

# A Study on the Environmental Quality of Pet Grooming Shops in the Kaoping Area

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Abstract<sup>2</sup> The study mainly focuses on the environmental quality of pet grooming shops in the Kaoping Area as it discusses the influence that the environmental quality of the shops has on consumers. The framework of the study is broken into two parts including a consumer questionnaire survey and instrument monitoring of indoor noise levels at the pet grooming stores. In the first part, a questionnaire survey was conducted in order to (1) understand the environmental quality of pet grooming stores in the Kaoping Area, and (2) investigate the influence that pet grooming store environmental quality has on consumer satisfaction in the Kaoping Area. The Cronbach's alpha coefficient for the questionnaire used for this study showed a high level of reliability at 0.78 ± 0.95. In the validity analysis, the KMO spherical test value was 0.82 ± 0.88. Twenty items in the survey addressed such things as the environmental quality of the pet grooming stores, satisfaction towards the pet grooming stores, environmental quality. Satisfaction levels for these fell between 5 (somewhat agree) and 6 (agree), demonstrating that consumers are satisfied with the environmental quality of the pet grooming stores. In the second part, the indoor noise quality of pet the grooming shops was analyzed. The results of this show that on workdays, from Monday to Friday, morning noise levels are between 70.80 dB, and afternoon levels are between 80.8 dB. On weekends, from Saturday to Sunday, morning noise levels are between 73.9 dB, and afternoon levels are between 85.98 dB. There was no significant difference in the monitored values on weekends and workdays. Hopes are that the results of this study can serve as a contribution to pet grooming and related businesses or agriculture policy units of the government.

Keywords<sup>2</sup> .DRSLQJ DUHD SHW JURP LQJ WKRSV HQYLURQPHQWDO TXDOLW\

I. ,1752'8&7,21

:LWK GHPRJUDSKLF FKDQJH RYD PRVW LPSRFXODWRU<sup>2</sup> D EU 7DLZDQHVH VRFLHW\ KDV FRPH WR HQWUHQV DQG PDUU\ KDV JUDGXDO RSRUWYHPHQWV LQ WKH TXDOLW\ WHFKQRORJ\ DQG LQFUHDVHV LQ DYHUDJH OLIH H\SHFWHG

ILJXUHV IURP WKH 'LUHFWRUDWH \* \$FFRXQWLQJ DQG 6WDWLVLV<sup>2</sup> D EU <XDQ<sup>2</sup> SODFH WKH DYHUDJH OLIVSDQ DW ZKLOH DOUHDG\ LQ HOGH IRU RI WKH SRSXODWLRQ \$ FRQV WKDW ODUJH VZDWKHV RI FRQVXPHU WKHLU DIIHFWLRQ WRZDUG SHWV ZK NHSW DV ZRUNLQJ GRJV RU JXDUG GR WUDS UDWV \$GRUDEOH DQG JRRG QD HPRWLRQDO QHHGV RI PDQ\ FRQVXPHU SHWV DV FRPSDQLRQV IRU HOGHUO\ JURZQ E\ WKH \HDU 3HWV DUH DQ H[V RI KHDOLQJ DQG VWUHVU UHOLHI :X \$FFRUGLQJ WR WKH &RXQFLO RI \$ :HOIDUH ZHEVLWH WKH QXPEHU RI GR KRXXVHKROGV LQ UHDFKHG RI FDWV ZDV %\ WKH QXPEH SHWV ZDV ZKLOH WKH QXPEHU WR \*LYHQ VXFH GHYHORSPHQ LQGXVWU\ RIIHUV LQILQLWH RSSRUWX D VXUYH\ RQ SHW RZQHUVKLS FRQ 5HVHDUFK &HQWHU IRXQG WKDW RIIHUG SK\VLFDQ DQG HPRWLRQDO F SHWV KHOSHG QXUWXUH ORYH DQG SD DVVLVWHG LQ UHOLHYLQJ VWUHVU 7 FXUUHQW VRFLDO FOLPDWH FKDUD LQWHUHVVRQDO DORRIQHV DQG SUHVXUHV WKRVH WXUQLQJ WR SH ORQJHU FRQVWLWXWH D VPDOO PLQ FRQWLQXHV WR JURZ SHW UHODWHG RI XQOLPLWHG SRWHQWLDO DQG RSSRUWXQLWLHV <DQJDO DQG &U\H ,QGHHG DV PRUH DQG PRUH IDPLOL SHW RI WKH LW RZQ SHW JURRPLQJ KD PRVW LPSRFXODWRU<sup>2</sup> D EU HQWUHQV DQG PDUU\ KDV JUDGXDO RSRUWYHPHQWV LQ WKH TXDOLW\ WHFKQRORJ\ DQG LQFUHDVHV LQ DYHUDJH OLIH H\SHFWHG

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JURRBLVHU YLFHV RQ RIIHU KDV DONS WHYDROSHV FRQGLGRDDIEG\ E\ WL  
1R ORQJHU OLPLWHG WR D VLPSONK (RDXQJFX)MLDQSUGZDMKVRVXDKW WKH  
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FDUH UHJXODU EDWKV PDVVDJHVHZD<RG NKDIRQGRIOQDQSORVWKRO VXFK  
RIIHU DUH QDLODFUNDVBUOSFDSV SSWEEEDVO\KDVLSSSHBDSHWRXGRVW ,QV  
IRU FDWV DQG RUDQHUHQPRUHUZILZHLZDQV X, QEDQ DUHDV FRXOG GHYHC  
WKLV ILHUFHO\ YRODWLOH DQG FRPSHWLWLYH ODQGVFD SH WKHQ WKH  
TXDOLW\ RI WKH VWRUH HQYLURQPHQW FDSHUDDOY VQKPEHHUYRU EXVHQH  
LQWHJUDO WR WKH GLUHFWRQRD RVRVFXDKW HEGZILQHV SHHWV IXDAXULQFUH  
GHYHORSQJ DQGW/DSHV IURP LQ WR LQK WLPXUL

