

Pet Owners' Pain Points as Basis for an Introduction of a Digital Pet Care Platform in Palawan

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ABSTRACT

The study identified the demographic profile of pet owners in Puerto Princesa City; characterized their in-store, online, and information-seeking pain points, and assessed the value proposition of a proposed digital pet care platform, PawPrintConnect. Two structured surveys were administered to 100 pet owners, and data were analyzed using frequency distributions and percentages through descriptive research design. Results show that respondents aged 25–34 years 81.4% reported in-store purchasing difficulties, 87.2% experienced online shopping issues, and 93.0% faced information-seeking barriers. Majority expressed willingness to pay for digital pet care services, prioritizing finding quality products, health and medical care, and grooming services. The concluded a clear market fit for a digital Petcare platform like PawPrintConnect in the province of Palawan. The research implied an extent to technopreneurship and digital commerce, recommending that similar models can be replicated in other provinces, or even in the global market.

INTRODUCTION

In the Philippines, traditional pet care practices are shifting towards a more holistic approach. As noted by Expat Focus (2023), there has been a substantial cultural shift from viewing pets solely as working animals or utilitarian assets to recognizing them as companions, and even as family members, but despite this shift, pet owners continue to experience significant pain points in sourcing quality pet products, accessing professional veterinary services, and obtaining accurate pet-related information. These pain points and the increasing number of pet owners in the country were the reasons for a heightened demand for a reliable, accessible, and comprehensive pet care service that cater not only to basic needs but also to the well-being and holistic health of pets.

Understanding pet ownership demographics is significant in identifying major pain points faced by pet owners in the province of Palawan. Location significantly influences service availability, with urban pet owners having better access to veterinary care and pet products, while rural owners may experience logistical difficulties. Smith and Johnson (2020) provided evidence of distinct urban versus rural pet ownership trends, suggesting that location significantly influence purchasing behavior and service utilization. Socio-economic factors such as income also shape consumer attitudes toward pet care, as higher-income pet owners are more likely to invest in premium services and digital solutions. Gupta and Kumar (2021) identified key socio-demographic determinants that influence pet ownership patterns, while Martinez and Lee (2020) specifically emphasize the predictive influence of age and income on pet care investments. Additional studies by Davis and Thompson (2019), Nguyen and Patel (2022), and Rodriguez and Kim (2021) offer insights into emerging trends and regional variations, showing the importance of a comprehensive demographic profile in understanding the broader pet care market.

Pain points associated with in-store purchasing showed significant gaps between consumer expectations and the actual shopping experience for pet owners. Accessibility issues, limited product availability, and impersonal customer service contribute to dissatisfaction, particularly for consumers in areas, like Palawan with fewer retail store options. Anderson and Brown (2019) and Lee and Wong (2020) documented common barriers such as accessibility issues, limited product availability, and less personalized customer service, which hinder consumer satisfaction. Carter and Miller (2019) contribute by examining the overall in-store experience, pointing out that physical store layouts and service delivery significantly affect purchasing decisions. Adams and Chang (2021) further emphasize that effective store design can enhance consumer engagement, while Patel and Singh (2022) along with Martin and Davis (2020) stress the impact of service quality on customer satisfaction. Green and Walker (2021) add that these operational issues can lead to a persistent gap between consumer expectations and the reality of in-store shopping.

The effectiveness of an online pet care platform is largely dependent on user experience, as website navigation and interface design directly influence consumer satisfaction. Zhao and Li (2020) discussed the importance of user

experience, identifying issues such as website navigation and interface design as major determinants of consumer satisfaction. Kim and Park (2019) further analyze online purchase patterns, noting that even in a digital environment, consumers face obstacles such as product misrepresentation and logistical delays. Digital platforms have become essential sources of pet care information, yet concerns regarding the quality, reliability, and accessibility of online content remain significant pain points for pet owners. Garcia and Patel (2021) highlight that trust in digital sources remains a key factor in whether pet owners will act on the information received. Davis and Rodriguez (2022) explore the role of social media in disseminating pet care knowledge, noting that while these platforms offer accessibility, they sometimes compromise on the credibility of content. Rogers and Thompson (2020) provide insights into how security measures and trust can be improved to encourage more robust online purchasing behaviors. Martinez and Lee (2022) contribute evidence on the significant role that delivery efficiency plays in shaping customer satisfaction, while Carter and Nguyen (2019) and Singh and Kumar (2021) highlight additional digital hurdles that can detract from the online shopping experience.

