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A COMPARATIVE KEYWORDS ANALYSIS IN PET CAFÉ AND REGULAR CAFÉ REVIEWS: A CORPUS STUDY

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Abstract
This paper aims to investigate the most frequently used keywords in pet cafés and regular cafes to identify the linguistic discrepancies between the reviews in the two cafes. Self-created corpora of pet cafés and regular cafés reviews were collected from TripAdvisor and Google Maps and used as the main data to compare the linguistic features in each corpus. The analysis was conducted by using AntConc 3.5.9 for Windows (64-bit) to compare the keywords and concordance lines of notable keywords. A comparison of the keyword analysis indicates that the big discrepancies between the two corpora are the use of second-and third-person pronouns in pet café reviews and the use of first-person pronouns in regular café reviews. The choice of this pronoun suggests that in pet café, the writers adopt customer and product-based reviews, whereas, in regular cafés, the writer tends to focus their reviews on author-based reviews. Another notable finding is the absence of *Wi-fi* in pet café reviews and the absence of adverbs and prepositions in regular cafés. Despite the difference, the reviews in both cafés are heavily dominated by the use of verbs, nouns, and only a small number of adjectives are found in each corpus.

Keywords: corpora, keyword, pet café, regular café, review

Introduction
Online reviews which can be referred to as electronic word-of-mouth (eWOM) are available for different types of products including airlines, restaurants, and hotels (Zhang, Ye, Law, & Li, 2010). As Park & Han (2007) argue, an online review is a positive or negative statement written by potential or former customers about their feelings or opinion related to their experience of using certain products or services. It benefits potential customers with advice or information about products and their quality from the perspective of customers (Lee, Park & Han, 2007). Restaurants reviews provide the customers with detailed information about food, service, atmosphere, and price as some of the attributes of their dining experience (Jeong and Jang, 2011). Review is written in a personal subjective tone telling the audience about the writers' experience and opinions after using certain services or products (Ricci & Wiestma, 2006).

This study focuses on café reviews especially on comparing the linguistic features of pet cafés and regular cafés. Pet café is first known in Taiwan in 1998 where customers enjoy coffee with cats as a company. Following its establishment

in Taiwan, diverse animal-themed cafes start to flourish in different countries including Thailand. Unlike in regular cafés, customers of animal-themed cafés can eat, drink, or work and spend some time with cats, dogs, or different types of animals depending on what pets the cafes have (LaBine, 2017). Spending time with animals is argued as one of the healing therapies for people with hectic daily stressful life by engaging and playing with the animals (Robinson, 2019). The presence of animals that has the natural ability to create an "emotional connection with people" (Lin, 2019, p.4) in pet cafés is the most distinctive feature differentiating them from regular cafés. It is therefore inevitable that customers from these two different cafes would use different styles of writing when they write their reviews upon visiting the cafes. Comparing the linguistic features of reviews between these two cafes would give an opportunity to see how the community of pet cafés and regular cafés apply linguistic features and styles in writing their reviews.

For the field of language teaching, online reviews provide authentic teaching material to teach English for Specific Purposes, especially for college students. Authentic teaching materials will help the students to reproduce the real use of language performance that can be required beyond the classroom (McGrath, 2002). The materials will greatly benefit the learners as they will help students improve their language production and increase their confidence when they are exposed to real language use in outside classroom communication (Harmer, 1994).

This study is, therefore, relies on the following research questions to achieve its goals:

1) What are the most frequently used words in pet café and regular café reviews*?*
2) What are the styles of review writing in pet cafés and regular cafés?

Literature Review

Online Café reviews

Online reviews studies are mostly conducted on hotels (Cennie & Goethals, 2020; Vazquez, 2011), amazon users' reviews (Skalicky, 2013; Altun, 2019), restaurants (Sharif et al., 2019); and responses to online complaints on TripAdvisor (Napolitano, 2018). Studies conducted on cafes are mostly done by investigating the customers' satisfaction with the cafes' service quality (Chien & Chi 2019) or the impact of online reviews on millennials' decision to visit cafes (Tariyal et al., 2020).

Previous studies on online cafés review using corpus study are still relatively small. Among the few is the study on how positive online reviews affect the customer decision (Chen & Xie, 2008) and a corpus study on appraisal of café's positive reviews (Techacharoenrungrueang, 2019) that investigates the use of intensifiers in café reviews. In his study, he used a self-constructed corpus to analyze the linguistics remark of positive review through the use of *very* and *so.* Unlike few previous studies conducted on cafes review, this study is distinctive as it compares the linguistic features of online reviews in pet cafés and regular cafés. By doing so, the linguistic features used within the two community reviews should be obtained and identified to explore the aboutness between these two cafes.

Keyword Analysis in Corpus Study

Corpus-based- study or investigation of the text collection of naturally occurring language (Bybee, 2006). Therefore, the Corpus study will reveal the

actual use of language use in its real context and explore the users; actual use of language (Lagunoff, 1997). The data used for corpus study can be written or spoken (Weisser, 2016) and this data collection is intended to be analyzed linguistically.

One of the most widely used methods in corpus study is keyword analysis. The keyword is one of the means to start analyzing discourse and one of the most popular research methods used in linguistics. Keyword is the most recurring word within a text indicating "their importance in reflecting the aboutness of the text" (Schott & Tribble, 2006, p. 73). The investigation of keywords will lead us to understand the classification of their particular "functional categories that suggest these keywords' distinctive features (e.g., the form of information or their role in discourse organization") (Gozdz- Roszkowski, 2011, p. 35).