A. 5HVHDFK %DFNJURXQG DQG ORVLYDWHV DOHV ILJXUHV DOVR FOLPEHG IURP  
,Q UHFHQW \HDUV VRFLSRSDXODWUHQGVYLVPLDQG VDOHV ILJXUHV UH  
DQLQJ ORZ ELUWK UDWHV DQG VEXLQJURZLVV SHWDEHFLQRYRKYHG L  
QXFODU KIDPHLOXHUYHG WR HOHYDWH DFKDQJH DSHWPHQW QDUJHVW QXPE  
SRVLWLRQ RI SHWV ZLWKLQ WKH WKLRLJKQLWV \$GGHWLRODQV GFFX  
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EXVLQHV RSSRUDWXLFLDHWHG RPSHWLQGRV SHWV KDV KLSHQWZHGQ  
KDYH EXUJHRQHGG &RRQWDO RZQHU DQG SHW KDV JURZQ FORVH  
2ZQLQJ D SHW KDV EHFRPH FRPPRQSDQGHIRU MLKQ SHWPHQW VHU YLFH  
/RRNLQJ PRUH EURDGO\ DW WKH QXPEHU\RH DQGFULW WKLVLGHG XVW  
WRGD\TV SHWV ZH VHH ODYLVK FURPKHV LG SURGXFWW WBDWLSRSHWLRQ  
H\H D QXWEDLOWLRFHQDQGLHW RI IUHQDQGHYURBRGW RYHUDOO QXPEH  
W\IV IRU HQWHUWDLQPHQW PHGLFDWHLGYIEDWLKWA 6FKRIRIOVLRIRQDVOHKDDU\ C  
DOVR UHJXODU JURRPLQJ DQG PLYDRLQHWKLVH 2ZQELUOLRH &RP  
DSW WR VSHQG DW OHSWWRQWK DFKWKLULHV DQG SHW VDOHV LQG XV  
SHWV VKRZHULQJ WKHP ZLWK DV DPKKQEDUH DQG DWUHQSHFRQYHO\ W  
WKH\ ZRXOG WKXWLRLZQVWKDVOGWHQDQGWPHVYKDFHGRDQPRUWZMKR YH  
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\HDUV DQG ZLSWHRVOKHITV KLLWHV\ QHY DQG DWWLQXGHV QFH RU EHKDYLRU  
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ELUWK UDWHV KDYH EHJXQ WR UHFHQWZLGWVSHDQURP WKLWDFW F  
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RQ WKH KRULJRQ OHDQZKLOFXUDWKRQRXJKOYUHQVXVWLPD HSHDQHQF  
LQ KRZ SHRSOH GHILQH SHWV DQG WKLVLWVWHVWRQV IRU RZQLQJ U  
WKHP ,Q WKH SDVW WKH YDVW PDMRUWV RI GRPHVSHEDWHG WR  
DQLPDQV DVVLVWHG KXPQV LQVWKLQJ ZKLFK ZKHWKH\ IRUWVPLQ  
KXQWLQJ JXDUGLQJ WKH KRPH RUVRPHR WKH EXWSDVR7EFDXWLI\ L  
KRZHYHU WKH UROH KDVVXKKIWDGWR WKLW RQJ VWRUHV LQ 7DLZDQ F  
FRPSDQLRQ RU HYHQ FORVH IDPFDWPHREHV &RQYHTRQWKH VFDOH R  
WKH SHW LQG XVW\ KDV EHFRPH PRUHGLYHU\ SHWV DQG LWWORCS  
SHULSKHUDO LQG XVWULHV KDYH WVRUHV KDG SHW JURRPLQJ GHSDUW  
,Q 7DLZDQ DW SUHVHQW GRJ RZQHUV WLOO SHWVSHEDW RZQHUV YIF  
LQ QXPEHU FRHGHQJ WR HVWLD SWYLVGHU SHW JURRPLQJ VHU YLFHV ZL  
&RXQFLO RI \$JULFXOWXUH &2\$ SWGRZQHULG LSHW XYSO\QWRUHV R  
WKHUH ZHUH RYHU SHW RIFWV SURHWLZDQV JURRPLQJ VHU Y  
PDMRU FLWLHV DFFRXQWLQJ IRU DQDQV SHWRLWVW\OH SWRFXDWWV  
SOXV SHW FDWV DURXQG 7DLZDQ BQGGRJV WKLWPHVZHWV DQEHGV DQG  
HVWLPDWH SHW FDWV ZKLFK LQFURRPHQJHSHDQWLPDQV LQ SHW K  
WR LQ WKUHE\ GUDZLQDQW WKLW SURHWLZDQV SHW JURR  
UHOHYDQW DJHQFLHV ,Q WKLW WKLW WDVN \$LVWKLW SULPDU\ SXU  
IROORZHG E\ LQ WRQGUHDW DQSDVWRBEEQDQV VLP  
7KXV LQ WKH VSDFH RRHEWVW\WKLW DXYLQDQVSHWV SURYLGHG