The proposed digital platform, PawPrintConnect, is positioned to capitalize on the insights drawn from literatures regarding digital transformation in pet care services. Thompson and White (2020) and Nguyen and Brown (2019) states that digital platforms can offer substantial value through service innovation and increased accessibility, addressing many of the limitations inherent in traditional retail environments. Adams and Lee (2021) emphasize the importance of a seamless user experience, which is critical for customer satisfaction and retention in digital services. Patel and Kumar (2022) provide a compelling economic analysis of digital transformation, demonstrating that cost-effectiveness is a key driver of consumer adoption. Moreover, Clark and Evans (2020) present evidence that technology integration can significantly enhance service quality, and studies by Roberts and Martinez (2019) along with Singh and Turner (2021) highlight the overall consumer acceptance and perceived benefits of digital pet care solutions. PawPrintConnect aims to connect pet owners with essential resources such as veterinary consultations, pet product marketplaces, grooming services, and pet health management solutions. By offering a user-friendly interface that consolidates these services, the platform is envisioned to not only simplify the pet care process but also enhance the overall quality of care provided to pets. The economic benefits of digital transformation also strengthen the value proposition of PawPrintConnect, as cost-effectiveness remains a key driver of consumer adoption. Digital pet care platforms reduce operational costs by minimizing the need for physical store visits, streamlining appointment bookings, and offering competitive pricing through online marketplaces. Additionally, technology integration enhances service quality, improving response times, customer engagement, and data-driven personalization.

The research study, therefore, seeks to explore the demographic profile of pet owners in Palawan and investigate the pain points they experience in terms of: in-store shopping, online shopping, and information seeking related to pet products and services. The study also examines the value proposition of

PawPrintConnect as a digital solution. By addressing these research gaps, this study aims to contribute to the academic discourse on digital transformation in pet care and inform the development of targeted solutions that meet the evolving needs of pet owners in the province of Palawan.

THEORETICAL REVIEW

The Value Proposition Model serves as the primary theoretical foundation for this study, providing a structured approach to understanding how PawPrintConnect meets the needs of pet owners in Palawan. The model is used to analyze the pain points, consumer needs, and expected gains of pet owners and how the proposed platform offers pain relievers, gain creators, and essential services to address these issues. The visual representation of the variables being tested in this thesis is presented below (Figure 1).

