

A New Commercialized Management Model of Stray Animals Called pet Station

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Abstract

Focusing on the importance of humanized management of stray animals and the transformational development of pet economy, this paper creatively puts forward a new model of commercialized management of stray animals called "pet station", which aims to improve the efficiency of stray animals management, optimize the allocation of resources in the pet industry. In addition, from the perspective of collaborative governance, this paper demonstrates the unique advantages of this model.

Keywords

Pet Economy; Pet Station; Management of Stray Animals.

1. Introduction

On the one hand, the management of stray animals is an important part of the governance of civilized cities and beautiful villages. In China, there are a large number of ownerless animals wandering in urban and rural corners. Although they have added vitality and vigor to local communities, the non-standard management has also brought trouble and inconvenience to people's lives. In addition, to tackle with the problem of stray animals running around and even hurting people, some local departures adopt the "one size fits all" strategy, and directly kill the stray animals, resulting in negative social impacts. At present, there are organizations or associations that take care of stray animals spontaneously, but they are always small in scale and follow the principle of voluntariness, which means it is difficult to carry out unified management.

On the other hand, in recent years, the market scale of the pet industry has been expanding and the market situation has continued to improve. "The report on early investment opportunities of China FMCG 2020" shows that the pet market has exceeded 200 billion yuan. However, under the surface of the billion-level market, there are also many problems to be solved. Yangyan Ou(2016) pointed out that the development of pet economy is an important way to change the development direction, promote entrepreneurship and promote industrial integration, by listing 7 emerging pet economy forms: pet supermarket, pet matchmaking service center, pet photo shop, pet restaurant, pet funeral home and pet play[1]. Nan Chen(2016) believed that the main driving forces of pet economic development are the number of pet, economic development, social factors and market education[2]. In terms of Chinese government policies, in 2020, the Ministry of agriculture and rural areas approved and passed a series of policies and regulations on imported pet food, pet veterinary drugs and animals epidemic prevention, which reflected the government's high attention to the pet industry and actively encouragement to the continued development.

In view of the urgent needs for the harmony management of stray animals and the transformational development of pet economy, this paper proposes a new model for the commercialized management of stray animals, which aims to optimize the management efficiency of stray animals, optimize the allocation of resources in the pet industry, and promote the transformation and upgrading of the pet economy industry.

2. Literature Review

2.1. The Management of Stray Animals

The management of stray animals has always been a hot issue. Qian Zhang(2007) pointed out that the problem of stray animals is a worldwide problem, and widely discussed the measures of the United States, Canada, France, Japan and other countries for the rescue and management of stray animals, and explained the relevant policies for reference[3]. John(2013) Pointed out that the TNR method is a kind of stray animals management scheme against morality, and believed that policy, consciousness and law were the ethical, successful and effective management approaches[4]. Tao Liu(2018) analyzed the current situation of stray animals in Xiamen University through questionnaire survey and field research, and put forward a management plan for stray animals in Colleges and Universities Based on TNR stray animals management model[5]. Sarah(2019) used the 5- component research scale to compare the animals welfare of pet cats, cats in adoption centers and stray cats, and put forward some effective suggestions[6]. These studies all provided a reference for the "pet station" stray animals management model proposed in this paper.

2.2. pet Foster Care Mode

As a new service, pet foster care is not only favored by consumers, but also attracts the attention of many scholars. Lei Zheng(2017) discussed the connotation, purpose and existing problems of the pet foster care model, pointed out that the model still has problems such as non-standard market, pet health and legal proceedings, and put forward some feasible measures[7]. William(2018) made a research on consumer motivation, consumer personality and other factors of pet foster care services, pointed out that long-term pet foster care services would become more and more popular[8]. Taking Harbin as an example, Mei Zhang(2020) analyzed the problems and solutions of pet foster care mode, put forward marketing strategies such as consulting mode and foster care network station[9]. These studies provided ideas for pet foster care mode which is the core process of the "pet station" model.

3. The Connotation of pet Station

3.1. The Operation Pattern of Pet Station

The pet station is a new model for the management of stray animals under the background of pet economy. Its core connotation is mainly to improve the traditional stray animals rescue centers. The relevant public management departments and social organizations cooperate to receive stray animals wandering in residential areas. At the same time, the commercial operation is introduced to take the stray animals as the pet source, and the adoption service is open to offline residents and online consumers. The daily diet, accommodation and other services for pet are provided by the pet station after service fees are charged. Consumers can go to the pet station to accompany and play with their pet in their spare time.

The main contents of the "pet station" project are as follows:

(1) As shown in Figure 1, focusing on stray animals, the project plan to establish a "pet Station-Government-Community" tripartite management model stray animals. Stray animals in communities can be sent to the station by residents by providing animals' information. The pet station can release adoption information to the society. When residents see stray animals in the community, especially those who tend to hurt people or may carry bacteria and viruses, they can contact with the station immediately. The station will arrange professional staff to inspect and shelter these stray animals as soon as possible.