Audience Appeal

Audience appeal is meant to identify the ways the review writers considered the readers of their review. As argued by Skalicky (2013) there are three categories of audience appeal which he defined as author-based reviews, reader-based reviews, and product-based reviews The difference between these three relies on the use of pronouns. In authors- based review, the writer uses a high number of first-person pronouns, *I, me, my* and focus on the author. Audience-based review is characterized by the dominant use of second-person pronouns, *you, your, you're*. Product-based review is a review centering on the product and using demonstrative pronouns (i.e., this product, it) or the product's real naming in the writing.

Method

Data

The data from this study consist of online reviews from six pet cafés and regular cafés in Thailand which were collected from the customers' online reviews on TripAdvisor and Google Maps. The corpus data involved the first 10 longest reviews of 1-5 stars reviews in six pet cafés and regular cafés in Thailand. As this study focuses on linguistic comparison, the data collected is expected to be equal in number (Hyland, 2010). However, the length of online café reviews can be varied as there is no standard of writing in this genre. Consequently, the data collection in this study targeted to collect a rough equal word for each corpus. At the end of data collection, there are 32465 words in the pet café review and 31168 words in the regular café to be used for the current study. Prior to uploading the corpora on AntConc software, some symbols and emoticons were discarded, and the files were saved in .txt so that the data was compatible with the software used in the study.

Data Analysis

The analysis for this study adopted Laurence Anthony's toolkit for corpus linguistic analysis AntConc (Anthony, 2019). The self-created corpora of pet café and regular café reviews that were saved in a.txt file format were uploaded on AntConc to generate the list of keywords from both corpora. The keyword list for each corpus was generated by comparing the pet café review to the regular café review and vice versa. A list of keywords for both corpora was determined by AntConc, and it listed the words that frequently appear in one corpus compared to the other one.

Based on the result of keyword analysis, significant items could be selected for further investigation. The current study opted to use concordance analysis of the pronouns used in the two corpora in the study. Using concordance analysis will

show how the pronouns in the two corpora are used within their context. Thus, the pronouns in both corpora can be examined in the context in which they appear. The second reason is that investigating how the writers use pronouns in their review will show what strategy/style they use in writing their review.

Finding and Discussion

Keyword Analysis

The quantitative data is investigated by using AntConc (Anthony, 2014). The result provided a list of keywords from both pets and regular café reviews. The comparison of 42 keyword lists of regular and pet café reviews is presented in table 1. As shown in the table, the words that appear more in one corpus but rarely in the other corpus will have high keyness. On the other hand, a word that rarely appears in one corpus compared to the other will have low keyness. The comparison of the two keywords list is presented in Table 1.

Table 1. The list of keywords of pets café review vs regular café review

	Regular Cafe			Pet Cafe		
Rank	Freq	Keyness	Keyword	Freq	Keyness	Keywords
1	270	218.47	*coffee*	399	450.59	*cats*
2	87	137.22	*breakfast*	347	379.6	*dogs*
3	73	123.35	*bagel*	180	202.76	*cat*
4	68	114.9	*bagels*	116	113.66	*dog*
5	124	87.21	*service*	200	102.58	*them*
6	42	70.94	*view*	525	87.9	*you*
7	37	54.37	*club*	57	64.12	*play*
8	34	49.46	*sandwich*	426	58.01	*are*
9	446	46.27	*was*	1006	48.3	*to*
10	196	41.69	*good*	42	47.24	*huskies*
11	35	41.49	*cheese*	248	42.13	*café*
12	58	38.68	*ordered*	411	36.32	*they*
13	44	38.65	*cream*	196	35.07	*do*
14	90	36.49	*great*	31	34.86	*pet*
15	543	32.12	*I*	256	33.99	*there*
16	26	31.74	*wi*	41	29.27	*kids*
17	103	30.59	*me*	35	27.17	*allowed*
18	18	30.39	*sandwiches*	96	26.89	*people*
19	25	30.2	*milk*	30	26.59	*session*
20	17	28.7	*avocado*	44	25.62	*room*
21	21	28.45	*excellent*	22	24.74	*animal*
22	43	28.4	*asked*	28	24.47	*animals*
23	26	27.99	*fi*	28	24.47	*rules*
24	26	27.99	*served*	27	23.42	*playing*
25	16	27.02	*breads*	38	23.06	*buy*
26	16	27.02	*eggs*	20	22.49	*kitties*
27	16	27.02	*pancakes*	20	22.49	*visitors*
28	174	25.54	*food*	275	21.55	*were*
29	15	25.33	*bacon*	63	21.46	*cute*
30	24	25.06	*latte*	81	21.38	*around*
31	23	23.61	*western*	19	21.36	*entrance*
32	47	22.9	*delicious*	19	21.36	*husky*
33	46	21.86	*tea*	24	20.28	*enter*
34	29	21.37	*English*	18	20.24	*entry*
35	16	20.53	*style*	18	20.24	*interact*

36	12	20.26	*butter*	18	20.24	*photo*
37	12	20.26	*egg*	60	19.32	*love*
38	48	19.86	*ice*	17	19.11	*adorable*
39	24	19.48	*iced*	17	19.11	*children*
40	27	18.88	*quality*	77	18.84	*many*
41	30	18.64	*taste*	30	18.69	*lovers*
42	166	18.49	*my*	47	18.67	*each*

Table 1 shows notable discrepancies between two corpora regarding the word's usage adopted in the reviews. As expected, cats and dogs are the most frequent word that makes up the top four on the keyword list in pets cafe. One possible explanation could be that cats and dogs are the main reason that attracts customers to go to pet cafés. For regular cafés, coffee, as expected is the highest keyness in the list of regular café reviews. These two most popular pets and coffee could be one of the main interesting attractions/ reasons for the customers to come to the café and write their reviews afterward.

