welfare standards in pet cafés (Bangkok Post, 2017).



CHAPTER II

LITERATURE REVIEW

2.1 Target Profile

The research related to pet cafés provides interesting information about the potential target of pet café (Inthasuwan, 2019). Most of the customers who appear interested in pet café are divided by gender around 60% and 40% for females and males respectively (Inthasuwan, 2019). The age range that appears to be the main target is 21-30 years old at 56.5% followed by less than 20 years old at 21.5%, 31-40 years old at 17.75%, and others at 4.25% (Inthasuwan, 2019). Most of them stay at a pet café no more than an hour/time at 75.25% (Inthasuwan, 2019).

2.2 Motivation toward Pet café

The factors that motivate them to visit pet café are feeling relaxed and wanting to relieve stress and loneliness (Rattanasilpkalcharn, 2016). Additionally, well-decoration, polite staff, and hygienic cleanliness, all of these combine and help the customer to re-visit and recommend their friend to that particular café (Inthasuwan, 2019). Furthermore, pet cafés featuring exotic animals are enticing to consumers due to the high cost associated with caring for these animals and the need to comply with government regulations in each country (Harrington et al., 2019).

2.3 Design and Regulations

The literature review has provided valuable insights into the design and regulation of pet cafés, highlighting key considerations such as space design (Adrevi et al., 2023; Rattanasilpkalcharn, 2016). To explain more, the design needs to separate the pet zone from the cooking zone to avoid food contamination (Inthasuwan, 2019). The potential for contamination of the food prepared increases when the area itself combines humans and animals (Adrevi et al., 2023). This separation is crucial to ensure the safety

of both animals and patrons (Adrevi et al., 2023). For airflow management, studies have shown that poor ventilation can lead to air stagnation and the accumulation of pollutants, which can adversely affect the health of pets and customers (Adrevi et al., 2023). The pet café in this study also mentioned that the café rules are essential for maintaining pet safety and ensuring a positive experience for all patrons (Japan-Guide.com, 2023; Rattanasilpkalcharn, 2016). Rules such as prohibiting the feeding of pets with snacks brought from home, requiring patrons to wash their hands with alcohol gel before touching any pet, and prohibiting the abuse or forced play of pets (Rattanasilpkalcharn, 2016).

2.4 Ethical treatment and concern of pets

From the widespread use of animal cafés, the phenomenon has sparked debate around the issue of animal welfare (Cosgrove, 2023; Elena, 2019). For exotic pet cafés, there are the five basic freedoms that must be ensured as a minimum (Elena, 2019):

1. Freedom from hunger and thirst by providing access to fresh water and an appropriate meal for animals (Elena, 2019).
2. Freedom from discomfort by providing a suitable environment, including shelter, and a resting area for animals (Rattanasilpkalcharn, 2016; Elena, 2019).
3. Freedom from pain, injury, or disease by preventing high population densities of animals to reduce the risk of disease spreading not only among animals but also between animals and humans or promptly diagnosing and treating illnesses (Elena, 2019).
4. Freedom to express normal behavior by providing sufficient space and proper facilities, particularly for wild animals, a familiar environment similar to their natural habitat can offer them more freedom to exhibit normal behaviors and enhance their well-being (Elena, 2019). Additionally, ensuring appropriate companionship without mixing different species can help minimize stress and discomfort from interactions between species (Elena, 2019).
5. Freedom from fear and distress by ensuring conditions and treatment that prevent mental suffering, as animals can become stressed or aggressive if they feel overstimulated or provoked (Cosgrove, 2023; Elena, 2019).

2.5 Conclusion

Most literature research focuses on understanding the key motivations and factors influencing customers' interest in pet cafés (Rattanasilpkalcharn, 2016; Tran, 2020). There are some sources of information mentioned about the ethical issues related to the biodiversity of exotic animals and animal welfare related to exotic animal cafés (Harrington et al., 2019; McMillan et al., 2021; Sigaud et al., 2023). However, there are research gaps, particularly concerning attitudes toward ethical issues related to pet cafés in Bangkok in terms of pet well-being (Bangkok Post, 2017).