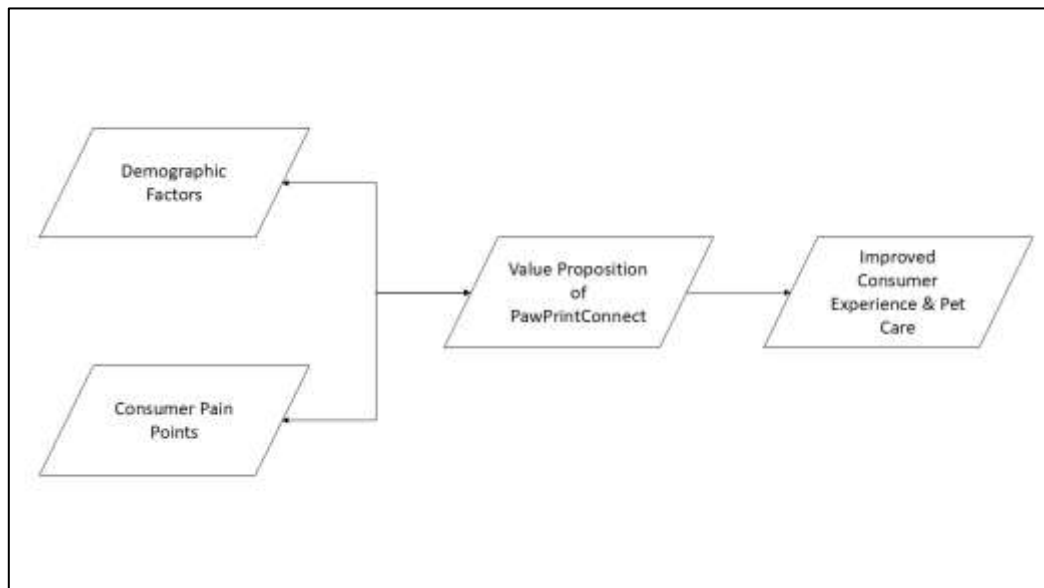


Figure 1: Value Proposition Model of PawPrintConnect

Figure 1 illustrates the Value Proposition Model as the theoretical framework for the study, showing how demographic factors and consumer pain points influence the need for PawPrintConnect. Figure 1 visually reinforces this connection by mapping consumer pain points to the platform's solutions, leading to better pet care.

METHODOLOGY

Research Design

This study employed a descriptive research design with a quantitative approach to identify the demographic profile and pain points experienced by pet owners in the province of Palawan. The design is structured around a dual-survey method: the first survey gathers demographic and psychographic data to profile pet owners, while the second survey identifies and quantifies the pain

points, they experience when accessing pet care services and information through traditional and digital channels.

Locale of the Study

The primary respondents of this study are pet owners residing in urban and suburban areas of Puerto Princesa City. These respondents represent the main user base for PawPrintConnect, and their responses offer critical insights into identifying pain points they encounter in accessing pet care services and information. The sample of 100 respondents was needed to ensure a robust dataset for statistical analysis.

Sampling Procedure

Data were collected using a structured survey instrument designed to capture both demographic information and specific consumer pain points. The survey was administered in a two-set approach, ensuring that the research captured detailed profiles of pet owners as well as their experiences with accessing pet care services and information.

A random sampling procedure was applied to select 100 respondents from the target areas, guaranteeing a representative sample of pet owners in Puerto Princesa City. Set 1 of the survey questionnaire were distributed to the 100 respondents, and Set 2 of the survey questionnaire were only distributed to the 86 respondents that answered positively in the willingness to spend for the pets.

Statistical Analysis

The quantitative data were analyzed using descriptive statistics, including frequency distributions, and percentages, to provide an overview of the demographic profiles and consumer pain points.

RESULTS AND DISCUSSION

Demographics of Pet Owners

Table 1. Age Distribution of Respondents

AGE DISTRIBUTION OF RESPONDENTS		
Age Group	No. of Responses	% of Total
Under 18	0	0.00%
18-24	22	22.00%
25-34	40	40.00%
35-44	25	25.00%
45-54	10	10.00%
55-64	3	3.00%
65 or Older	0	0.00%
Total Response	100	

Table 1 illustrates that a significant portion of the respondents—40%—belong to the 25–34 age group, followed by 25% from the 35–44 bracket, and 22% from the 18–24 bracket. Only 13% of respondents were aged 45 and above. This demographic skew toward younger adults reflects a critical market insight: the digital pet care ecosystem, such as that proposed through PawPrintConnect, is most likely to gain traction among younger users. Consistent with the findings of Martinez and Lee (2020), age plays a pivotal role in shaping consumer behavior related to pet care, with younger adults demonstrating a higher willingness to invest discretionary income in pet-related goods and services.

Table 2. Gender Distribution of Respondents

GENDER DISTRIBUTION OF RESPONDENTS		
Gender	No. of Responses	% of Total
Male	57	57.00%
Female	43	43.00%
Rather Not Say	0	0.00%
Others	0	0.00%
Total Response	100	

Table 2 presents the gender breakdown of the 100 survey participants, revealing a relatively balanced composition: 57% male and 43% female. This distribution provides a well-rounded representation of consumer perspectives, contributing to a more nuanced understanding of pet care practices and platform preferences among residents in Palawan. The slight predominance of male respondents challenges conventional assumptions that women are the primary decision-makers in pet caregiving—a pattern previously noted in traditional household dynamics.