The most striking finding based on the two keywords comparison is *Wi-Fi* that only hinted at regular cafés and *rules* that are only found in pet café reviews. These two keyword findings might suggest that *Wi-fi* is a dominant feature that attracts customers to come to regular cafes. The availability of Wi-Fi is one of the main attractions for customers to visit a café (Jalil et al., 2015) and it is also a factor to attract more customers (Jaw et al., 2010). The keywords analysis finding is therefore in line with these two findings. Whereas, in pet cafés, the customers might deal more with rules related to how to interact with the cats and dogs. This reason might be the cause why *rules* appear in pet cafés.

Another aspect that shows a big difference between the two corpora is the use of pronouns like *I*, *my*, and *me* in regular café reviews and *you*, *they*, and *them* that appear in pet café. As presented on the keyword comparison list, the review in regular café only uses first-person pronouns, *I, me,* and *my* whilst the reviewers in pet café mostly use second- and third-person pronouns, *you, they,* and *them.* This finding is worth discussing further to investigate how the writers use these pronouns to write their reviews.

Table 2. Classification of keywords in regular and pet cafe

	Regular Cafe	Pets' cafe
Parts of speech	Keywords	Keywords
Nouns	*coffee, breakfast, bagel, bagels, service, view, club, sandwich, cheese, cream, sandwiches, milk, avocado, bread, eggs, pancakes, bacon, latte, Western, tea, English, style, butter, butter, egg, ice, quality, taste, food, wi-fi*	*cats, dogs, cat, dog, huskies, café, pet, room, session, animal, animals, rules, kitties, visitors, entrance, husky, entry, photo, children, kids, lovers, people,*
Pronoun	*I, me, my*	*them, you, they, each*
Verbs	*ordered, served, asked, taste, was*	*playing, do, pet, allowed, play, buy, enter, interact, are, were*
Adjective	*iced, good, excellent, great, delicious*	*cute, adorable*
Adverb	-	*there, around, each*
preposition	-	*to, around*

The verbs in each corpus also appeared distinctively. In regular cafés, the most common verbs are mostly used for regular transactional purposes such as

ordered, served, and asked. These three verbs are used between customers and service providers in their transactions. The customer's *order* or *ask* and the service providers *serve* them with something the customer's order or ask. In a cat café, the frequent keywords such as *allowed, buy, do, enter, interact, playing,* and *play,* are mostly related to the interaction between the customers and the pets.

Despite the differences, there is one point of similarity in the keywords list is that the list is heavily dominated by nouns and followed by verbs. Based on the classification of keywords in table 2, it can be seen that most keywords are nouns and verbs. In a regular café, most of the nouns are related to the food sold in there such as *bagels, bread, sandwiches, pancakes,* and of course *coffee*. Service is a notable noun that appeared in regular cafés and is probably related to what the customers are expected from visiting the cafes. On the other hand, the most common nouns in pet cafés are the nouns related to pets. *Dogs, cats, husky, pets, animals, kitties,* make up the highest keyness followed by nouns related to pet café customers such as *kids, children,* and *visitors*.

The second aspect of similarity is the low degree of adjectives found in both cafés. Only two adjectives: *cute* and *adorable* appeared as the most common adjectives used in pet's café reviews whereas *good, delicious, great,* and *excellent* are the usual adjectives in regular cafés. The following table will show the categorization of the keywords listed in regular and pet cafés based on their function in part of speech. The last point to note is that unlike in pet cafés, adverbs and prepositions are not found in regular cafés. One important point is that some words are fit into two or more different categories, therefore the classification of keywords in the two cafes is not absolute.

Concordance Analysis of notable verbs

Audience appeal in Pets Cafe

As discussed previously in the keywords analysis section, pet café and regular café reviews use different types of pronouns. This section will investigate how the pronouns used in pet cafés and regular cafés in their context. As mentioned earlier, the pronouns used in the pet café reviews are *you, they,* and *them.* Meanwhile, the pronouns used in regular café reviews are *I, me,* and *my.* This finding implied that the reviews are written in the pet café and regular cafés adopt different strategies in appealing to their readers. The concordance analysis of the commonly used pronoun in the two cafés is presented to see how the reviewers used the pronouns in each context.