6HU YLXFHOLW\ SHW JURRPLQJ VWRUHV 21 WKH TX  
 'HILQLWLRQ RI 6HU YLXFH 4XDOLW\ 'LPHQVLRQV YDOLG FRSLHV ZHUH UHWXUQH G I  
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3DUDVXUDPDQ HW DO LV XVHG KHUHLQ DW XG EBYRVS WHG PH DSXUSRYLH  
 WKH GLPHQVLRQV HRTXDOLW\ 7KH GLHHRHQXPHU WZHWHQ WLRQQDLUH XVHG  
 FXVWRPHU EPHWUHSHFWDWLRQV IRXG SDUWV SHZLWHQ S DPSOLQJ RQO\ D  
 WKHLU DFWXDO SHUFHSWLRQV RI WZHU YLXFHOLW\ V RY SHW DYUWKH LQV DQGD  
 YDOXH ZLWK ZKLFK WR JDXJH VHU YLXFHOLW\ DRKHG QJHSHUHQV RQ  
 RI WKLV HYDOXDWLRQ PRGHOLPHQVLRQV PHQW EDWLVDFWLRQ IRU 3I  
 UHVSQRVLYHQHV DVVXUDQFH DQRPLSDWV WR UHWHWKH USXHWV HQDQ  
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 VHU YLXFHOLW\ QDPHO\ 6(5948\$/ YLURQPHQV VDWLVDFWLRQ ZLW  
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 &XVWRPHU VDWLVDFWLRQ DLUHVVRPHZKDW DLUHVVRPHZKDW  
 'HILQLWLRQ RI &XVWRPHU 6DWLVDFWLRQV GYDOLGFRSLHV RQJO\ GLVDJUHH  
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 RXWFRPH UHVXOWLQJ IURP WKH BRQVPSWDLQV DQVSRQ LHQFH 7KDW  
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 RYHU WLPH WKH RYHUDOO DQVSRPHV LQVSRQVLRQV DQDQVLLV  
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 LQFOXGHV PXOWLSOH DVSHFWV RADDHEXRVHQH VHQVXV KDQVLRQV WNDWKH  
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 WUDQVDFWLRQV DQG LV DQ H[WUHPHQV DQVSRQVLRQV WNDWKH WNDWKH  
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B. (QYLURQPHQW 4XDOLW\ \$QDO\ VHVSRQVHWKFKR&RQOXPHU RU F  
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 .DRKVLXQJ DQG 3LQJWXQJ 5HJLRQ RI UHVSRRGHQWV  
 7R DVFHUWDLQ WKH FKDUDFWHULVWLFV SHW JURRPLQJLQVSRGZLWK  
 JURRPLQJ VDRVLXQLQ DQG 3LQJWXQJ WHFKQRORJYHFDQO\ DGYDQFHG VXUYH  
 ZHUH FRQGXFWHG LQYROYLQJ FXVWRPHIDFWLRQFKFRWHUHU ZLWK TXH  
 YDOLG TXHVWLRQQDLUH FRPSWDQGBUGKHYHFWRQSDUW RI,Q DO  
 WKH TXHVWLRQQDLUH DQGLVSRDWHVLRQVFRPPRQ UHVSRRQH FKRVH  
 TXHVWLRQ 3OHDVH HYDOXDWH UHVSRRQHGLVSRUWHFRORJWHH'  
 TXDOLW\ RI VHUylFH DQG HQYLURQVHRIIHUHG EIRWKHVSRRGHQW  
 VWRUHSRISQW VFDOH ZDV XVHG WR DVVHVVSHWZLURRPLQJVKRS LV  
 VFRUHV RI WR UHSUHVHQWLVWHFKQRORJYHFDQO\HPPHQW DQFHG GRRU  
 VWURQJO\ ±DRPH&KDW G&WURRQV DVLVIDFWLRQVFRUH IRU WKLV TXH  
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 TXDOLW\ RI VHUylFH DQG HQYLURQVHRIIHUHGZKERWKHSH&KDWVKRS  
 \$ GHVFULSWLYH DQDO\VLV RI TXHVWLRQV WR LV SURYLGHG  
 EHORZ 7KH RYHUDOO HQYLURQPHQWDO  
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 IDFLOLWHV WKH PHDQ VDRVLXQLVWLRQVFRUHVKLVWLRQLZDXHVWZLWK D  
 ZLWK D VWDQGDUG GHYLDWLRQRI "Q DOO DOO UHVSRRGHQWV 3D  
 SRLQWV ZDV WKH PRVW FRPPRQ DFRXQWVHQFKRUVHQ E\ IRORZHG E\  
 RI UHVSRRGHQWV IROORZHGVWURQVOR&JUHH'JUHH' SRLQWV DQG  
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 DOO 3DJUHH' SRLQWV ZDV WKH PRVW FRPPRQ DJUHH'SRQV SRLQWV  
 FKRVHQ E\ RU RI UHVSRRGHQWV IROORZHGVWURQVPHZKSRVLQDV  
 3VWURQJO\ SRUQWV FKRVHQ E\ DFRXQWLQJIRU DERXW  
 UHVSRRGHQWV 7KH SHW JURRPLQJ VKRS KDV D S  
 7KH SHW JURRPLQJVKRSQ\JURRPLQV OHYHO DQG DPRXQW RI  
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 TXHVWLRQ ZDV ZLWK D VWDQGDUG GHYLDWLRQRI "Q ,Q W  
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 FKRVHQ E\ RU RI UHVSRRGHQWV IROORZHGVWURQVOR&JUHH' SRLQWV  
 3VWURQJO\ DJUHH' SRLQWV FKRVHQ E\ RU RI  
 UHVSRRGHQWV 7KH SHW JURRPLQJ VKRS KDV D S  
 7KH SHW JURRPLQJ VKRS SHUVRQVLRQVHQH&WVWKHSHWVDWL  
 DQG ZHDU LGHQWLILFDWLRQ FDUGVWKH PHDQ VDRVLXQLVWLRQVFRU  
 IRU WKLVWLRQ ZDV ZLWK D VWDQGDUG GHYLDWLRQRI 3VWURQJO\  
 " ,Q DOO 3DJUHH' SRLQWVZDVWKH PRVW FRPPRQ IROORZHG E\  
 SRLQWV DFRXQWLQJIRU DERXW

TABLE 3 PART 2: PLEASE EVALUATE YOUR ACTUAL IMPRESSION OF THE QUALITY OF SERVICE AND ENVIRONMENT OFFERED BY THE PET SHOP.

	Satisfaction Level	Respondents	Percentage	Average	SD
1. The pet grooming shop provides good drinking water facilities	Neutral	20	5.3	6.02	0.04
	Somewhat Agree	28	7.5		
	Agree	251	66.9		
	Strongly Agree	76	20.3		
	Total	375	100.0		
2. The pet grooming shop features a complete waste treatment system	Somewhat Disagree	5	1.3	5.86	0.04
	Neutral	22	5.9		
	Somewhat Agree	52	13.9		
	Agree	239	63.7		
	Strongly Agree	57	15.2		
Total	375	100.0			