CHAPTER III

RESEARCH METHODOLOGY

The research involved two groups of respondents by utilizing a semi-structured interview methodology to gather data, each consisting of 5 individuals, totaling 10 participants (DeJonckheere & Vaughn, 2019). The first group comprised of experienced female pet café visitors aged 20-30 in Bangkok due to their prominence as the primary customer base of pet cafés, as highlighted in the study's objectives and literature review (Inthasuwan, 2019). The second group consisted of veterinarians with expertise in pet care to learn medical knowledge of pets that should be provided in the café business (Bangkok Post, 2017; Euromonitor International, 2023). Utilizing this method is a proper methodology to discover deeper insight from understanding the context and perception of each experienced user who used to visit the pet café (DeJonckheere & Vaughn, 2019). Meanwhile, the information related to pet care in terms of medical knowledge also needs to be explained in detail (DeJonckheere & Vaughn, 2019).

3.1 Experienced pet café visitors question guidelines

This group was conducted to observe and gain insights into current customer behavior and feedback regarding pet well-being, as well as to understand customer expectations for business owners. Topics to be investigated include:

1. Purpose of visiting pet cafés (Priy, 2023)
2. Behaviour of visiting pet cafés (Inthasuwan, 2019)
3. The preferred elements of pet cafés (Inthasuwan, 2019; Tran, 2020)
4. Customer's viewpoint and experiences on negative incidents (Tripadvisor, 2019)
5. Expectations regarding pet care in cafés (Bangkok Post, 2017)

3.2 Veterinarians question guidelines

This group was interviewed to develop guidelines for pet café businesses concerning pet well-being. Therefore, the investigation will cover professional recommendations regarding the five freedom demands of pets, as mentioned in the literature review (Elena, 2019). Additionally, topics were added to broaden the understanding of pet well-being in cafés, including:

1. The guidelines for pet well-being regarding the five basic needs of pets (Elena, 2019).
2. The criteria for selecting pets that are appropriate for working at a pet café (Clarke, 2021)
3. Short-term and long-term effects on pets in pet cafés, compared to pets raised in households (Rattanasilpkaicharn, 2016; Elena, 2019).
4. Suggestion of standard rules that should be provided for every pet café in Bangkok (Bangkok Post, 2017).

The interview data was thematically analyzed to uncover key themes and patterns regarding the ethical impact of pet cafés in Bangkok. Aiding business owners in creating establishments that meet customer expectations regarding pet well-being. Additionally, it may stimulate government action to establish regulations for certification pet café businesses.

CHAPTER IV

RESEARCH FINDING

4.1 Experienced pet café visitors

The purpose of visiting pet cafés in Bangkok can be divided into two main factors. Firstly, some patrons seek solace in petting the animals as a means to alleviate loneliness, while others are drawn to these establishments for the promise of an extraordinary dining experience. Most visitors frequent multiple pet cafés, driven by a desire to check in and share captivating content on their social media platforms, thereby generating interest among their peers.

However, many consumers express a sense of disappointment, noting the lack of standout elements that differentiate one café from another. They often find the food and drink offerings to be of poor to neutral quality, with the café's primary allure resting on its use of pets as a draw. Consequently, the decor and menu offerings tend to be moderately unremarkable compared to other cafés in the area.

Negative incidents reported by some patrons include instances where café staff attempted to force dogs to pose for photos with clients, resulting in visibly tired and stressed animals, likely due to extended periods of work. Additionally, certain cafés that house a variety of species, including birds, monkeys, dogs, turtles, snakes, foxes, and more, often emit strong odors that detract from the overall experience. Additionally, patrons have adopted pets offered by this café, only to discover that the animals are not as entertaining or healthy as expected. For instance, one patron found that their adopted dog developed a lung infection from being raised among a diverse range of species, leading to abnormal behaviors such as extreme fear when confronted with stick-like objects. Rumors circulate about cafés resorting to splitting aggressive dogs from patrons and housing them in cages at the back of the premises until someone opts for adoption. Some patrons have also encountered hyperactive puppies that try to carry patrons' socks around and engage in fights with other dogs, leading to a chaotic and stressful situation.

Business owners' expectations revolve around ensuring the well-being of all animals, maintaining hygienic standards, and providing proper meals and breaks. However, some respondents expressed a preference for cafés that do not overly commercialize pets, favoring a more casual atmosphere where the owner's pets play freely, creating a less stressful environment for the animals and managing patrons' expectations regarding pet interaction.

A few patrons shared their experience of a café in Bangkok that adopts disabled or abandoned pets and cares for them until someone adopts them. The café's adoption process includes screening potential adopters to ensure the pets are placed in good hands. This model of caring for vulnerable animals was praised by patrons who believed it should be more prevalent in Bangkok, rather than the common practice of commercial pet cafés focusing on expensive or rare breeds to attract customers.