Concordance Hits 520

Hit	KWIC
1	s cushions on the floor is traditional anyway. If you a cat lover you will enjoy it, this is
2	always call our pets by name. It will cost you a cup of coffee or a cold drink to
3	go in need to pay 189 bath, they will free you a drink. Cats taken care of friendly, clean, no
4	a lot of rules, almost like they are doing you a favor for letting you spend money there... Usua
5	us. That said, Catmosphere tries its best to give you a good experience. They let you know on their
6	we visitors can help them all. Sorry for giving you a low grade. Loud music, horrible children/paren
7	lazily prepared and the staff is awful. They give you a menu with pictures and then say that the
8	few places you can go to that might give you a picturesque experience - and with the bonus of
9	drink (200 THB minimum). A worker will then read you a set of rules they have (which are great
10	from the owner if the dog pee or scratches you accidentally. They clean the playing area every 2
11	them unless you get lucky, they will be near you. After half an hour into the session would be
12	s are, nor were they controlled by their parents. You also do not go to this place for its
13	equired to order an item per person, which grants you an hour and a half in the cafe. It
14	ch I effing hate. Imagine 40 people trying to pet you and hovering over you when all you are trying
15	have 1 hour. Additionally, seating is assigned to you, and it is pure luck whether you get a
16	request for the staff to call a tuktuk for you and it will drive you to Ari BTS for
17	by the bucket load!! The cats shy away from you and obviously do not like being touched... They d
18	staff is really nice and would take photos of you and the dogs, you even get to have a
19	not like you, they will not come close to you, and the owners will certainly not carry them to
20	...and then they close the door in front of you .... and there you stand. No options.... they onl
21	it. most of the dogs will walk away as you approach them or be completely indifferent to you
22	seem to have any idea this place exists. If you are a cat lover, you must go. In Chiang
23	is bit mediocre but an overall good deal if you are a cat person. Most of the cats are
24	after eating the coffee is also top notch if you are a coffee person, you cannot go wrong here
25	a bit too hidden for much walking traffic. If you are a dog lover or miss your pooch while
26	are taking care of these cute babies, yet if you are a dog lover (let is not talk about
27	way too many ppl compared to dogs so unless you are a dog hogger (which is not nice cause
28	and very upset after leaving this cafe and if you are a tourist DO NOT GO. This is not

Figure 1. Sample concordance lines for *you*

Figure 1 reveals that the reviews in pet's café use the second person pronoun *you* as the writers' approach to addressing their readers. It looks like the writers in the café review treat their readers as someone they know personally, as their peers, or as someone that the writers know well, therefore they want to share their experiences intimately. As the concordance lines show, the writer incorporated specific features to show that the review is written for the benefit of the readers. The most common features used to frame what benefit the readers might get are shown in lines 1, 23-28. Here the writers use conditional if to show the readers what they should not miss from the café. The purpose of the review written in conditional if, is probably the writers' attempt to persuade the readers not to miss the good times that the writers have experienced. For example:

1). …. *if you* a cat lover you will enjoy it, this is
25)…. *if you* are a coffee person, you cannot go wrong here
26). … *If you* are a dog lover or miss your pooch while

The second possible explanation of using *you* by the writers is that they consider that the issues they encountered when visiting the café are important for the readers who might want to go to the café. By using *you*, the writers try to make the readers imagining that the things in the café based on the writers' experience. For example:

11). …from the owner if the dog pee or scratches *you* accidentally. They clean the playing area every
12). unless *you* get lucky, they will be near you. After half an hour into the session would be the best time to
18). by the bucket load!! The cats shy away from *you* and obviously do not like being touched... They do not want to come near you.
19). the staff is nice and would take photos of *you* and the dogs, you even got to have a
22). most of the dogs will walk away as *you* approach them or be completely indifferent to your presence.

The above sample from concordance lines depicted the reader's experience when they visit a pet café. In writing their review, the writer uses the second-person

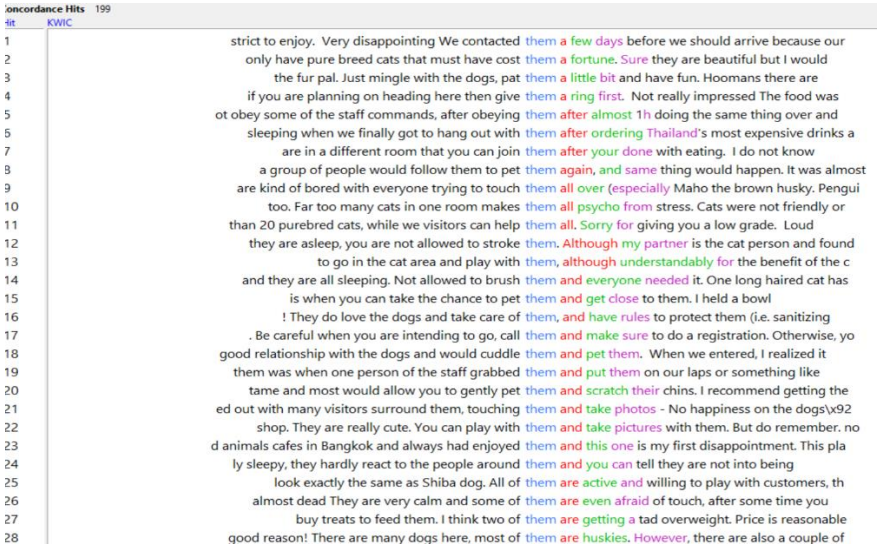
pronoun *you* to describe the activities that the readers might do in the café. It also provides the readers with a grand idea about what might happen to them and the pets when they visit the café. By using *you*, the writer involves the readers in their experience and explicitly recognizes them as prospective visitors to the pet café.

Having discussed the reader's-based review that is characterized using the second pronoun *you*¸ it can be concluded that the reviewers recognize the readers of their reviews and involve them in the reviews themselves. Other high common pronouns found in café reviews are the third person pronoun *they* its object pronoun *them*. The context of these pronouns in their use is shown in Figures 2 and 3.



