

SATISFACTION LEVEL OF PET DOG OWNERS ABOUT CLINICAL SERVICES OF VETERINARY CLINICAL COMPLEX, LUVAS

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Received: 16.07.2019; Accepted: 27.02.2020

SUMMARY

Pet ownership is emerging as a valuable and positive feature in community and neighborhood life. Companion animals have established special relationships with humans, as demonstrated by many studies describing their abilities and bonds to communicate with humans. Present article summarizes the findings of study that was conducted in Hisar to assess the satisfaction level of pet dog owners about clinical services offered in Veterinary Clinical Complex, LUVAS. A sample of 120 pet dog owners was chosen by systematic random sampling technique. A well structured interview schedule was developed to assess the satisfaction level of respondents. The study revealed that a majority of respondents were satisfied with clinical services. Highest satisfaction was seen in items like 'behaviour proficiency of doctors', 'behaviour of staff' and 'surrounding hygiene'. Moderate satisfaction was seen in items like 'case history of pets', 'emergency treatments for pets' and 'lodging facilities available at VCC'.

Keywords: Clinical services, Pets, Satisfaction

The role of companion animals in modern society and the relationship between humans and their pets have markedly changed in the last century. For example, the natural function of dogs for protection and cats for prevention of mouse population overgrowth are no longer the most important reasons for having a pet. Today, in about 85 per cent of cases, the pet animal acts as a fully accepted family member, social partner or sibling, and has an important influence on the health of the owner (Brown and Silverman, 1999). The nature of the relationship between companion dogs and their owners can have an important impact on quality of life for both dog and owner (Crawford *et al.*, 2006, Marinelli *et al.*, 2007). Indian household dog population is increasing every year and pet owners are becoming increasingly more knowledgeable when it comes to pet care. As a result, they have number of enquiries towards veterinarians than ever before and are expecting a greater personal involvement in the care and treatment of their pets (Sakshi *et al.*, 2017). Keeping in view these facts in mind, a study was undertaken to assess the satisfaction level of pet dog owners about clinical service of Veterinary Clinical Complex (VCC), LUVAS.

The present study was conducted in VCC of Lala Lajpat Rai University of Veterinary and Animal Sciences, Hisar, Haryana. Systematic random sampling technique was used for selection of respondents (Fig. 1). Data were collected during the month of February to March 2019 wherein every 3rd visiting pet owner was selected as respondent. The total number of respondents for the study was 120. The data were obtained using a well structured interview schedule which was developed in accordance with the objectives of the study.

Linder-Pelz (1982) postulated that satisfaction is mediated by personal beliefs and values about service as

well as expectation about service. Satisfaction or dissatisfaction is the client's judgment on quality of service in all its aspect. In the present study, the term satisfaction was operationalized as the degree of contentment that a visiting owner derived after availing the clinical services. A schedule was developed to assess the satisfaction level which contained 17 items including different aspects of visit to clinics for treatment of dogs. The respondents were asked to give their opinion about delivery of clinical services on four-point continuum i.e. highly satisfied, satisfied, neutral and unsatisfied and scores of 3, 2, 1 and 0 were allotted, respectively. The score for each respondent was then calculated by summing up the item-wise scores obtained.

A significant majority of pet dog owners were satisfied with the clinical services offered in the VCC. The average satisfaction of the pet dog owners about clinical service was 33.63 with a wide range from 21 to 47 (Table 1). For further analysis, the respondents were grouped into three categories viz., low, medium and high satisfaction. A majority of the respondents were having high satisfaction level followed by low and medium (Table 1).

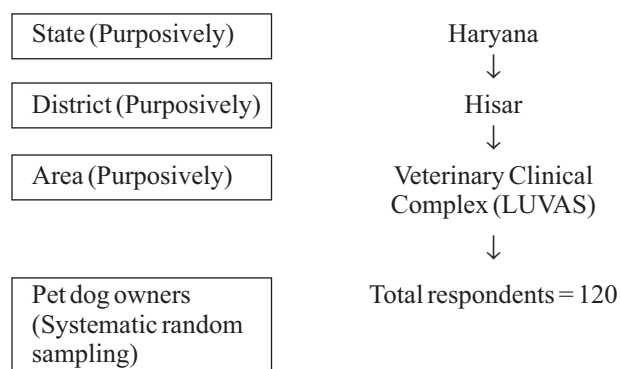


Fig. 1. Sampling procedure followed for selection of respondent

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Item-wise analysis was also carried out to ascertain the degree of satisfaction about various aspects of clinical services. For item-wise analysis, the mean and mean per cent score of each item were worked out. Items with highest mean per cent score were ranked first and the next subsequent one was given the second rank and so on in descending order (Table 2). Highest satisfaction was obtained by respondents in the items ‘behaviour proficiency of doctors’, ‘behaviour of staff’ and ‘surrounding hygiene’ (Table 2). The

Table 1
Overall satisfaction level of pet owners about clinical service (n=120)

Variable	Categories	Frequency	Percentage (%)
Satisfaction	Low (21-29)	8	6.67
	Medium (30-38)	3	2.5
	High (39-47)	109	90.83
	Mean = 33.63		

Table 2
Itemwise extent of satisfaction about clinical services amongst the pet dog owners

Sr. No.	Items	Total score	MS	MPS	Rank
1	Visiting time for attending the animal	246	2.05	68.33	VII
2	Behaviour of staff	318	2.65	88.33	II
3	Behaviour proficiency of doctors	326	2.72	90.56	I
4	Registration and tests charges	216	1.80	60.00	XII
5	Medicines recommended by doctor	234	1.95	65.00	X
6	Treatment of your pets	241	2.01	66.94	VIII
7	Advisory services	249	2.08	69.17	VI
8	Diagnostic tests facilities	239	1.99	66.39	IX
9	Surrounding hygiene	294	2.45	81.67	III
10	Available physical facilities	291	2.43	80.83	IV
11	Source of medicines available at campus	201	1.68	55.83	XIII
12	Case history of your pets	195	1.63	54.17	XIV
13	Emergency treatments for pets	122	1.02	33.89	XV
14	Information on pet care provided by staff	239	1.99	66.39	IX
15	Lodging facilities available at VCC	111	0.93	30.83	XVI
16	Timing of pet clinics	282	2.35	78.33	V
17	Vaccination facility	232	1.93	64.44	XI

higher satisfaction for ‘behaviour proficiency of doctors’ and ‘behaviour of staff’ might be due to well qualified and well-mannered doctors and staff of clinics who act professionally. It also indicates that the surrounding conditions of clinics are maintained neat and clean. Moderate satisfaction was seen in the ‘case history of pets’, ‘emergency treatments for pets’ and ‘lodging facilities at VCC’. Moderate satisfaction scores for ‘case history of pets’ shows that pet dog owners expect improvement in record keeping and information sharing at clinics. Satisfaction was also moderate in case of ‘emergency treatments for pets’ which may be due to lack of availability of all the medicines at night, or may be because all specialists were not available during emergency hours.

CONCLUSION

It is concluded that a majority of respondents were satisfied with the clinical services offered in VCC. The degree of satisfaction of visiting pet-dog owners indicate that VCC is offering clinical services as per their expectations. It is noteworthy that proficiency of

professionals of vets and staff were appreciated. It is suggested that the VCC should improve the indoor facilities and treatment of pets during emergency hours.

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