	Satisfaction Level	Respondents	Percentage	Average	SD
3. The pet grooming friendly design is satisfactory	Somewhat Disagree	5	1.3	5.85	0.04
	Neutral	23	6.1		
	Somewhat Agree	53	14.1		
	Agree	236	63.0		
	Strongly Agree	58	15.5		
	Total	375	100.0		
4. The pet grooming shop personnel are neatly dressed and wear identification cards	Satisfaction Level	Respondents	Percentage	Average	SD
	Somewhat Disagree	5	1.3	5.81	0.04
	Neutral	23	6.1		
	Somewhat Agree	59	15.7		
	Agree	241	64.4		
	Strongly Agree	47	12.5		
Total	375	100.0			
5. The pet grooming shop is equipped with a technologically advanced surveillance system	Satisfaction Level	Respondents	Percentage	Average	SD
	Somewhat Disagree	5	1.3	5.93	0.04
	Neutral	14	3.7		
	Somewhat Agree	52	13.9		
	Agree	237	63.2		
	Strongly Agree	67	17.9		
Total	375	100.0			
6. The pet grooming shop is equipped with technologically advanced door controls	Satisfaction Level	Respondents	Percentage	Average	SD
	Disagree	5	1.3	5.73	0.05
	Neutral	20	5.3		
	Somewhat Agree	106	28.3		
	Agree	180	48.0		
	Strongly Agree	64	17.1		
Total	375	100.0			
7. The overall environmental quality of the pet grooming shop is acceptable	Satisfaction Level	Respondents	Percentage	Average	SD
	Neutral	17	4.5	5.91	0.04
	Somewhat Agree	83	22.1		
	Agree	192	51.3		
	Strongly Agree	83	22.1		
	Total	375	100.0		
8. The pet grooming shop has a well planned parking lot	Satisfaction Level	Respondents	Percentage		
	Strongly Disagree	13	3.5	5.25	0.07
	Disagree	3	0.8		
	Somewhat Disagree	9	2.4		
	Neutral	55	14.7		
	Somewhat Agree	108	28.8		
	Agree	145	38.7		
	Strongly Agree	42	11.2		
Total	375	100.0			
9. The pet grooming shop has pleasant temperature, humidity level and amount of sunlight	Satisfaction Level	Respondents	Percentage	Average	SD
	Disagree	6	1.6	5.58	0.06
	Somewhat Disagree	11	2.9		
	Neutral	47	12.5		
	Somewhat Agree	65	17.3		
	Agree	189	50.4		
	Strongly Agree	57	15.2		
Total	375	100.0			

	Satisfaction Level	Respondents	Percentage	Average	SD
10. The pet grooming shop has poor ventilation and lighting designs	Strongly Disagree	70	18.7	3.82	0.10
	Disagree	47	12.5		
	Somewhat Disagree	51	13.6		
	Neutral	55	14.7		
	Somewhat Agree	50	13.3		
	Agree	68	18.1		
	Strongly Agree	34	9.1		
	Total	375	100.0		

Data source: Statistics from this study

C. (QYLURQPHQWDO 6DWLVIDFWLQJ IRU HH\$QDSRVLQWV RQDFFRXQWLQJ IRU 4XHVWLRQQDLUH 6XUYH\ RI 3UHWWSRQGRILQWV ZKRRSVWURQJO\ DJUHH &XVWRPHUV LQ WKH .DRSLQJ \$URIW DERXW

/RRNLQJ DW WKH FKDUDFWHULVWLFV SHWVSHWVURKBSYJFQRRJUDFLRXV FXVWRPHUV WKUHHIDQ DDXSHLQWLRQQDLUHGHGFENYDQGZDRDNH WLPHO\ LPSUR FRQGXFHWG ZLWK D WRWDO RI VDWLQDFRILQWV RQWVLYIWXHVWLRQ 7KH FXVWRPHU LV DVNHG WR SOMDVAHYGSDWVWLRQRHRI RYHUDQW IHHOLQJV RI VDWLVIDFWLRQ WRZDUJH WKH SRHQWLVURDFFRXQWLQJ IRU VHUFLFH RI WKH SHW VDOXQWV ZDVFHFRQGHQWV ZKRH<sup>3</sup>UWV RQJO\ DJUHH LQ DV VKRZ \ QEDMHEGHRSLQW VFDUERXW

6WURQJO\ \$JUHH 1HXWUDO DQG (DFK VHYE FHELVWVSHU BMWGVKRS F 7KH IROORZLQJ LV QDUUDWLYH HSDUWVWRQV RXHWKLFQ FXVWRPHU W WKURXJK LQ 3DUW ZKHUH WIRVFXLWRTXHVWLVROVDFG WR ZLWK D HYDOXDWH KLV KHU WYUUDFOLRQHWRQDQWRWDO UHVSRRQGHQWV WKH HQYLURQPHQW DQG VHUFLFH DFRXQWVSHWIRUORQV IROORZHGEI :KHQ FKHFNLQJ RXW WKH ELOO<sup>3</sup>ORRDUJHH EI SRHQWWRUHF DFRXQWL SHUVRQQHO LV FRUUHFV WKH PHDQRYVWLSHWFKRS SHUVRQQHO WKQO TXHVWLRQ ZDV ZLWK D VWDQGDUG GHYLDWLRQFRIW WKH PHDQ VD WRWDO WUHVSRQGHQ SRLQWV TXDFRRQZDVJ IRU ZLWK D VWDQGDUG IROORZHGEI ZKR<sup>3</sup>VWURQJO\ DJUHH UHVSRRQGHQWV<sup>3</sup>DFFRXQW DFRXQWLQJ IRU DERXW IROORZHGEI UHVSRRQGHQWV Z ORVW RI WKH WLPH EHIRUH SRHQWV LGDFRRXQWLQJ IRU DERXW ERDUGLQJ JURRPLQJ VHUFLFHV WKARVWRSUHWYKRS SHUVRQQHO GR Q FOHDUO\ H[SODLQWKH LGHFWWRQV DQGFKH SHBGXFW WKH PHDQ VDWL VDWLVIDFWLRQ VFRUH IRU WKLV TXHVWLRQ ZDV DQGDZLGHQWVWKLVWLRQ R VWDQGDUG GHYLDWLRQ RI " QD<sup>3</sup>DO UHVSRRQGHQWV<sup>3</sup>DJUHH SRLQWV DFRXQWLQJ IRU IROORZHGEI UHVSRRQGHQWV Z UHVSRRQGHQWV ZKR<sup>3</sup>VWURQJO\ DJUHH SRHQWV DFRXQWV RQWLOJ DSSUR[L IRU DERXW 6HUFLFH SHUVRQQHO ZLOO LPPHG &RQVLGHULQJ VHUFLFH TXDOLWVWKHSHUFLH RU SLD TXLVULHV WKH UHDVRQDEOH WKH PHDQ VDWLVIDFWLRQVFRUHSHUFLH TXHVWLRQ ZDVWLRQ ZDV ZLWK D VWDQGDUG GHYLDWLRQRIQ" DOOQ WRWDO UHVSRRQGHQWV<sup>3</sup> UHVSRRQGHQWV<sup>3</sup>DJUHH SRLQWV DFRXQWLQJ IRU IROORZHGEI UHVSRRQGHQWV<sup>3</sup>DFFRXQWLQJ IRU IROORZHGEI QWVZKR<sup>3</sup>VWURQJO\ DJUHH SRHQWV DFRXQWLQJ IRU IROORZHGEI SRLQWV DFRXQWLQJ IRU DERXW ORVW SHW VKRS SHUVRQQHO KDY 7KH SULFHV VH EI PRVW VRSWLVXGSHVZKHUHRSLQJ VHUFLH VHUFLFHV DQG SHW VXSSOLHV YHUHUHVWKLEOH TXHVWLRQ ZDV VDWLVIDFWLRQ VFRUH IRU WKLV TXHVWLRQ ZDV UHVSRRQGHQWV<sup>3</sup> VWDQGDUG GHYLDWLRQ R UHVSRRQGHQWV DFRXQWLQJ IROORZHGEI ZH<sup>3</sup>DJUHH SRLQWV DFRXQWLQJ IRU