Concordance Hits 404		
Hit	KWIC	
1	the otherworldly cakes. You go for the cats, and	they actually act like real cats that just think of
2	ntertaining your kids. Great for cat lovers, but	they actually charge you to go in to the room
3	ly spoilt getting so much attention every day but	they all had good temperaments despite this. Not sure
4	amazing!!! Super cute puppies take care of you!!	They all look energetic and nice puppy!! This place is
5	pups, but they did not seem to mind and	they all looked healthy and well fed. They do go
6	any doubt, the cats are well looked after but	they all looked rather doped and did not seemingly wan
7	f more! The staff are really friendly and chatty,	they all play and pet the cats and make you
8	the dogs as other reviews of these cafes mention.	They all treated them as if the dogs were their
9	ways the cats acted. Especially over a small box	they all wanted to fit in . Was a good morning
10	so very nice. Lots of different variety of cats,	they allow photography although the cats seem to shy a
11	sit and consume food or drink on a table	they allow their dogs to use as a toilet. Several
12	, but I did not want to have anything and	they almost kicked us out because I refused to buy
13	dogs are so sweet and well taken care of!	They also have a way to take a break from
14	will do it every day while in Chiang Mai.	They also have lint rollers for use when you leave.
15	do not even bother to go near to you.	They always have their meals after the visiting hours
16	ited few other dog cafes in Bangkok and Malaysia,	they always make sure the dogs have enough space and
17	us to move around to pet all the cats.	They answered any questions we had. They would entice
18	The cats are obviously well fed and sheltered But	they appear a bit burnt out from all the petting
19	nd 2 local dogs. The dogs are clean and friendly.	They approach customers and sit on the benches with cu
20	! ! ! Buy it next time The dog smells so good,	they are all around me hahahahaha Happy! ! ! ! There
21	relaxing cafe. 5 stars just because I love cats.	They are all fluffy and fat, they have different color
22	no way that many cats in a room and	they are all sleeping. Not allowed to brush them and
23	-putting. It is a photo- oriented dog caf\xE9	they are all well trained to pose for photos, and
24	time when it is closed. I pity them if	they are always kept in the cage and had little
25	stress. Cats were not friendly or cozy at all.	They are always on the defensive, protecting themselve
26	pretty bored and did not play too much, if	they are asleep, you are not allowed to stroke them.
27	a refresher course in customer service and while	they are at it some training in manners wouldn\x92
28	basis) live at his large home and garden. When	they are at the cafe, they are out with guests

Figure 2. Sample concordance lines for *they*



oncordance Hits 199		
it	KWIC	
1	strict to enjoy. Very disappointing We contacted	them a few days before we should arrive because our
2	only have pure breed cats that must have cost	them a fortune. Sure they are beautiful but I would
3	the fur pal. Just mingle with the dogs, pat	them a little bit and have fun. Hoomans there are
4	if you are planning on heading here then give	them a ring first. Not really impressed The food was
5	ot obey some of the staff commands, after obeying	them after almost 1h doing the same thing over and
6	sleeping when we finally got to hang out with	them after ordering Thailand's most expensive drinks a
7	are in a different room that you can join	them after your done with eating. I do not know
8	a group of people would follow them to pet	them again, and same thing would happen. It was almost
9	are kind of bored with everyone trying to touch	them all over (especially Maho the brown husky. Pengui
10	too. Far too many cats in one room makes	them all psycho from stress. Cats were not friendly or
11	than 20 purebred cats, while we visitors can help	them all. Sorry for giving you a low grade. Loud
12	they are asleep, you are not allowed to stroke	them. Although my partner is the cat person and found
13	to go in the cat area and play with	them, although understandably for the benefit of the c
14	and they are all sleeping. Not allowed to brush	them and everyone needed it. One long haired cat has
15	is when you can take the chance to pet	them and get close to them. I held a bowl
16	! They do love the dogs and take care of	them, and have rules to protect them (i.e. sanitizing
17	. Be careful when you are intending to go, call	them and make sure to do a registration. Otherwise, yo
18	good relationship with the dogs and would cuddle	them and pet them. When we entered, I realized it
19	them was when one person of the staff grabbed	them and put them on our laps or something like
20	tame and most would allow you to gently pet	them and scratch their chins. I recommend getting the
21	ed out with many visitors surround them, touching	them and take photos - No happiness on the dogs\x92
22	shop. They are really cute. You can play with	them and take pictures with them. But do remember. no
23	d animals cafes in Bangkok and always had enjoyed	them and this one is my first disappointment. This pla
24	ly sleepy, they hardly react to the people around	them and you can tell they are not into being
25	look exactly the same as Shiba dog. All of	them are active and willing to play with customers, th
26	almost dead They are very calm and some of	them are even afraid of touch, after some time you
27	buy treats to feed them. I think two of	them are getting a tad overweight. Price is reasonable
28	good reason! There are many dogs here, most of	them are huskies. However, there are also a couple of

Figure 3. Sample concordance lines for *them*

From Figures 2 and 3 we can see that the reviews used a product-based review by using *they* and them. *They* and *them* are employed to describe the product or to place the product at the center of the review. For example:

1). the otherworldly cakes. You go for the cats, and *they* actually act like real cats that just think of

4). amazing!!! Super cute puppies take care of you!! *They* all look energetic and nice puppy!! This place is
7). more! The staff are friendly and chatty, *they* all play and pet the cats and make you
11). sit and consume food or drink on a table *they* allow their dogs to use as a toilet. Several