Table 3. Occupation of Respondents

OCCUPATION OF RESPONDENTS		
Occupation	No. of Responses	% of Total
Full-time Employed	71	71.00%
Part-time Employed	3	3.00%
Self-Employed Freelancer or	15	15.00%
Student	0	0.00%
Retired	4	4.00%
Unemployed	0	0.00%
Others	7	7.00%
Total Response	100	

Table 3 reveals that a substantial majority of respondents (71%) are employed full-time, suggesting a strong and stable income base that can sustain regular expenditures on pet care services, including veterinary consultations, grooming, and pet supplies. This financially secure segment represents a promising user base for PawPrintConnect, particularly because they are more

likely to value convenience, efficiency, and reliable service delivery. Their professional commitments and limited discretionary time increase the appeal of digital solutions that streamline pet care tasks, such as appointment scheduling, health tracking, and product ordering.

Table 4. Household Income of Respondents (Monthly)

HOUSEHOLD INCOME OF RESPONDENTS (MONTHLY)		
Income Range	No. of Responses	% of Total
Under ₱ 25,000	9	9.00%
₱ 25,000 - ₱ 49,999	56	56.00%
₱ 50,000 - ₱ 74,999	21	21.00%
₱ 75,000 - ₱ 99,999	11	11.00%
₱ 100,000 - ₱ 149,999	2	2.00%
₱ 150,000 or more	1	1.00%
Total Response	100	

Table 4 indicates that a significant portion of the respondents (56%) earn between ₱25,000 and ₱49,999 per month, while an additional 21% report monthly incomes ranging from ₱50,000 to ₱74,999. These figures suggest that the majority of surveyed pet owners fall within the moderate-income bracket—a demographic segment that is financially capable yet often discerning when it comes to spending, particularly on non-essential or lifestyle services such as pet care.

Table 5. Location Address of Respondents

LOCATION ADDRESS OF RESPONDENTS		
Location	No. of Responses	% of Total
City	57	57.00%
Sub Urban	38	38.00%
Rural	5	5.00%
Total Response	100	

Table 5 shows that the majority of respondents (57%) reside in urban areas, followed by 38% from suburban communities and only 5% from rural locations. This urban-centric distribution is particularly significant, as it highlights the geographic alignment of PawPrintConnect’s target market and provides strategic direction for tailoring platform functionalities based on users' residential environments.

Pain Points Encountered in In-Store Purchasing

Table 6. Purchase of Pet Products / Services

RESPONDENTS WHO PURCHASE OF PET PRODUCTS/SERVICES		
Response	No. of Responses	% of Total
Yes	86	86.00%
No	14	14.00%

Total Response	100
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Table 6 shows that out of 100 respondents 86 purchase pet products and services through various channels such as pet stores and on-line stores. The second set of the survey were only given to these 86 respondents who are spending for pet products and services, to identify what pain points they experience during the process of purchasing said products.

Table 7. In-Store Purchase Difficulties

IN-STORE PURCHASE DIFFICULTIES		
Response	No. of Responses	% of Total
Yes	70	81.40%
No	16	18.60%
Total Response	86	

As shown in the table 7, 81.40% of the 86 respondents reported experiencing difficulties when purchasing pet care products or services in physical stores, while only 18.60% indicated no such issues. This high percentage highlights a significant gap in the in-store pet care experience in Palawan.

Table 8. In-Store Pain Points

PAIN POINTS IN IN-STORE PURCHASES		
In-Store Pain Points	No. of Responses	% of Total
Limited Product Variety	60	24.29%
Difficulty Finding Specific Brands	45	18.22%
Inconvenient Store Locations	37	14.98%
High In-Store Prices	30	12.15%
Long Waiting Times at the Store	40	16.19%
Lack of Expert Guidance	35	14.17%
Total Response	247	

Table 8 highlights several persistent pain points experienced by pet owners when accessing pet care products through traditional retail channels. The most commonly cited issue is limited product variety (24.29%), followed by difficulty in finding specific brands (18.22%) and long waiting times at stores (16.19%). These findings underscore the inefficiencies typically associated with brick-and-mortar shopping experiences, especially in localized markets such as Palawan. As Anderson and Brown (2019) explain, poor product assortment and suboptimal store layouts can significantly diminish consumer satisfaction, often prompting customers to explore alternative purchasing channels.