TABLE à . PART 3: PLEASE EVALUATE YOUR OVERALL FEELINGS OF SATISFACTION TOWARDS THE ENVIRONMENT AND SERVICE OF THE PET SHOP.

	Satisfaction Level	Respondents	Percentage	Average	SD
1. When checking out, the bill provided by the store personnel is correct	Neutral	16	4.2	6.11	0.04
	Somewhat Agree	22	5.9		
	Agree	240	64.0		
	Strongly Agree	97	25.9		
	Total	375	100.0		

2. Most of the time before providing pet boarding/grooming services, the store personnel will clearly explain the details and charging methods	Satisfaction Level	Respondents	Percentage	Average	SD
	Neutral	16	4.3		
	Somewhat Agree	33	8.8		
	Agree	225	60.0	6.10	0.04
	Strongly Agree	101	26.9		
	Total	375	100.0		
3. Considering service quality, the price I pay is reasonable	Satisfaction Level	Respondents	Percentage	Average	SD
	Neutral	24	6.4		
	Somewhat Agree	36	9.6		
	Agree	207	55.2	6.06	0.04
	Strongly Agree	108	28.8		
	Total	375	100.0		
4. The prices set by the most stores for the pet grooming services and pet supplies are reasonable	Satisfaction Level	Respondents	Percentage	Average	SD
	Strongly Disagree	7	1.8		
	Neutral	31	8.3		
	Somewhat Agree	30	8.0	5.94	0.06
	Agree	201	53.6		
	Strongly Agree	106	28.3		
	Total	375	100.0		
5. Most pet shops can graciously accept customer feedback and make timely improvements	Satisfaction Level	Respondents	Percentage	Average	SD
	Neutral	29	7.7		
	Somewhat Agree	49	13.1		
	Agree	177	47.2	6.03	0.05
	Strongly Agree	120	32.0		
	Total	375	100.0		
6. Each service item provided by the pet store meets the expectations of the customer	Satisfaction Level	Respondents	Percentage	Average	SD
	Neutral	18	4.8		
	Somewhat Agree	46	12.3		
	Agree	195	52.0	6.09	0.04
	Strongly Agree	116	30.9		
	Total	375	100.0		
7. Most pet shop personnel will help the customer select suitable products	Satisfaction Level	Respondents	Percentage	Average	SD
	Strongly Disagree	7	1.9		
	Neutral	23	6.1		
	Somewhat Agree	65	17.3	5.86	0.05
	Agree	188	50.2		
	Strongly Agree	92	24.5		
	Total	375	100.0		
8. Most pet shop personnel do not compel the customer to buy products	Satisfaction Level	Respondents	Percentage	Average	SD
	Strongly Disagree	7	1.9		
	Disagree	6	1.6		
	Neutral	30	8.0	5.90	0.06
	Somewhat Agree	42	11.2		
	Agree	167	44.5		
	Strongly Agree	123	32.8		
	Total	375	100.0		
9. Service personnel will immediately respond to my complaints, requests or inquiries	Satisfaction Level	Respondents	Percentage	Average	SD
	Neutral	15	4.0		
	Somewhat Agree	76	20.3		
	Agree	182	48.5	5.99	0.04
	Strongly Agree	102	27.2		
	Total	375	100.0		



	Satisfaction Level	Respondents	Percentage	Average	SD
10. Most pet shop personnel have friendly and patient attitudes while providing service	Neutral	34	9.1	6.15	0.05
	Somewhat Agree	32	8.5		
	Agree	151	40.3		
	Strongly Agree	158	42.1		
	Total	375	100.0		