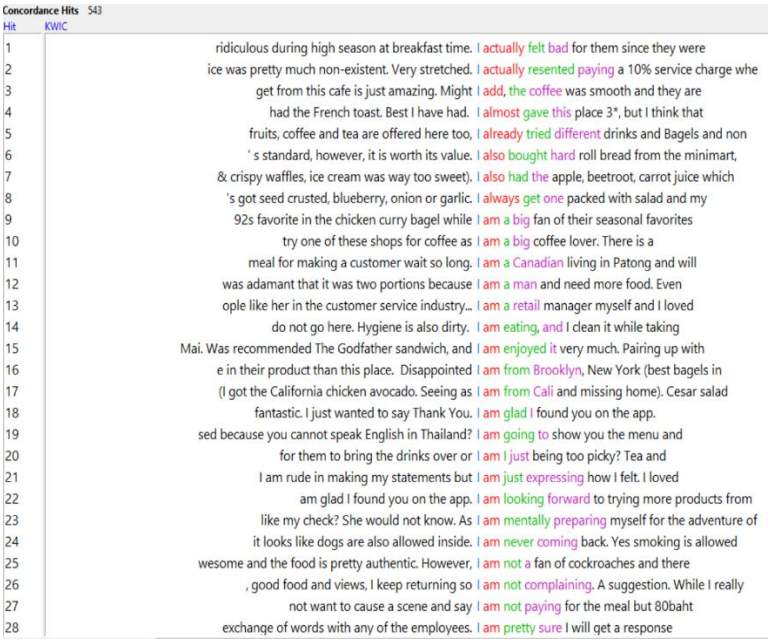
Samples from the concordance lines for *them:*

1).too strict to enjoy. Very disappointing. We contacted *them* a few days before we should arrive because our
3) the fur pal. Just mingle with the dogs, *pat them* a little bit and have fun. Hoomans there are
28). good reason! There are many dogs here, most of *them* are huskies. However, there are also a couple of

As the samples from the concordance lines show us, the writers use *they* and *them* to talk about the product of the café which are the cats or the café itself. The samples taken from concordance lines reveal that the reviews center around the café and the café product. The writers tried to show what the café looks like and how the products (cats or dogs) are 'sold' in the café. One feature that distinguishes the finding of the product-based review in this paper compared to the previous finding of the product-based review is the use of *they* and *them* referring to people and pets (cats and dogs). In previous research conducted by Skalicky (2013), the product-based review used demonstrative pronouns such as *this product, it, or it's* to frame the product as the primary focus of the review. It is noticeable that this paper discovers different results regarding the pronouns used in the product-based review where the writer used *they* and *them* which refer to the cats or dogs as the 'product' in the pet cafes.

Audience appeal in Regular Café

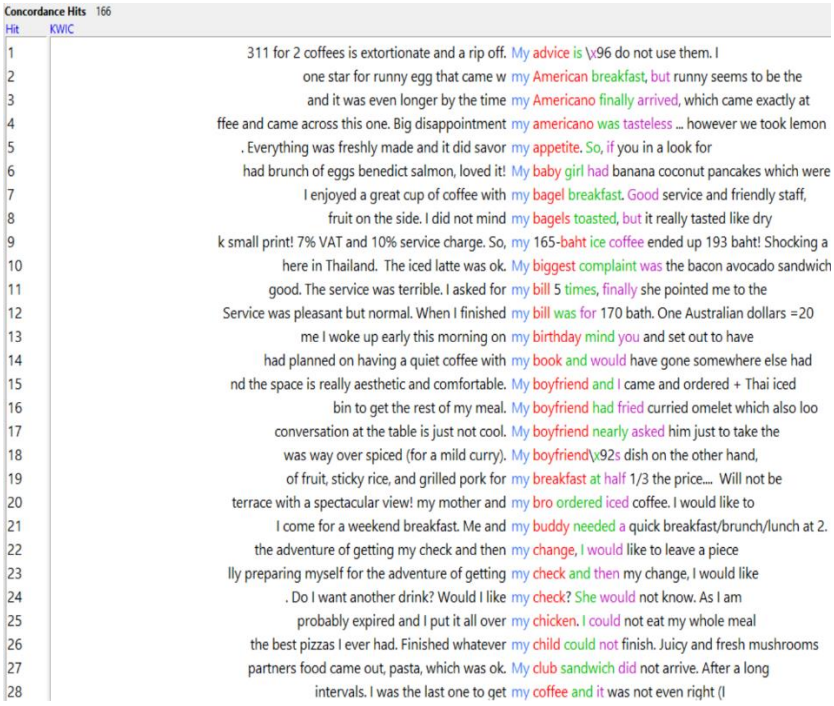
The analysis of keyword list comparison indicates that regular café reviews adopt different pronouns in writing the review. Unlike pet café reviews which mostly use the second and third-person pronouns, the reviews in regular cafés choose the first-person pronouns in their review. The practice of using the first-person pronoun in regular cafés shows that the writer prefers to center their review around themselves, as shown in the following figures. Figures 4, 5, and 6 demonstrate how the first-person pronoun *I, my,* and *me* are used in the reviews.



