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Impact of Online Platforms on Pet Industry

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ABSTRACT: This paper looks at how online platforms, such as e-commerce websites, social media, and service directories, have changed the pet industry. By examining recent trends and studies, it explores how these digital tools have changed how people shop for pet products, expanded market reach, and introduced new ideas in the pet world.

I. INTRODUCTION

The pet industry has undergone significant changes due to the rise of online platforms. These include websites like Amazon for purchasing products, social media sites like Instagram for sharing pet pictures, and service aggregators like Yelp that connect various businesses. These platforms have not only made it easier for people to buy pet products but also changed how businesses sell them and how people interact with pets online.

II. LITERATURE REVIEW

Internet of Things for Human-Pet Interaction

Shih et al. (2016) explains how the Internet of Things (IoT) helps improve interaction between people and their pets. Internet-connected devices can monitor pets' health and allow owners to check on them from anywhere, enhancing care even when they are away from home.

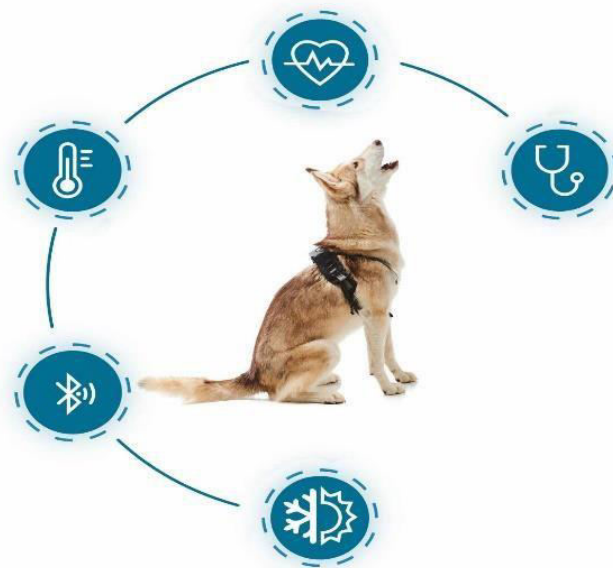


Figure 1: IoT devices help monitor pet health remotely.

Pet Dog Management Practices in Victoria, Australia:

Howell et al. (2016) studied how people in Victoria, Australia take care of their dogs. They found that many people use online information to help manage their pets' health and behavior, such as finding training tips or buying health products online.



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Management Practices of Dog and Cat Owners in France:

Crozet et al. (2022) researched how people in France take care of their dogs and cats, including how they travel with them and how often they let them interact with other animals. This study shows how online information influences how people care for their pets, from choosing the right food to managing their health.

Analysis of Future Development Trends in the Pet Industry:

Zhang et al. (2022) looked at what might happen next in the pet industry. They think more people will use the internet to buy things for their pets, and new types of products will become available, like smart devices that monitor pets' health and customized nutrition plans.

Rare Interesting Pets on Social Media in the Middle East:

Spee et al. (2019) found that people in the Middle East share pictures of exotic pets online. This can make more people want to get exotic pets, which can harm these animals and their natural habitats.

The Secret Life of Pet Instagram Accounts:

Maddox (2021) wrote about how pets on Instagram can become famous. People use these accounts to share cute pictures of their pets, but this can also make people see pets as things to buy or show off, rather than living creatures.



Figure 2: Pet Instagram accounts can influence people's behavior towards pets.

III. METHODOLOGY OF PROPOSED SURVEY

This study used information from many different sources, including reports about how the pet industry is changing and interviews with people who work with pets. By looking at both numbers and stories, the study shows how online platforms are affecting how people take care of pets.

IV. RESULTS AND ANALYSIS

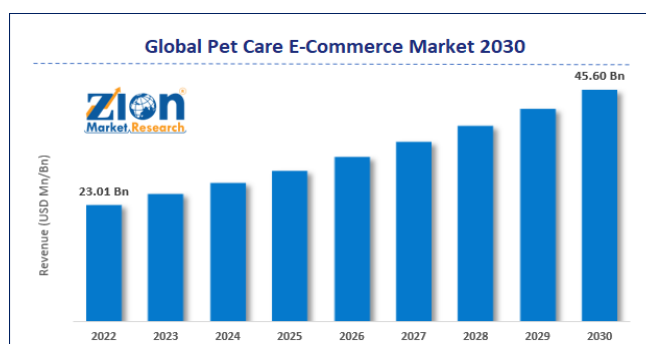


Figure 3: Pet care in E-commerce



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Quantitative Findings:

Numbers show that more people are buying things for their pets online than ever before. Big websites like Amazon are selling more pet products, and people like the convenience of shopping from home (Zhang et al., 2022).

Qualitative Insights:

Stories from people show that social media and websites can change how people decide what to buy for their pets. Seeing pictures of pets online can make people want to buy things for their own pets or even get new pets (Maddox, 2021).

V. DISCUSSION

Online platforms have made it easier for people to find and buy things for their pets. But this can also make it harder to make sure pets are safe and well cared for. Some people use social media to sell pets illegally, which can harm these animals and break the law (Siriwat and Nijman, 2018). It's important to find ways to protect pets while still enjoying the benefits of shopping online for them.

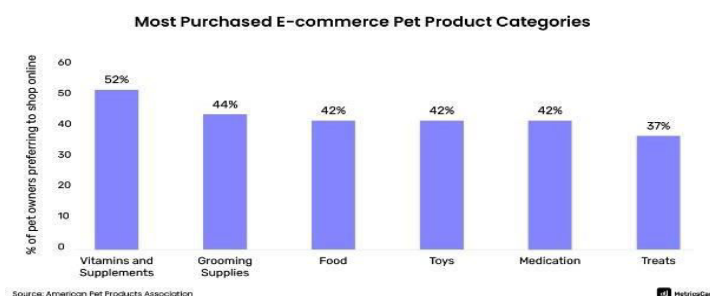


Figure 4: This Graph shows online shopping for pet products.

VI. CONCLUSION

Digital platforms are changing the pet industry in many ways. They help people find new products for their pets and connect with others who love animals. But it's important to make sure pets are cared for and protected, even as the internet makes buying things for them easier.

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