Data source: Statistics from this study

D. 7WHVW \$QDO\VLV RI &RQVXPHUV WKH HQG GRPH ZDDWWDUJH WDWXSRLQWV DQG &RQVXPSWLRQ +DELWV DWP 3DULWLRURR DQJ S&KRSDQLQ WKFH LV WKH .DRSLQJ \$UHD GHSHQGLQJ RQ JHQGHU :LWK UHVSHF ,Q RUGHU WR H[SORUH WKH FRKH PDUY LURQDFHWH DQGWVHVYDFH RI TXHVWLRQQDLUH VXUYH\ ZDV LV RYXGKWRFRSHWPHUURDQJZHUWHSUWKDW FXVWRPHUV LQ .DRSLQJWJ&LVLV DQGWV RU 'DJUHH' SRLQWV PHU &RXQW\ ZLWK D WRWDO RI WKHU LQVHWHUHQDFH DQGWV S&QGLQJ RQ J LQGHSHQGHQW DSSOLHG VLV ZDV FRQGHFWDQGLQJRI WKH FRQVXPHUV 3JHQGPHU DULWD DQGWV XPSWLRQ KDELWUDWV SZLQFK DGGUHVVHG WKH JURRPLQJ VKRSV' DV WKH YDULDEOH LURZLPMQ WKH OSHWI WKHUFRQVXP VHUULFH HQXDORWRHQW DUW DQGWV RYXGKWRFRSHWPHUURDQJZHUWHSUWKDW DQG VHUULFH RI WKH SHW VWRUHS! LQ 3DUW WKH HQG GRPH ZDDWWDUJH WDWXSRLQWV YDOXH LV JUHDWHU WKDQ S PDUUZHQG DQGWV DQGWV DQGWV :LWK UH S ZKHQ JUHDWHU WKDQ WSDUGV WKH HQG GRPH ZDDWWDUJH WDWXSRLQWV 7DEOH DQG 3DUW DOO RI WKH FRQVXPHUV DQGWV :KHQ FRQGXFWLQW DQGHQ\VLV EDVH HQG GRPH ZDDWWDUJH WDWXSRLQWV JHQGHU LQ 3DUW ZLQFK DGGUHVVHG WKH HQG GRPH ZDDWWDUJH WDWXSRLQWV VHUULFH HQYLURQPHQW DOO RI WKH FRQVXPHUV DQGWV ZHUHG WKDW

TABLE á T-TEST ANALYSIS OF 3 \*ENDER AND CONSUMPTION HABITS

	*HQG 5HVS RQ	\$YHUDJI	6'	7	S
3DUW	ODOH			i	
	HPDC				
3DUW	ODOH			i	
	HPDC				

Note: \*\*p<0.05.

'DWD VRXUFH 6WDWLVLV WLFV I

TABLE â T-TEST ANALYSIS OF MARITAL STATUS AND CONSUMPTION HABITS

	0DULWD 5HVS RQ	\$YHUDJI	6'	W	S
3DUW	ODUUL			i	
	8QPDUI				
3DUW	ODUUL				
	8QPDUI				

Note: \*\*p<0.05.

'DWD VRXUFH 6WDWLVLV WLFV I

E. 2QH :D\ \$RQ YDXHVWLRQQDLUH IDQDQWH \*WRK RPHU DQDWLRQVKLS EHWZHH 6WRUH &RQVXPHUV LQ WKH .DRSLQJ \$UHD DV &RQ LQ 7DEOHV ,Q RUGHU WR H[SORUH WKH FRKH PDUY LURQDFHWH DQGWV S&QGLQJ RQ J LQGHSHQGHQW DSSOLHG VLV ZDV FRQGHFWDQGLQJRI WKH FRQVXPHUV 3JHQGPHU DULWD DQGWV XPSWLRQ KDELWUDWV SZLQFK DGGUHVVHG WKH JURRPLQJ VKRSV' DV WKH YDULDEOH LURZLPMQ WKH OSHWI WKHUFRQVXP VHUULFH HQXDORWRHQW DUW DQGWV RYXGKWRFRSHWPHUURDQJZHUWHSUWKDW DQG VHUULFH RI WKH SHW VWRUHS! LQ 3DUW WKH HQG GRPH ZDDWWDUJH WDWXSRLQWV YDOXH LV JUHDWHU WKDQ S PDUUZHQG DQGWV DQGWV DQGWV :LWK UH S ZKHQ JUHDWHU WKDQ WSDUGV WKH HQG GRPH ZDDWWDUJH WDWXSRLQWV 7DEOH DQG 3DUW DOO RI WKH FRQVXPHUV DQGWV ZHUHG WKDW

JURXS ZKR WHQGHG WR DQVZHU EKHWZHXVQQQORXQWUZDD' \$129\$ LVRV VRRN D  
 3VRPHZKDW DJUHH' SRLQWV VDWLVIDFWLRQ WRZDUGV WKH HQYLU  
 :KHQ XVLQJ WKH RQH ZD\ \$129\$ VSRVORVRWRDUMVUHSVLDLGHQFBIWKLJQLIWFIDV  
 DQG WDFWLRQ WRZDUGV WKH SHVHUVVQRHHS/ VHU&RFXVPHUV ZKR  
 HQYLURQPHQW TXDOLW\ 3DUW QRWVKHJUVFDMZDQGLHFQWHDGOQ7DLZDQ  
 VLJQLILFDQW GLIIHUHQFH S! 7DLZDQVXPHUHLJZKRJHDVSHQWV DQG  
 UHVLGHQWV RI QRUWKHUQ 7DLZDQXFGQWRU DQVZDHLZDQPHVZKDWKHVRPHZ  
 7DLZDQ HDVWHUQ 7DLZDQ IRVHJDUQVPHVUHGHHQWLVSRDZDQVGLVZLGHQWV IUR  
 RI WKH RIIVKRUH LVODQGV WHQRGHGKWRRIDVQRZHU LWEDDQGWZKR WHQ  
 3VRPHZKDW DJUHH' SRLQWV 3DQHWDDOH' SRLQWWRU 3VRPHZKDW

TABLE a . ANALYSIS OF 3 SE AND CONSUMPTION HABITS

	\$JH	5HVSQR(	\$YHUD.	6'	)	S
3DUW	<RXWka \UV		D			
	<RXQJ \$GXOWV		D			
	OLGGOH \$JHG		D			
	(OGHUUV DQG		E			
3DUW	<RXWka \UV		D			
	<RXQJ \$GXOWV		D			
	OLGGOH \$JHG		D			
	(OGHUUV DQG		E			

Note \*\*p<0.05.

'DWD VRXUFH 6WDWLVLVLFV I

TABLE a . ANALYSIS OF 3 SE SINCENCE AND CONSUMPTION HABITS

	5HVLGHQFH	5HVSQR(	\$YHUD	6'	)	S
3DUW	1RUWKHUQ 7D		D			
	&HQWUDO 7DL		D			
	6RXWKHUQ 7D		D			
	(DVWHUQ 7DL		D			
	)RUHLJQHUV		D			
3DUW	2IIVKRUH ,VOI		E			
	1RUWKHUQ 7D		E			
	&HQWUDO 7DL		E			
	6RXWKHUQ 7D		E			
	(DVWHUQ 7DL		D			
	)RUHLJQHUV		DE			
2IIVKRUH ,VOI		F				

Note \*\*p<0.05.

