

Manwika Sripaew 2011: Dog Owner's Satisfaction with Dog Bed from Used Sheet. Master of Science (Home Economics), Major Field: Home Economics, Department of Home Economics. Thesis Advisor: Assistant Professor Suteeluk Kraisuwan, Ph.D. 72 pages.

This research aims to 1) study satisfaction of dog owners with dog bed from used sheet in four aspects as style, motif, utilities and acceptance on used sheet and 2) compare satisfaction of dog owners with dog bed from used sheets in different styles and motif. The sample was 200 dog owners who were interested in the dog bed which made from used sheet as shown in several animal hospitals in Bangkok and metropolitan area. The data was analyzed by frequency, percentage, mean, analysis of variance (ANOVA) and Least Significant Difference (LSD).

The results found that most of dog owners were female age of 21-30. They graduated in Bachelor degree and worked as company employees with average income 15,001-20,000 Baht per month. Poodle was the popular species in the sample group. Most of them had only one dog and used the dog bed which bought from dogs supply store. The average time of their buying was 7-8 month. Each time they spent about 301-400 Baht.

According to the research, it indicated that the satisfaction of the dog owners with the style 1 they were satisfied with graphic, floral and animal motif at the high level. For the style 2 they were satisfied with graphic, floral and animal motif at the high level. Furthermore, the style 3 they were satisfied with graphic, floral and animal motif at the high level.

In aspect of the variation analysis of the average of dog owner's satisfaction with dog bed from used sheet, it was found that there were different styles and motif which affected to the dog owner's satisfaction with statistically significant level at .01. The dog owners were satisfied with the dog bed style 2 and style 3 more than style 1 with statistically significant level at .01. For the motif, they were satisfied with the graphic and floral motif more than the animal motif with statistically significant level at .01.

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Student's signature

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Thesis Advisor's signature