4.2 Veterinarians

The veterinarian provided detailed explanations on proper pet care and enhancing pet well-being based on five freedom animal welfare treatments, as outlined below

1. Freedom from hunger and thirst, the vet suggests that accessibility to fresh water and an appropriate meal for animals is crucial for maintaining their health and well-being. In regions like Bangkok, where water quality may be a concern, offering access to filtered water becomes paramount to prevent issues like Gallstones and other water-related health problems in pets. Furthermore, it is essential to provide pets with appropriate animal pellet food tailored to their age range. Different age groups of pets have varying nutritional requirements, making it necessary to select food that meets these specific needs. This ensures that pets receive the necessary nutrition for optimal health and development. While fresh food may seem appealing, it can be challenging to measure nutritionally and may carry a higher risk of bacterial contamination. This underscores the significance of relying on reputable animal pellet food brands known for their nutritional quality and safety standards.

2. Freedom from discomfort in a pet café involves several key considerations to create a conducive environment for animals. Firstly, scheduling regular times for pets

to excrete is crucial to prevent discomfort associated with holding it in for extended periods. Maintaining good airflow within the café is also important as it promotes respiratory health and reduces the risk of respiratory issues among pets. Furthermore, a clean and hygienic environment is imperative, requiring frequent cleaning routines to prevent the spread of diseases and maintain overall hygiene standards, especially with multiple pets in the café. Choosing flooring materials that provide traction and prevent slipping is vital, particularly for pets prone to hip dysplasia such as Chihuahua. Moreover, offering regular opportunities for exercise and movement, such as walks outside of their cages, is essential to keep pets active, and engaged, and prevent discomfort from confinement.

3. Ensuring Freedom from pain, injury, or disease for animals in a pet café involves a comprehensive approach to healthcare. This includes administering proper vaccines to prevent diseases, providing deworming medicine to maintain internal health, and implementing flea and tick prevention measures to protect against external parasites. These preventive measures are crucial to safeguarding the well-being of pets and reducing the risk of pain, injury, or disease. Additionally, it's essential to observe and separate animals from the group when symptoms of illness are found. This proactive approach helps prevent the spread of diseases and ensures that sick animals receive prompt care and attention. Regular check-ups are also vital, especially for species prone to specific diseases such as Scottish fold cats, which often suffer from ankylosing arthropathy.

4. Freedom to express normal behavior for animals in a pet café involves providing them with the necessary tools and environments to engage in their natural behaviors. For dogs and cats, this includes offering appropriate toys that allow them to express their natural behaviors. Puppies, for example, require toys that cater to their growing teeth, allowing them to bite and crunch safely. Cats benefit from toys that mimic climbing structures, such as ladders, which enable them to jump and climb, as well as scratching posts to maintain their nails. Additionally, creating shelters or hiding spots for cats is essential, as they tend to be more introverted than dogs and often seek refuge in secluded areas.

5. Creating a serene and reassuring environment for animals in a pet café is essential to ensure "Freedom from fear and distress." This involves avoiding the cohabitation

of different animal species in the same space, as it can lead to stress and fear among the animals. Additionally, regulating human interactions with pets is crucial to minimize unnecessary approaches and handling that could induce fear or distress. Moreover, allowing pets to take regular breaks and rest every 2-3 hours is important for their well-being. This practice helps prevent exhaustion and allows the animals to recharge, reducing the likelihood of stress or distress during their time in the pet café.

The veterinarian recommends specific criteria for selecting pets in a pet café to ensure their well-being and suitability for the environment. It is advised not to choose breeds with a high prevalence of chronic diseases, as this can lead to increased expenses for their care compared to healthier breeds. Moreover, pets with chronic diseases may require more attention and medical intervention, increasing the likelihood of neglect for their pain, injury, or disease if the owner faces financial constraints. Additionally, the personality of the pet plays a crucial role in their mental wellness. It is suggested to prioritize pets with friendly personalities over introverted ones, as they are better equipped to handle interactions with patrons and are less prone to stress. Therefore, pets selected for the café should be adults, allowing their personality traits to be fully expressed and assessed before they start working in the pet café setting.

When considering the short-term and long-term effects on pets in pet cafés versus those raised in households, veterinarians suggest that there may be minimal short-term impacts on pets as long as business owners adhere to the five freedoms rule of animal welfare. However, in the long run, pets in cafés may experience a shorter lifespan compared to those raised in homes. This is because café owners often manage multiple pets simultaneously, resulting in less individual attention and limited capacity to provide adequate nutrition, exercise, and care.

