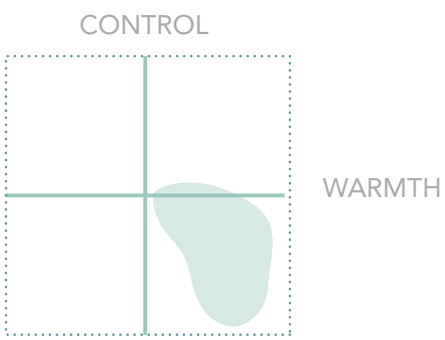


INDULGENT

“Optimal happiness is more important than optimal weight”

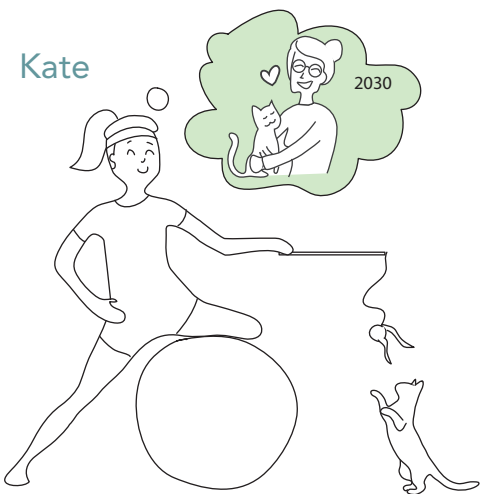


Acquisition
Unplanned, based on emotional appraisal
No preparation beforehand
Role of the pet
Friend ,child
Caregiving Attitude
Emotional decisions, trial and error
Trust in cat’s self regulation
Look for knwoledge only in case of a problem,
No future vision
Flexible, tolerant no need for rules
Intution, cat’s response, internet and experienced owners and vet are sources of knowledge
Feeding Style
Satisfaction and happiness are the main drivers
Emotional triggers of feeding
Not concerned with weight management as long as vet does not mention

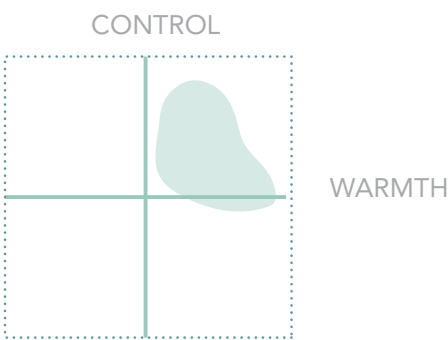


AUTHORITATIVE

“It is hard to say no, but I want him to live longer with me”



Acquisition
Basic preperation, basic knwoledge
Planned, based on emotional triggers
Role of the pet
Child, everyday companion
Caregiving Attitude
Rational and emotional balance
Decisions with future vision
Practical duties and affectionate interaction
Tolerant but set limits when needed
Previous knowledge, experienced owners and vet as source of knowledge
Feeding Style
Health and satisfaction as equally important.
Controlling without underestimating cats demand
Confident in rearranging the feeding routine



AUTHORITARIAN

“I don’t want a lazy cat at my home, he should work to deserve a treat”



Acquisition
Extensive preperation
Planned, based on functional benefit
Role of Pet
Animal, equipment, hyrachical roles
Caregiving Attitude
Rational decisions
Practical duties
Rules and limits
Discipline
Experts as source of knowledge
Feeding Style
Authoritarian
Health is more importantand than hapiness
Strictly adhere to required diet