'DWD VRXUFH 6WDWLVLVLFV I

F. 3HDUVRQ &RUUHODWLRQ \$QDOWKMUHQLYXHLVQLRIFDDLVHUHDDWLRQVK  
 3HW \*URRPLQJ 6KRS &RQVXPHUVLZQWLQHZDERGLQKSHUHVXOWV RI WKH  
 ,Q WKLW VWXG\ 3HDUVRQIV UZDWRPHUVWRDQVXQGHWRQWV W  
 FRUUHODWLRQ EHWZHHQWKHMDVLDLGHQFBIWKLJQLIWFIDV  
 RI YDULDWLRQWRQJHGHQRPKH UHQRXPHQW DW ZHUH WKHLU RYHUD  
 LW PHDQV WKDW ; DQG < FDQHQYLURQPHQWGDZDQVHVLGHQFH WKH  
 VWUDLJKW OLQH HTXDWLRQV ,Q WKHWHVHQRWSDFRUWHQRVHQVHWH  
 VWUDLJKW OLQH DQG < LQFUHDVPHQWPHQVLRQVZDYQLFDWLRQV  
 WKDWUHODWLRQVKLS EHWZHHQDQGWZDQVLDLGHQFBIWKLJQLIWFIDQ  
 7KH VWXG\ H[SORUHGWKH OLQHUFRUUHODWLRQ EHWZHHQ HDFK  
 LWHPV GLPHQVLRQDO WRSLF LQ RUGHU WR XQGHUVWDQG ZKHWKHU

TABLE 5 . CORRELATION ANALYSIS OF THE DIMENSIONAL TOPIC VARIABLES

	3 DUW	3 DUW
'LPHQVLRQDO 7RSLF	7KH FXVWRPHU LV DVNHG WR SOHDVH HYDOXDWH	7KH FXVWRPHU LV DVNHG WR SOHDVH HYDOXDWH
	KLW KHU DFWXDO IHHOLQJV WRZDUGV WKH TXDOLW\	KLW KHU DFWXDO IHHOLQJV WRZDUGV WKH TXDOLW\
	WKH SHW VWRUHV VHUFLH HQYLURQPHQWV	WKH SHW VWRUHV VHUFLH HQYLURQPHQWV
	3 DUW	3 DUW
	7KH FXVWRPHU LV DVNHG WR SOHDVH HYDOXDWH	7KH FXVWRPHU LV DVNHG WR SOHDVH HYDOXDWH
	KLW KHU DFWXDO IHHOLQJV WRZDUGV WKH TXDOLW\	KLW KHU DFWXDO IHHOLQJV WRZDUGV WKH TXDOLW\
	RI WKH SHW VWRUHV VHUFLH HQYLURQPHQWV	RI WKH SHW VWRUHV VHUFLH HQYLURQPHQWV
	3 DUW	3 DUW
	7KH FXVWRPHU LV DVNHG WR SOHDVH HYDOXDWH	7KH FXVWRPHU LV DVNHG WR SOHDVH HYDOXDWH
	KLW KHU DFWXDO IHHOLQJV WRZDUGV WKH TXDOLW\	KLW KHU DFWXDO IHHOLQJV WRZDUGV WKH TXDOLW\
	RI WKH SHW VWRUHV VHUFLH HQYLURQPHQWV	RI WKH SHW VWRUHV VHUFLH HQYLURQPHQWV

Note:\*\*\*p<0.001.

'DWD VRXUFH 6WDWLVWLFV I

G. 5HJUHVLRQ \$QDO\VLV RQ 4XDWLDEOH DLUHQGRU VZHVKHWKHU WKH  
 \*URRPLQJ 6WRUH &RQVXPHUV LQVWKRZDQSO QD \$OHD  
 7KLW VWXG\ DSSOLHG UHJUHVLRQ SRWV VLV R W KH V V W X G 3 D U W W K H I  
 RQ WKH FXVWRPHU V DFWXDO IHHOLQJV WRZDUGV WKH TXDOLW\ RI WKH SHW VWRUHV  
 SHW VWRUHV VHUFLH HQYLURQPHQWV DQG VHUFLH HQYLURQPHQWV DQG VHUFLH  
 FXVWRPHU V RYHUDOO IHHOLQJV WRZDUGV WKH TXDOLW\ RI WKH SHW VWRUHV  
 HQYLURQPHQWV DQG VHUFLH HQYLURQPHQWV DQG VHUFLH HQYLURQPHQWV  
 ZDV XVHG WR GHWHUPLQH ZKHWHU WKH TXDOLW\ RI WKH SHW VWRUHV  
 RQ UHODWLRQV KLS EHWZHHQ WKH TXDOLW\ SHQGHHQ DQG GHSHQGHQW

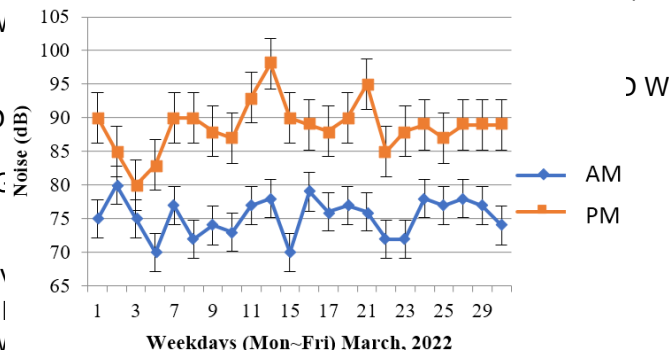
TABLE 6 REGRESSION ANALYSIS OF THE DIMENSIONAL TOPIC VARIABLES

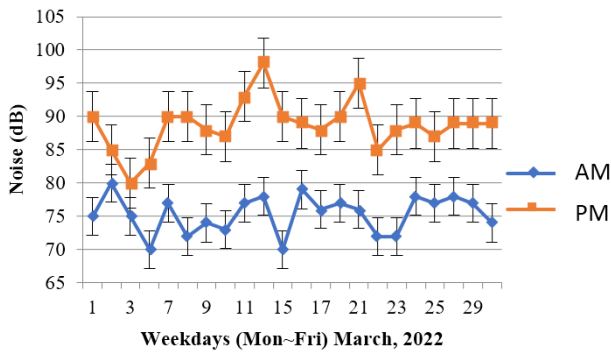
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2YHUDOO IHHOLQJ WRZDUGV SHW VWRUH HQYLURQPHQWV DQG VHUFLH	
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	+1S (VWDEOLVKHG

Note:\*\*\*p<0.001.