In summary, the fundamental rules and guidelines for pet cafés should be founded on the principles of the five freedoms of animal welfare. Certain rules requiring additional support from both customers and business owners include limiting snacks for pets to appropriate amounts and prohibiting customers from feeding pets snacks brought from home due to potential hygiene and nutritional concerns. Furthermore, implementing regulations for cleaning customers' hands and storing shoes properly should be practiced to uphold hygiene standards.

CHAPTER V

DISCUSSION

5.1 Conclusion

In conclusion, while operating a pet café as a social enterprise, where abandoned animals are adopted and displayed for potential adoption, may seem like a recommended business model to enhance ethical impact in this industry based on the extensive study of customer expectations from the interviews, it also presents several challenges. Abandoned pets frequently display distrustful and insecure behaviors, necessitating expertise and specialized care to address their emotional disorders before adoption (Fratt, 2019). As a result, instead of solely relying on pets as the primary attraction or transforming the business model into a social enterprise, it is advisable to raise pets based on the owner's passion rather than seeking a variety of imported pets and commercializing them. This approach ensures that pets receive adequate care, attention, and a suitable environment. Pet cafés should prioritize providing an exceptional overall experience, emphasizing outstanding design, high-quality food and beverages, and creating a welcoming atmosphere. This approach helps shift the focus from consumers demanding attention from pets to viewing pets as companions while enjoying a relaxing and indulgent experience at the café.

5.2 Animal welfare improvement policies

Recommendations for government policymakers for better guidance running pet cafés, based on a comprehensive literature review and insightful interview findings, should be structured around implementing standard rules to ensure the well-being of pets, focusing on the five freedom factors. Firstly, measures should be in place to address freedom from hunger and thirst by limiting the daily snacks for pets and prohibiting patrons from bringing external food, aligning with concerns about pet nutrition (Rattanasilpkalcham, 2016). Secondly, to promote freedom from discomfort, it is crucial to schedule regular

breaks for pets and provide them with opportunities to rest without being coerced into play (Elena, 2019). Thirdly, maintaining hygiene standards, ensuring adequate walking space, good airflow, and overall cleanliness are essential standard rules to uphold (Adrevi et al., 2023; Elena, 2019). Furthermore, strict adherence to vaccination protocols is necessary to guarantee freedom from pain, injury, or disease. Additionally, offering pets sufficient space and appropriate facilities to express their natural behaviors is vital for ensuring their freedom to express normal behavior (Elena, 2019). Lastly, it is essential to establish rules that prevent patrons from causing fear or distress to pets, including prohibiting forced play interactions in the café setting (Rattanasilpkalcham, 2016).

Additionally, the veterinarian provided deeper recommendations compared to previous studies, emphasizing the selection of pet breeds with minimal chronic diseases as well as pets with personalities suited to entertaining patrons comfortably (Mueller & Tarantino, 2023). Moreover, veterinarians also mentioned further from the previous studies the interactions between humans and pets should be provided in terms of fun games that make the pet enjoy rather than create discomfort and stress for the pets (Foster, 2023; Training, 2018).

In addition to these standard rules recommended from the literature reviews, the government should mandate veterinarians to conduct regular checks on the overall environment of the café (Third-Party Due Diligence, 2023). This measure can improve transparency and significantly contribute to maintaining the well-being of pets in pet cafés. However, the bottom-up approach should involve encouraging consumers to patronize only those cafés that prioritize good care for pets. By publicly sharing negative reviews, unethical businesses can become unprofitable, leading to a decrease in the presence of bad actors in the market automatically (Kumar, 2023).

5.3 Limitations

The limitations of this study may arise due to the limited number of experienced user respondents and a limited sample of pet cafés. Therefore, further studies should be conducted on specific types of pet cafés, including dog cafés, cat cafés, exotic cafés, and etc., using the purposive sampling method with a reliable number of respondents (Calculating the Number of Respondents, 2023.; Nikolopoulou, 2022). Furthermore,

regarding the veterinarian's point of view about the long-term negative effects of pets, further studies should be conducted with restricted parameters and appropriate sample size to understand the specific factors that affect the longevity of pets and used to develop standard rules for pet cafés (McMillan et al., 2024).



