Customer Service

Appreciates easy returns, refunds, and cancelations

Checks return policy before purchasing online

Has had issues with rotten, exploding food but a great experience with Chewy customer service

Things go wrong online, so I need to know how to return and get assistance

Values

Tries to support women-owned businesses

Integrity and transparency in communication

Doesn't feel online stores really care

Doesn't trust a lot of websites

Wants to know if anything on the shop is made local

Likes to know who the owners are

Tries to avoid Amazon because they don't support Bezos

Content written like you're talking to a friend

Honest Co. puts values and promise right on the box

Wants to support small businesses

I shop with my values in mind so I need to know who I'm purchasing from and that they care about me as a person.

Shipping

Likes having cat litter and heavy bags of food delivered due to weight

Never does autoship, prefers to keep her control on things

Uses Chewy for most things, Amazon if need it immediately

Likes quick time frame of Chewy delivery

Only uses Amazon for something time sensitive due to fast shipping

Fastest Shipping

Emergency items will shop in-person

Curb-side pick-up convenient with local shops

Will buy a little more to get free shipping

Wants to get free shipping

I want fast and cheap shipping. If I can't get it fast enough, I may shop in-person.

Likes the subscription service at Chewy

Probably going to switch to Chewy for autoship food (currently Amazon)

Would be interested in subscription service for the discount, but hasn't bothered yet

Eyeballs when food is running low, then orders

Hasn't found a reliable online service

Uses auto-delivery for some of the food

I'm busy and would love to have pet food delivered on a regular schedule so I can set and forget.

Savings

Bought cat food in-person for cost savings

Uses Amazon because she's got the card and gets points so order was "free"

Lowest Price

Price an important consideration, but second to reviews

Choose Chewy vs vet for cost savings

Confirmation screen and email with a coupon was tempting...

Chewy is cheaper than local shop

Wishes the "add email" for discount would put code in checkout rather than having to go to email for it.

Pets are expensive, so I consider cost and discounts when deciding where to shop and what to buy.

Variety

Buys wet food, treats, gear online

Shops online when she knows what she needs and gets exactly that.

Gets medications (flea + tick) from the vet

Chewy.com for food, treats, and toys

Gets doggie CBD online

Gets food from Chewy online or Target in person

Shops for everything for her cat online - food to gear

Gets prescription food for senior cat, approved by vet, through Chewy as well

I get a lot of different types of things for my pets online. It would be convenient if I could get them all in the same place.

Functionality

Knew exactly what she needed and could search for exactly that online

Wants site or app responsive on mobile - frustrating when you have to click around

After two dead-ends, done with the website

Appreciate search function of Etsy for random parts and pieces for glow forge

Likes the ease of the Amazon app - checks it first

Two errors in purchase/shipping and won't use the vendor again

Likes shopping experience on Jacobsen Salts - easy clear display in threes

Does online shopping on ipad so site needs to be mobile responsive

My time is too important to waste. The website or app needs to work effortlessly for me to find what I want. Two strikes and I'm outta there.

Checkout

Prefers to checkout as a guest

Doesn't use ApplePay because it's still linked to an old account

Liked easy checkout powered by Shopify (ShopPay)

Needs to easy to set up an account

Amazon is so slick with everything already there in checkout from payment info to discounts

Creature of habit so they don't need to enter info again and again

Checkout easy when returning to stores again and again - things are saved

Easy when default payment and shipping info is saved

I don't want to create accounts everywhere for security, so I want to have options on how I want to pay.

Defaults to Amazon often for simplicity, intuitive

Feels secure saving info with large vendors

Wants the cart to itemize better - like when you get two of the same thing in different sizes

Likes to be able to subscribe for text notifications about order

Frustrated when promo codes and discounts aren't transparent in how they are applied in cart

Finds value in getting recommendations in the checkout process with related items

Hates getting automatically added to email lists - always unchecks option

Easy to add or change bundles - plus or minus in cart

Likes to be able to use autofill function on forms

one page for all checkout was great/simple

Having an account with saved credit card makes it super easy and fast

"Recently purchased" makes it easy to reorder favorite items - really satisfying and fast

Questions if things are correct when cart doesn't get updated obviously

Frustrated when you can't add or change within the cart

Frustrated when cart changes don't update

Frustrating when you don't know if the cart updated or not.

I need a secure and smooth cart to checkout experience I can trust. If I need to change something in my cart, I want to see it all in one place.

Toys & Accessories

Cat particular about treats, but easy to find online

Needs to find specific Go-Dog toys that they know are durable and don't have stuffing because their dog is shredder.

Product description is super important

Dog toy needs to have a squeaker in it - must be in description

Purchased more varieties due to good advertising of other options on site

Toy she knows will squeak

Regrets buy harnesses online - different thicknesses and sturdiness

Toys with more squeakers and less stuffing

Sometimes tries out new toys, but it's a crapshoot

Hard to know what you are buying online when descriptions are poor

Toys she's seen before in-person

Natural rubber toys

Pet toys - nothing kids could choke on.

Will do a lot of compare and contrast in advance

Sturdy toys that won't unravel

She's got a medium-sized dog so likes to know the size of the toy

Wants to make sure toys are durable

Toys really become trial and error

Wants to be able to find catnip-filled toys

Locally made toys

Likes cat toys on strings with feathers

Not made in China

Looks for accurate measurements and descriptions - had to make a new platform for cat tower when it was smaller than expected

I don't have the time or money to waste on trial and error. I need complete and accurate descriptions to I know exactly what I'm getting.

Experts

Got advice in person first about food as first-time pet owner

Would shop in person to get expert advice when kitty wouldn't eat

Stays up on current research on pet food

Regrets not staying up on current health science for pet

There is so much to know about raising pets. I like to get expert advice in person as well as get access to the latest research.

In-Person

Purchases dry food in-person due to size

Prefers to shop local and in-person (All the Best)

Doesn't like shopping online for personal items - super indecisive

Shops in-person for cat's food because the store is super close and convenient

For some things, I will always choose to shop in-person.

Reviews

Relies heavily on consumer reviews

Researchers reviews before purchase

Checks reviews for how durable chew toy is

Mixed reviews not very helpful

Looks for middle of the road reviews (3-4 out of 5) that support their rating

Reviews crucial for ease of use

I rely on the experience of others when trying something new.

Pet Food & Treats

Best food the healthier he'll be and longer he'll live

All organic, human-grade treats

Chooses food that is best for longevity

Research the ingredients for quality

Knew the food before going online from an all organic pet store in-person

Avoids rice-filler in foods

All natural, minimally processed food.

Cat food is hard to find online - hairball food

Cat is picky eater, so sticks to brand

Ingredients are crucial for food choice - grain free

Grain free to reduce sugars for hyperactive dog

Important where the food is made - original brand was made 20 miles from home town

Wants a multipack of flavors at once

Ingredients important - dog gets grain free so poop stays happy

Switched to grain present food after new research on heart disease - validated by vet

Used to do grain free

Dog food changes often due to dog getting bored

Checks ingredients to avoid things that list corn or grains in the first ingredients

Dry food for cats good for their teeth

Wet food for cats so they can stay hydrated

What is in my pet's food makes a big difference. I need to be able to see the ingredients and nutritional information so my pet can live a long and full life.

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