Concordance Hits 543

Hit	KWIC
1	ridiculous during high season at breakfast time. I actually felt bad for them since they were
2	ice was pretty much non-existent. Very stretched. I actually resented paying a 10% service charge whe
3	get from this cafe is just amazing. Might I add, the coffee was smooth and they are
4	had the French toast. Best I have had. I almost gave this place 3*, but I think that
5	fruits, coffee and tea are offered here too, I already tried different drinks and Bagels and non
6	' s standard, however, it is worth its value. I also bought hard roll bread from the minimart,
7	& crispy waffles, ice cream was way too sweet). I also had the apple, beetroot, carrot juice which
8	's got seed crusted, blueberry, onion or garlic. I always get one packed with salad and my
9	92s favorite in the chicken curry bagel while I am a big fan of their seasonal favorites
10	try one of these shops for coffee as I am a big coffee lover. There is a
11	meal for making a customer wait so long. I am a Canadian living in Patong and will
12	was adamant that it was two portions because I am a man and need more food. Even
13	ople like her in the customer service industry... I am a retail manager myself and I loved
14	do not go here. Hygiene is also dirty. I am eating, and I clean it while taking
15	Mai. Was recommended The Godfather sandwich, and I am enjoyed it very much. Pairing up with
16	e in their product than this place. Disappointed I am from Brooklyn, New York (best bagels in
17	(I got the California chicken avocado. Seeing as I am from Cali and missing home). Cesar salad
18	fantastic. I just wanted to say Thank You. I am glad I found you on the app.
19	sed because you cannot speak English in Thailand? I am going to show you the menu and
20	for them to bring the drinks over or I am I just being too picky? Tea and
21	I am rude in making my statements but I am just expressing how I felt. I loved
22	am glad I found you on the app. I am looking forward to trying more products from
23	like my check? She would not know. As I am mentally preparing myself for the adventure of
24	it looks like dogs are also allowed inside. I am never coming back. Yes smoking is allowed
25	wesome and the food is pretty authentic. However, I am not a fan of cockroaches and there
26	, good food and views, I keep returning so I am not complaining. A suggestion. While I really
27	not want to cause a scene and say I am not paying for the meal but 80baht
28	exchange of words with any of the employees. I am pretty sure I will get a response

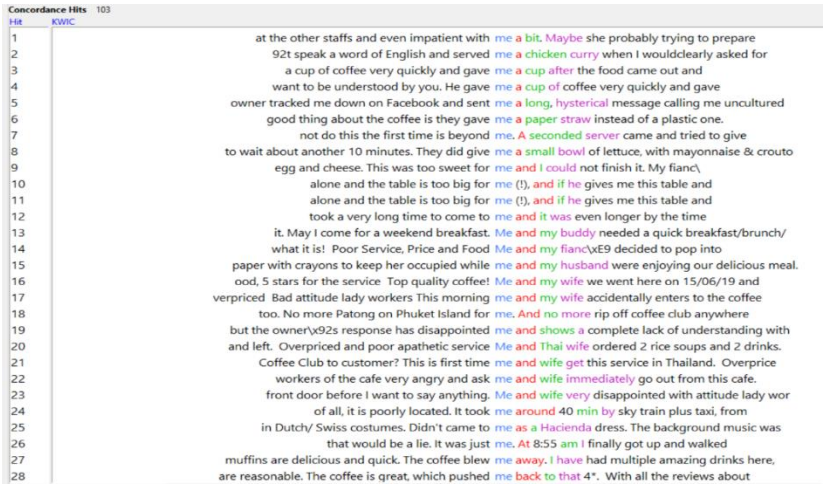
Figure 4. Sample concordance lines for *I*



Concordance Hits 166

Hit	KWIC
1	311 for 2 coffees is extortionate and a rip off. My advice is \x96 do not use them. I
2	one star for runny egg that came w my American breakfast, but runny seems to be the
3	and it was even longer by the time my Americano finally arrived, which came exactly at
4	ffee and came across this one. Big disappointment my americano was tasteless ... however we took lemon
5	. Everything was freshly made and it did savor my appetite. So, if you in a look for
6	had brunch of eggs benedict salmon, loved it! My baby girl had banana coconut pancakes which were
7	I enjoyed a great cup of coffee with my bagel breakfast. Good service and friendly staff,
8	fruit on the side. I did not mind my bagels toasted, but it really tasted like dry
9	k small print! 7% VAT and 10% service charge. So, my 165-baht ice coffee ended up 193 baht! Shocking a
10	here in Thailand. The iced latte was ok. My biggest complaint was the bacon avocado sandwich
11	good. The service was terrible. I asked for my bill 5 times, finally she pointed me to the
12	Service was pleasant but normal. When I finished my bill was for 170 bath. One Australian dollars =20
13	me I woke up early this morning on my birthday mind you and set out to have
14	had planned on having a quiet coffee with my book and would have gone somewhere else had
15	nd the space is really aesthetic and comfortable. My boyfriend and I came and ordered + Thai iced
16	bin to get the rest of my meal. My boyfriend had fried curried omelet which also loo
17	conversation at the table is just not cool. My boyfriend nearly asked him just to take the
18	was way over spiced (for a mild curry). My boyfriend\x92s dish on the other hand,
19	of fruit, sticky rice, and grilled pork for my breakfast at half 1/3 the price.... Will not be
20	terrace with a spectacular view! my mother and my bro ordered iced coffee. I would like to
21	I come for a weekend breakfast. Me and my buddy needed a quick breakfast/brunch/lunch at 2.
22	the adventure of getting my check and then my change, I would like to leave a piece
23	lly preparing myself for the adventure of getting my check and then my change, I would like
24	. Do I want another drink? Would I like my check? She would not know. As I am
25	probably expired and I put it all over my chicken. I could not eat my whole meal
26	the best pizzas I ever had. Finished whatever my child could not finish. Juicy and fresh mushrooms
27	partners food came out, pasta, which was ok. My club sandwich did not arrive. After a long
28	intervals. I was the last one to get my coffee and it was not even right (I