REFERENCES

- Adrevi, A. Z. N., Rini, J. A., & Fauzi, H. N. (2023). Air quality analysis in closed-space cat cafes to reassure airflow to maintain the health of the users. *Seminar Karya & Pameran Arsitektur Indonesia 2023*, 6(2), 139-147.
- Advenz Pte Ltd. (2023). *Ethical Business Practices: A Growing Concern for Consumers*. https://www.linkedin.com/pulse/ethical-business-practices-growing-concern-consumers-advenz-pte-ltd-duujc/?trk=public_post_main-feed-card_feed-article-content
- Agnihotri, A. (2023, 4 February). *Pet care: Importance of regular vet visits for your pet's health*. <https://www.hindustantimes.com/lifestyle/pet/pet-care-importance-of-regular-vet-visits-for-your-pet-s-health-101675498191090.html>
- Bangkok Post. (2017). *At the animal café Taking a deeper look at a peculiar phenomenon*. <https://www.bangkokpost.com/life/social-and-lifestyle/1230132/at-the-animal-caf%C3%A9>
- Braga, I. (2020). The Moral Impermissibility of the Exotic Animal Café. *CBEL Report*, 2(2), 1-8.
- Chia, S. (2020). *10 Red Flags to Look Out for When Visiting an Animal Café*. <https://thetravelintern.com/animal-cafe-red-flags/>
- Clarke, L. (2021, 15 November). *Here are the 6 best cat-friendly dog breeds and how to introduce them*. <https://www.wakefieldexpress.co.uk/lifestyle/family-and-parenting/here-are-the-6-best-cat-friendly-dog-breeds-and-how-to-introduce-them-3458021>
- Cosgrove, N. (2023, 21 March). *Are Dog Cafés Ethical? Benefits, Downsides & FAQs*. Hepper. <https://www.hepper.com/are-dog-cafes-ethical/>
- DeJonckheere, M., & Vaughn, L. M. (2019). Semistructured interviewing in primary care research: a balance of relationship and rigour. *Family medicine and community health*, 7(2), e000057. doi: 10.1136/fmch-2018-000057
- Elena, Di Lorenzo. (2019). *Are Animal Cafés good for Animal Welfare?* <https://ivsa-animalwelfarecommittee.wordpress.com/2019/03/11/are-animal-cafes-good-for-animal-welfare/>

REFERENCES (Cont.)

- Euromonitor International. (2023, April). *Pet Care in Thailand*. <https://www.euromonitor.com/pet-care-in-thailand/report>
- Fratt, K. (2019, May 29). *How to Get a Scared Dog to Trust You: 9 Tips & Strategies*. <https://www.k9ofmine.com/how-to-get-scared-dog-to-trust/>
- Happy Dog Training. (2023). *Stress in Dogs*. <https://happydogtraining.info/advice/stress-in-dogs/>
- Harrington, L. A., Macdonald, D. W., & D’Cruze, N. (2019). Popularity of pet otters on YouTube: Evidence of an emerging trade threat. *Nature Conservation*, 36, 17–45. <https://doi.org/10.3897/natureconservation.36.33842>
- Hediger, K., Thommen, S., Wagner, C., Gaab, J., & Hund-Georgiadis, M. (2019). Effects of animal-assisted therapy on social behaviour in patients with acquired brain injury: A randomised controlled trial. *Scientific Reports*, 9(1), 5831. <https://doi.org/10.1038/s41598-019-42280-0>
- Hellman, N. (2023). Cat cafés: A Taiwanese creation results in a global phenomenon. <https://en.rti.org.tw/news/view/id/2009061>
- Inthasuwan, N. (2019). *Social networking communication and word of mouth communication affecting the consumer behavior of pet café in Bangkok* (Master’ thesis). Rajamangala University of Technology Phra Nakhon
- Japan-Guide.com. (2023). *Cat Cafes*. <https://www.japan-guide.com/e/e2314.html>
- Jessie Lily. (2019). *Park_Life History of Pet Cafes*. https://jessie1213522.wordpress.com/2016/01/15/park_life-history-of-pet-cafes/
- Kumar, A. (2023, April 4). *The impact of negative reviews on businesses and how to mitigate it*. <https://www.linkedin.com/pulse/impact-negative-reviews-businesses-how-mitigate-anupam-kumar/>
- Leave it. (2023, 30 May). *6 Fun Things to Do That Also Train Your Dog. Leave It*. <https://www.leaveit.com.au/dog-lifestyle/6-fun-things-to-do-that-also-train-your-dog/>

REFERENCES (Cont.)