Table 9. Rating of Pain Points (In-Store Purchases)

RATING OF PAIN POINTS (IN-STORE CHALLENGES)		
Rate of Severity	No. of Responses	% of Total
1 - Minor Challenges	5	7.14%
2 - Moderate Challenges	15	21.43%
3 - Significant Challenges	20	28.57%
4 - Major Challenges	15	21.43%
5 - Severe Challenges	15	21.43%
Total Response	70	

Table 9 illustrates the perceived severity of in-store purchasing challenges among the 70 respondents who reported experiencing difficulties. Notably, a combined 71.43% categorized their pain points as significant (28.57%), major (21.43%), or severe (21.43%), signaling that these issues are not simply minor inconveniences but are perceived as substantial impediments to effective and efficient pet care access.

Pain Points Encountered in Online Purchasing

Table 10. Online Purchase Difficulties

ONLINE PURCHASE DIFFICULTIES		
Response	No. of Responses	% of Total
Yes	75	87.21%
No	11	12.79%
Total Response	86	

Table 10 shows a significant 87.21% of respondents reported experiencing difficulties with online pet product purchases, while only 12.79% indicated no issues. This high percentage highlights that despite the convenience of digital shopping, many users still face persistent barriers when buying pet-related items online.

Table 11. Online Pain Points

PAIN POINTS IN ONLINE PURCHASES		
Online Pain Points	No. of Responses	% of Total
Shipping Delays	73	29.55%
Unclear Product Descriptions	57	23.08%
Limited Payment Options	25	10.12%
Security Concerns	43	17.41%
Difficulty Returning Products	49	19.84%
Others	0	0.00%
Total Response	247	

Table 11 reveals that among respondents who purchase pet products online, shipping delays (29.55%) and unclear product descriptions (23.08%) are the most frequently reported challenges. These issues highlight significant pain points related to logistics and information transparency, both of which critically impact consumer trust and satisfaction in digital commerce. Delays in shipping can disrupt pet care routines and erode confidence in the reliability of online vendors, while ambiguous or inaccurate product information leads to uncertainty and dissatisfaction, as customers are unable to make fully informed decisions.

Table 12. Rating of Pain Points (Online Purchases)

RATING OF PAIN POINTS (ONLINE CHALLENGES)		
Rate of Severity	No. of Responses	% of Total
1 - Minor Challenges	5	6.67%
2 - Moderate Challenges	15	20.00%
3 - Significant Challenges	25	33.33%
4 - Major Challenges	20	26.67%
5 - Severe Challenges	10	13.33%
Total Response	75	

Table 12 illustrates the perceived severity of challenges encountered by respondents when purchasing pet products online. A substantial 73.33% of users rated their difficulties as significant (33.33%), major (26.67%), or severe (13.33%), signaling that these issues are experienced as serious barriers rather than minor inconveniences. Only a small minority perceived their challenges as minor (6.67%) or moderate (20%), emphasizing a prevailing dissatisfaction with the current state of online pet retail platforms.

These findings highlight critical pain points in areas such as delivery reliability, product description accuracy, and transaction security—factors that are foundational to a trustworthy and seamless digital shopping experience. Zhao and Li (2020) and Rogers and Thompson (2020) emphasize that such challenges profoundly erode consumer confidence and act as significant obstacles to the widespread adoption of digital commerce solutions. When users repeatedly face these issues, their likelihood of abandoning online platforms in favor of traditional or alternative shopping channels increases. For PawPrintConnect, these insights underscore the urgent need to prioritize operational excellence in logistics, enhance clarity and transparency in product information, and implement robust security protocols. By addressing these core areas, the platform can rebuild trust, improve user retention, and foster sustained growth within Palawan's digital pet care market.

Pain Points Encountered in Seeking Information

Table 13. Seeking Information Difficulties

SEEKING INFORMATION DIFFICULTIES		
Response	No. of Responses	% of Total
Yes	80	93.02%
No	6	6.98%
Total Response	86	

Table 13 shows that a significant 93.02% of respondents reported experiencing difficulties when seeking pet care information, while only 6.98% did not. This indicates that accessing reliable, clear, and helpful pet-related information is a major challenge for most pet owners in Palawan. This aligns with Brown and Smith (2020) and Garcia and Patel (2021), who found that trust, accessibility, and content reliability are critical issues in online information-seeking behavior.