Figure 5. Sample concordance lines for m*y*



Concordance Hits 103

Hit	KWIC
1	at the other staffs and even impatient with me a bit. Maybe she probably trying to prepare
2	92t speak a word of English and served me a chicken curry when I wouldclearly asked for
3	a cup of coffee very quickly and gave me a cup after the food came out and
4	want to be understood by you. He gave me a cup of coffee very quickly and gave
5	owner tracked me down on Facebook and sent me a long, hysterical message calling me uncultured
6	good thing about the coffee is they gave me a paper straw instead of a plastic one.
7	not do this the first time is beyond me. A seconded server came and tried to give
8	to wait about another 10 minutes. They did give me a small bowl of lettuce, with mayonnaise & crouto
9	egg and cheese. This was too sweet for me and I could not finish it. My fianc\
10	alone and the table is too big for me (!), and if he gives me this table and
11	alone and the table is too big for me (!), and if he gives me this table and
12	took a very long time to come to me and it was even longer by the time
13	it. May I come for a weekend breakfast. Me and my buddy needed a quick breakfast/brunch/
14	what it is! Poor Service, Price and Food Me and my fianc\xE9 decided to pop into
15	paper with crayons to keep her occupied while me and my husband were enjoying our delicious meal.
16	ood, 5 stars for the service Top quality coffee! Me and my wife we went here on 15/06/19 and
17	verpriced Bad attitude lady workers This morning me and my wife accidentally enters to the coffee
18	too. No more Patong on Phuket Island for me. And no more rip off coffee club anywhere
19	but the owner\x92s response has disappointed me and shows a complete lack of understanding with
20	and left. Overpriced and poor apathetic service Me and Thai wife ordered 2 rice soups and 2 drinks.
21	Coffee Club to customer? This is first time me and wife get this service in Thailand. Overprice
22	workers of the cafe very angry and ask me and wife immediately go out from this cafe.
23	front door before I want to say anything. Me and wife very disappointed with attitude lady wor
24	of all, it is poorly located. It took me around 40 min by sky train plus taxi, from
25	in Dutch/ Swiss costumes. Didn't came to me as a Hacienda dress. The background music was
26	that would be a lie. It was just me. At 8:55 am I finally got up and walked
27	muffins are delicious and quick. The coffee blew me away. I have had multiple amazing drinks here,
28	are reasonable. The coffee is great, which pushed me back to that 4*. With all the reviews about

Figure 6. Sample concordance lines for *me*

In this author-based review, it can be seen from figure 4 above that the writers used *I*, *my*, and *me* to share their experiences by recounting their stories. For example:

2). was pretty much non-existent. Very stretched. *I* resented paying a 10% service charge when there was no service.
5). fruits, coffee, and tea are offered here too, *I* already tried different drinks and Bagels and none
14). do not go here. Hygiene is also dirty. *I* am eating, and I clean it while taking

Samples from concordance line for my:

11). service was terrible. I asked for my bill 5 times, finally she pointed me to
15). the space is really aesthetic and comfortable. My boyfriend and I came and ordered + Thai iced coffees
21). I come for a weekend breakfast. Me and my buddy needed a quick breakfast/brunch/lunch at 2.00

Samples of concordance lines for *me*:

4). want to be understood by you. He gave me a cup of coffee very quickly and gave me
5). owner tracked me down on Facebook and sent me a long, hysterical message calling me uncultured
12). took a very long time to come to me and it was even longer by the time

Here, the writer presented their experience by recalling what happened and what they did when they visit the café. The writers focused on themselves and the things they encountered in the café in narrating what happened to them and giving insight to the readers from their perspective. There is no involvement or intention from the writer to target the reader in their review indicated by the use of the first-person pronoun in the review. This might suggest that the community in regular

café is not interested in involving the readers in their reviews or the review that targets the customers is not popular among regular café reviewers.

Conclusion

The purpose of the present study is to investigate the linguistic discrepancies in the online reviews of pet cafés and regular cafés. There are three conclusions to summarize based on the finding and discussion:

1. Discrepancy does exist in the keyword list between the two corpora. The keyword analysis shows that in pet cafés the writers tend to use the second- and third-person pronouns, *you, they,* and *them* in writing their review, whereas, in regular cafés, the use of the first-person pronoun, *I, me,* and *my* dominated the review writing. This finding suggests that in pet cafés, the writers used audience-based reviews by using the pronoun *you* and product-based reviews by adopting the use of *they* and *them* in their reviews. On the other hand, the reviewers in regular cafés tend to use author-based reviews in writing their reviews as can be observed from the dominant use of the first-person pronoun *I, me,* and *my* in their writing.
2. The second difference between pet cafés and regular cafés reviews is that although the word *wi-fi* is quite dominant in regular cafés, it never appears in pet cafés. Pet cafés seemed to focus on the word *rules* instead of *wi-fi.* The next point of difference is in the verbs used in pet café that mostly indicates an interaction between the customers and cats or dogs and the verbs appeared in regular cafés that suggest the contact between the customers and the café (café staff/owner).
3. The last thing is that adverbs and prepositions do not appear in the regular café's keyword list. Despite the differences, similarities are found in the analysis of the keywords list. In both, the keywords list is heavily dominated by nouns and a limited number of adjectives appear in the keyword list.

This study is restricted to the analysis of keywords and the concordance of pronouns in pet and regular café reviews. Further studies can use more features of corpus analysis such as collocation and lexical bundles to investigate more of the linguistic features in café reviews. Sentiment analysis or the café's responses to the negative review are topics that are worth investigating.

Lastly, the results of this study may contribute some implications to be applied in pedagogical classroom teaching. First, the actual use of authentic material such as online reviews might provide the students with real use of language in a specific situation, e.g., expressing opinions or recounting stories. Second, by exposing the learners to the real language used in writing opinions or recounting experiences, the learners will actively learn to distinguish linguistic features such as common nouns, adjectives, verbs, and language patterns to be used in their own writing.

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