- LinkedIn. (2023). *How Organizations can control unethical Practices within their setup with adequate checks and balances?* <https://www.linkedin.com/pulse/how-organizations-can-control-unethical-practices-within/>
- McMillan, K. M., Bielby, J., Williams, C. L., Upjohn, M. M., Casey, R. A., & Christley, R. M. (2024). Longevity of companion dog breeds: Those at risk from early death. *Scientific Reports*, *14*(1), 531. <https://doi.org/10.1038/s41598-023-50458-w>
- McMillan, S. E., Dingle, C., Allcock, J. A., & Bonebrake, T. C. (2021). Exotic animal cafes are increasingly home to threatened biodiversity. *Conservation Letters*, *14*(1), e12760. <https://doi.org/10.1111/conl.12760>
- Michelin Guide Thailand Editorial Team. (2020). *5 interesting animal behaviors for your well-being and good health.* <https://guide.michelin.com/th/th/article/features/how-the-five-freedoms-of-animal-welfare-impact-your-meals>
- Mueller, L. & Tarantino, M. (2023). *15 Friendliest Dog Breeds That Love People: These dogs would love to be your best friend.* <https://www.thesprucepets.com/top-friendliest-dog-breeds-4691511>
- NIH News in Health. (2018, February). *The Power of Pets: Health Benefits of Human-Animal Interactions.* <https://newsinhealth.nih.gov/2018/02/power-pets>
- Phuong, B. (2024). *Animal cafes become the center of controversy in Korea.* <https://www.vietnam.vn/en/quan-ca-phe-dong-vat-thanh-tam-diem-tranh-cai-o-han-quoc/>
- Priy. (2023, 11 July). *The Rise of Dog Cafes and Their Benefits.* *Medium.* <https://medium.com/@priyan86/the-rise-of-dog-cafes-and-their-benefits-7afd09a61f28>
- Promchertchoo, P. (2021, 20 February). *Thailand's puppy cafe helps vulnerable dogs find their forever home.* <https://www.channelnewsasia.com/asia/thailand-adoptable-puppy-cafe-helps-vulnerable-dogs-find-home-356231>

REFERENCES (Cont.)

- Rattanasilpkalcharn, R. (2016). *A study of factors influencing behavioral intentions to repurchase towards Cat Cafe in Thailand: a case study of Cataholic Café* (Master' thesis). Assumption University.
- Rothschild, L. (2023). Council Post: The Rise of Ethical and Environmental Certifications in Business: How You Can Use Them to Build Trust with Customers. <https://www.forbes.com/sites/forbesbusinesscouncil/2023/07/03/the-rise-of-ethical-and-environmental-certifications-in-business-how-you-can-use-them-to-build-trust-with-customers/>
- Sigaud, M., Kitade, T., & Sarabian, C. (2023). Exotic animal cafés in Japan: A new fashion with potential implications for biodiversity, global health, and animal welfare. *Conservation Science and Practice*, 5(2), e12867.
- Thai Spicy Bangkok and beyond. (2019, 2 March). *Living in Thailand: Observations on life in Bangkok*. <https://thaispicy.co/living-thailand-bangkok-expat/>
- The cat Café. (n.d.). *What's a Cat Cafe?* <https://catcafesd.com/about/>
- The Nation Thailand. (2023, 12 January). *Pet industry sitting on a gold mine as nearly 50% of Thais don't want children: Survey*. <https://www.nationthailand.com/thailand/general/40023958>
- The Nation Thailand. (2024, 30 April). *Pets are like marriage, both need long-term commitment: Veterinarian*. <https://www.nationthailand.com/thailand/general/40024813>
- Tourism Teacher. (2021, 13 April). *Should You Visit A Cat Cafe? Is It Cruel?* <https://tourismteacher.com/cat-cafe/>
- Tran, K. (2020). *Establishing A Business Plan for Dog Coffee & Tea Helsinki*. www.theseus.fi/bitstream/handle/10024/340276/Establishing%20a%20Business%20plan%20for%20Dog%20Coffee%26Tea%20Helsinki.pdf?sequence=2&isAllowed=y

REFERENCES (Cont.)

Tripadvisor. (2019). *Dog Heart from Aquamarine—All You Need to Know BEFORE You Go (with Photos)*. https://www.tripadvisor.com/Attraction_Review-g1066456-d8874584-Reviews-Dog_Heart_from_Aquamarine-Shibuya_Tokyo_Tokyo_Prefecture_Kanto.html