Table 14. Seeking Information Pain Points

PAIN POINTS IN SEEKING INFORMATION		
Seeking Information Pain Points	No. of Responses	% of Total
Lack of Trusted Information Sources	75	30.36%
Information Overload	50	20.24%
Difficulty in Comparing Options	40	16.19%
Inaccurate or Outdated Information	27	10.93%
Limited Local Information	55	22.27%
Others	0	0.00%
Total Response	247	

Table 14 identifies key challenges faced by pet owners when seeking information related to pet care. The predominant issue is the lack of trusted information sources, reported by 30.36% of respondents. This indicates a significant trust deficit, where consumers find it difficult to discern credible and reliable content amidst the abundance of digital information. Closely following this is the problem of limited local information (22.27%), which suggests that existing resources may not adequately address the specific needs and contexts of pet owners in Palawan, thereby reducing the practical utility of available content.

Table 15: Rating of Pain Points (Seeking Information)

RATING OF PAIN POINTS (SEEKING INFORMATION)		
Rate of Severity	No. of Responses	% of Total
1 - Minor Challenges	5	6.25%
2 - Moderate Challenges	15	18.75%
3 - Significant Challenges	30	37.50%
4 - Major Challenges	20	25.00%
5 - Severe Challenges	10	12.50%
Total Response	80	

Table 15 reveals that a significant majority of respondents—75%—perceive their challenges in accessing pet care information as serious, rating these difficulties as significant (37.5%), major (25%), or severe (12.5%). Only a small fraction (6.25%) considered these issues minor, while 18.75% viewed them as moderate. This distribution underscores the profound barriers pet owners face when attempting to locate reliable, accurate, and relevant information crucial to providing proper care for their pets.

Value Proposition of PawPrintConnect (Digital Pet Care Platform)

Table 16: Purchase Channels of Respondents

TYPICAL PURCHASE OF PET SUPPLIES/SERVICES		
Purchase Channels of Respondents	No. of Responses	% of Total
In-store at a pet shop or retailer	34	39.53%
Online through e-commerce websites	25	29.07%
Both in-store and online	27	31.40%
Others	0	0.00%
Total Response	86	

Table 16 shows that 39.53% of respondents purchase pet supplies in-store, 29.07% online, and 31.40% use both channels. This indicates a clear trend toward multi-channel behavior, with over 60% already engaging in digital transactions either fully or partially. This supports Gupta and Kumar (2021) and Smith and Johnson (2020), who highlight the growing digital shift among pet owners, especially younger and urban consumers seeking convenience and flexibility. Respondents who rely solely on in-store shopping likely face challenges previously identified—limited product variety and poor accessibility (Anderson & Brown, 2019)—while those shopping online report shipping delays and trust issues (Zhao & Li, 2020). The dual-channel users highlight a fragmented experience across platforms.

Table 17: Pet Owners' Pain Points

PAIN POINTS AS A PET OWNER		
Pet Owners' Pain Points	No. of Responses	% of Total
Health and Medical Care	45	27.61%
Pet Grooming and Maintenance	35	21.47%
Finding Quality Pet Products	58	35.58%
Training and Behavioral Issues	5	3.07%
Managing Pet Records	20	12.27%
Total Response	163	

Data from table 17 shows that the most common pain point among pet owners is finding quality pet products (35.58%), followed by health and medical care (27.61%) and pet grooming and maintenance (21.47%). Less frequently reported issues include managing pet records (12.27%) and training and behavioral concerns (3.07%). These findings reinforce the relevance of

PawPrintConnect’s value proposition. The difficulty in sourcing reliable products reflects frustrations with both physical and online stores, supporting the need for a trusted digital marketplace, as emphasized by Anderson and Brown (2019) and Zhao and Li (2020).