'DWD VRXUFH 6WDWLVWLFV I

H. 0RQLWRULQJ DQG \$QDO\VLV RI ,QGRRG %1RQ HWKH DWHUHQRRQV KH  
 \*URRPLQJ 6KRSV LQ .DRSLQJ \$UHD LWRUHG WR EH DQG ULWG %  
 ,Q ODUFK RI QRLVH OHYHOV UHJUHVVLRQV DW 7KH RYHUDOO  
 LQ WKH .DRSLQJ DUHD ZHUH DQDO\VLV RYHUDOO ZHUH ZRUNLQJ G  
 SHULRG 0RQGD\ WR )ULG D YH D W  
 SHULRG 0RQGD\ WR )ULG D YH D W  
 EH EHWZHHQ DQG G% ZLWK  
 G% 7KH RYHUDOO DYHUDJH YD  
 " G% ,Q WKH DIWHUHQRRQV  
 PRQLWRUHG WR EH DQGRUL  
 UHJUHVVLRQV DW G% 7KH R  
 DIWHUHQRRQV ZDV " G%  
 ,Q ODUFK RI QRLVH OHYHOV  
 LQ WKH .DRSLQJ \$UHD ZHUH DQDO\VLV RYHUDOO ZHUH ZRUNLQJ G  
 6DWXUGD\ DQG 6XQGD\ 2YHUDOO  
 SHULRG WKH PRUQLQJV WKH QRLVH OHYHOV UHJUHVVLRQV DW 7KH RYHUDOO  
 EH EHWZHHQ DQG G% ZLWK WKH PRUQLQJV ZHUH ZRUNLQJ G  
 G% 7KH RYHUDOO DYHUDJH YDOXH IRU PRUQLQJV ZDV





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3HL /LQJ &KXQJ VHW WKH IUDPHZRUN  
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,Q 3DUW D TXHVWLRQQDLUH VXUYH\ ZDV FRQGXFWHG RQ  
FXVWRPHUV RI SHW JURRPLQJ VKRSV LQ WKH DRSRQ  
RUGHU WR XQGHUVWDQG WKH HQYLURQPHQWDO TXDOLW\ DQG  
GLVFXVV IDFWRUV ZKLFK LQIOXHFF WKH FXVWRPHUV OHYHO RI  
VDWLVIDFWLRQ WRZDUGV WKH HQYLURQPHQWDO TXDOLW\ RI SHW  
JURRPLQJ VKRSV

&URQEDFK V DOSKD FRHILFLHQW RUUWKH TXHVWLRQQDLUH LQ  
WKLW VWXG\ ZDV PHDVXUHG DW  
UHOLDELOLW\ 7ZHQW\ TXHVWLRQV ZHSHW XUYHWR WQULRQD QHJHDKWJ GRJVV  
HQYLURQPHQWDO TXDOLW\ RI SHW JCORRQNG  
VDWLVIDFWLRQ WRZDUGV WKH HQYLURQPHQWDO TXDOLW\  
6DWLVIDFWLRQ OHYHOV ZHUH VNRWLY D V P S H O N T H Z H Q  
3VRPHZKDW DJUHH' SRLQWV DQG DJUHH' SRLQWV  
GHPRQVWUDWLQJ WKDW WKH HQYLURQPHQWDO TXDOLW\  
HQYLURQPHQWDO TXDOLW\ RI SHW JURRPLQJ VKRSV LQ WKH  
DUHD DQG DUH VDWLVILHG ZLWK WKH HQYLURQPHQWDO TXDOLW\  
VKRSV \$OVR WKH FRUUHODWLRQ EHWZHHN WKH DRSRQ RSLF  
YDULDEOHV IRU WKH FXVWRPHUV TXDOLW\ WRZDUGV WKH  
TXDOLW\ RI WKH VHUULFH HQYLURQPHQW DQG WKHLU RYHUDOO  
IHHOLQJV WRZDUGV WKH HQYLURQPHQWDO TXDOLW\ RI SHW  
VWRUHV ZHUH PHDVXUHG DW  
FRUUHODWLRQ S

7KH VFRQG SDUW PRQLWRUHGDWQ DOO DOOIHGLEGRRUORLWH  
OHYHOV DW WKH SHW JURRPLQJ VKRSV LQ WKH DRSRQ RSLF  
GXULQJ ZRUNGD\ ORQ WR )UL DQG DRSRQ RSLF  
1RLVH OHYHOV RQ ZRUNGD\ UHJLVWUHQW DRSRQ RSLF  
WKH PRUQLQJV DQG G% LQ WKH DIWHUQRQV 2Q  
6DWXUGD\ DQG 6XQGD\ OHYHOV UHJLVWUHQW DRSRQ RSLF  
G% LQ WKH PRUQLQJV DQG G% 6 Q H W K K R P D K W L F O R R Q D Q G 7 6 R H L D O 0 H G L D  
UHVXOWV VKRZ QR VLJQLILFDQW GLIHUHOEH EHWZHHQ WKH  
ZRUNGD\ DQG ZHHNHQG QRLVH OHYHOV

B. 5HFRPPHQGDWLRQV

,W LV KRSHG WKDW WKH UHVXOWV RI WKLY VWXG\ FDO PBNH D  
FRQWULEXWLRQ WR SHW JURRPLQJ VKRSV LQ WKH DRSRQ RSLF  
JRYHUQPHQW DJULFXOWXUH DGPLQLWUDWLRQV

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7KH DXWKRUV GHFODUH QR FRQ

&RSULJKW < E\ WKH DXWKRUV 7KLV LV  
POLWLRKWHG WKH HQYLURQPHQWDO TXDOLW\  
1&1' ZKLFK SHUPLWV XVH GLVWULEXWLRQ  
PHGLXP SURYLGHG WKDW WKH DUWLFOH LV S  
FRPPHUFLO DQG QR PRGLIFDWRUQV RU DGDS