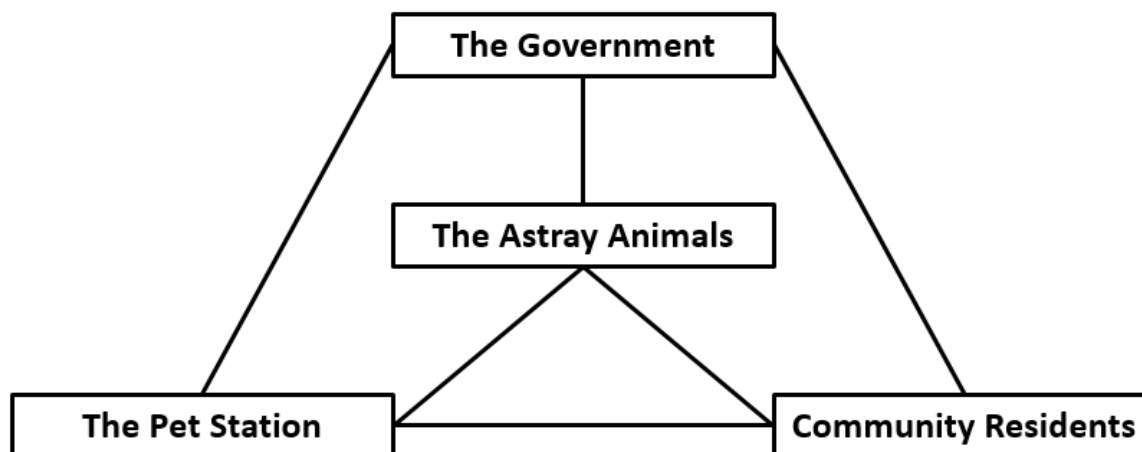


Figure 1. The Tripartite Management Model for Stray Animals

(2) It plans to commercialize the traditional stray animals rescue center. The stray animals in the community can be accepted for adoption by consumers especially those who desire to have a pet but don't have time and energy to take care of them, such as the white collar class. The station provides services such as daily diet and accommodation for pet and charges service fees. Through model innovation, it helps to solve the income problem of the traditional stray animals rescue center. Not limited to stray animals received by stations, consumers are also supported to send their own pet to the station for foster care. When they have free time, they can go to the station to play with their pet. Thus, stations provides a way to solve the problem of lacking time and energy.

(3) It plans to develop an online pet-keeping app called "cloud pet". Consumers can adopt pet online and choose various services for the adopted pet, such as food types, bath service, even online pet marriage matching service. The station staff will record the service process and show the records to pet' owners in the form of videos or photos. Apart the basic function above, the "cloud pet" will establish a social platform in which users can share pet-keeping experience and communicate with other pet owners. Finally, to improve users' loyalty, the platform will also invite some professional pet keepers and Internet celebrities to enter the platform to share pet-keeping experience and methods.

3.2. The Unique Advantages of Pet Station

Focusing on the management of stray animals and the development of pet economy, the pet station model has the following advantages.

3.2.1. In Terms of Astray Animals Management

Many cities have a large number of stray animals. Recent years, the increasing stray animals has brought troubles to the safety of residents and prevents the campaign of "creating civilized cities". Under the dual requirements of standardized governance and harmony management, the innovation of foster care mode based on the stray animals management center will play an important role, which can not only effectively alleviate the problems of unattended stray animals, protect stray animals, but also can reduce the potential risk of incidents caused by stray animals, protect civilians' personal safety.

3.2.2. In Terms of Market Feasibility

With the increasing pressure of contemporary life, mental health problems have attracted more and more public attention. Keeping pet is considered to be an effective way to improve mental situation and relieve life stress. However, due to the lack of time and energy, many people have to give up the dream of keeping a pet. The establishment of pet station mode can effectively

solve this problem, meet people's demand for pet, relieve their psychological pressure. So there is no doubt that there is great market feasibility behind the pet stations.

3.2.3. In Terms of Pet Economic Development

In China, the pet economy industry is in a period of rapid development, and the market potential is being constantly released. Especially with the support of government policies, the capital market has a strong response to the new development model of pet economy. It's easy for the pet station model to seek for capital's support and start rapid expansion.

3.2.4. From the Perspective of Collaborative Governance

Collaborative governance theory is based on governance theory and collaborative theory. According to the collaborative theory, the subsystems constituting the overall system are interrelated and cooperative, which can also be explained when mapped to social phenomena. The complexity of practical problems and the limitation of the existing Interpretation effect jointly gave birth to the integration between the governance theory and the collaborative theory. The core of the collaborative governance theory is to emphasize the cooperation between the government and other multiple subjects. The multiple subjects interweave a governance network of coordination and cooperation.

The research results of collaborative governance theory are widely used in public crisis governance, regional cooperation governance, local government cooperation and other fields. In terms of the management of stray animals, the traditional model of the stray animal rescue center has a strong regional limitation. Its range of helping stray animals is often limited to a city and sometimes even only a community. In contrast, the "pet station" model based on the collaborative governance theory aims to create a nationwide stray animal governance and service network by using modern Internet technology. Local residents can reflect the situation of stray animals. The computer algorithm can determine the location of the nearest post station shelter, and figure out the optimal receiving strategy.

3.3. The Potential Problems of Pet Station

In spite of great advantages the pet station have, there are some potential problems to put this theoretical model into practice. For example, one of the most important issues is the ownership of the pet station. As a form with public welfare and profit-making characteristics, should the pet station belong to the government or private entrepreneurs. In other words, what's the role the government should play in this model? In addition, should residents be paid when provide the station deal with the information of a stray animals? These questions need to be explored and explained clearly.

4. Conclusion

At present, the pet station is still an preliminary ideal and there are many problems to be solved both in theory and practice. However, there is no doubt that due to its unique advantages of multiple subjects and co-governance, it can promote the development of pet economy while reducing the problem of stray animals. May be in the near future, this ideal will come into reality, replacing the stray animal rescue center as the mainstream model.

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