Table 18: PawPrintConnect's Value Proposition versus Current Competitors

Feature / Service	Mommyki	PetPal.asia	Petagon	PawPrintConnect (Proposed)
E-Commerce (Pet Products Marketplace)	✓	✓	✓	✓
Veterinary Service Locator	✗	✗	✗	✓
Appointment Scheduling (Vet / Grooming)	✗	✓	✗	✓
Pet Health Records Management	✗	✓	✗	✓
Community Forum & Engagement	✓	✓	✓	✓
Pet Training & Educational Resources	✗	✗	✓	✓
Subscription-Based Services	✗	✓	✗	✓
Personalized Recommendations	✗	✗	✗	✓
Customer Support & Pet Care Consultation	✓	✓	✓	✓

Table 18 highlights the competitive advantage of PawPrintConnect in relation to three existing platforms: Mommyki, PetPal.asia, and Petagon. While all platforms—including PawPrintConnect—offer basic e-commerce functions and community engagement, PawPrintConnect distinguishes itself by integrating a broader, more comprehensive suite of features that directly address the pain points and service gaps identified by pet owners in Palawan. Unlike its competitors, PawPrintConnect is the only platform that combines eight out of nine key features, including veterinary service locator, appointment scheduling, pet health records management, training and educational resources, subscription-based services, and personalized recommendations. These services are highly aligned with the specific needs expressed by respondents—such as difficulty in accessing trusted veterinary care, lack of grooming coordination, and challenges in managing pet records.

CONCLUSIONS AND RECOMMENDATIONS

First, the demographic profile confirms that Palawan's pet owners are largely young, employed, and urban, possessing both the means and the digital readiness to adopt a comprehensive pet care platform (Martinez & Lee, 2020; Chen & Wong, 2019).

Second, the high incidence and severity of in-store, online, and information-seeking pain points indicate that existing channels fail to meet user expectations, validating the need for an integrated digital solution (Anderson & Brown, 2019; Zhao & Li, 2020; Brown & Smith, 2020).

Third, PawPrintConnect's unique combination of features aligns closely with user-reported needs and demonstrates a clear competitive advantage, confirming the platform's strong market fit and value proposition (Thompson & White, 2020; Clark & Evans, 2020).

Basing by the study's findings and existing literature, several strategic recommendations emerge for an introduction of a digital Pet Care Platform such as PawPrintConnect in the province of Palawan.

To engage the core 18–34 demographic—who exhibit high digital literacy and discretionary spending—targeted social media campaigns and partnerships with local pet influencers should be established, alongside a mobile-first interface and concise onboarding tutorials to streamline adoption (Smith & Johnson, 2020). To alleviate the significant in-store and online pain points identified—such as limited product variety, shipping delays, and unclear descriptions (Anderson & Brown, 2019; Zhao & Li, 2020)—the platform must feature a verified product catalog with real-time inventory updates and expert-validated descriptions, and collaborate with trusted logistics providers to guarantee fast delivery and hassle-free returns.

Addressing the severe information-seeking challenges requires a centralized knowledge hub that offers expert-reviewed articles, localized veterinary directories, and interactive Frequently Asked Questions (FAQs) to build trust and reduce overload (Brown & Smith, 2020; Garcia & Patel, 2021). For the minimum viable product, priority should be given to the e-commerce marketplace, veterinary service locator, appointment scheduling, and digital health records modules, with subsequent iterations introducing training resources, subscription bundles, and personalized recommendation engines to maintain engagement and deliver ongoing value (Nguyen & Brown, 2019; Clark & Evans, 2020).

Finally, to ensure inclusivity for older or less tech-savvy users, the design must incorporate simplified navigation, multi-language support, and a dedicated customer support hotline, as advocated by Robinson and Green (2020). By implementing these recommendations, PawPrintConnect will be well-positioned to offer a truly comprehensive, user-centric pet care ecosystem for Palawan's diverse pet owner community.

FURTHER STUDY

Future studies are encouraged to explore the specific features and functionalities that would best address the identified pain points of pet owners in Palawan through a digital pet care platform. Further research may also involve a larger and more diverse sample of pet owners across different municipalities to

better understand regional differences in pet care practices and access to veterinary services. Additionally, usability testing and prototype development could be conducted to assess the effectiveness, user experience, and adoption potential of the proposed platform. Collaboration with local veterinarians, pet supply businesses, and animal welfare organizations is also recommended to ensure that the platform meets both the practical needs of users and the standards of animal care. Finally, economic and technical feasibility studies should be undertaken to evaluate long-term sustainability and scalability of the platform in both rural and urban areas of Palawan.

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