



# Exploring an E-Commerce Business Model for Pets from the Perspective of Service Blueprints: The Company of Fan Ai Pet

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**Abstract.** Since the Covid-19 pandemic increased the chance for people to stay indoors, this likely pushed entrepreneurs to use e-commerce platforms for business and led to a higher demand for pets as companions. The primary purpose of this research attempts to construct comprehensive pet e-commerce for the case firm, Fan Ai Pet. The research method uses a heuristic research design, case study method, and applied service blueprint and consumer journey concept. Data collection included available secondary data, observation of the case on the spot, and interviews with the owners of the cases. Using Chewy, Amazon, Alibaba, MOMO, ETMall, playsport.cc, and shop.com as exemplars, creating the e-commerce platform for pet owners will cover sellers and buyers with functions in data mining, cash flow, logistics, and customized consulting. The results showed that three major enterprises would be included: Pet lives, pets passing away, and saving stray dogs foundation. From the perspective of service blueprints, pet products and services include pet food, pet medications and insurance, pet training programs, pet grooming, and pet cremation and funeral services to name a few. Professional consulting and virtual community chatting forums would also be helpful to be included in the platform.

**Keywords:** Pet · E-Commerce · Service Blueprint · Consumer Journey · App

## 1 Introduction

On December 8, 2019, in China, several cases were reported to have unknown pneumonia caused by a Coronavirus variant, raising concerns about the global spread of a new disease (Covid-19) to public health [1]. During the past two years, 2020 and 2021, until now, the Covid-19 pandemic has had a significant impact on changes in consumption patterns. In order to prevent the epidemic, governments around the world have strictly regulated social distancing and even stopped non-essential business activities, thereby increasing the chance for people to stay indoors or work from home. This likely led to a higher demand for pets as companions [2].

Under the influence of the epidemic, online shopping and e-commerce have further invaded the traditional retail market. It seems that Covid-19 prompts the rise of e-commerce. The Covid-19 epidemic has dramatically influenced the entire e-commerce industry positively.

The problem of poor experiences in online consumption earlier has urged the application of information technology such as AR and intelligent logistics to enhance shopping efficiency and improve the consumption experience. This has accelerated the development and growth of e-commerce, and motivated this study. The primary purpose of this research attempts to use a heuristic research design, case study method, and apply a service blueprint and consumer journey concept in the construction of comprehensive pet e-commerce for the company of Fan Ai Pet.

## 2 Literature Review

### 2.1 Service Blueprint Applied in Pet E-Commerce

The service blueprint is drawn as a diagram that describes systems of touchpoints to examine complex interactions between consumers and their service experiences [3]. From a service blueprint, pet commercial products and services are hoped to be delivered effectively, including pet food, pet medicine and insurance, pet training programs, pet grooming, pet cremation services, etc. Pet professional consultation and virtual community chat forums can also be incorporated into the service platform.

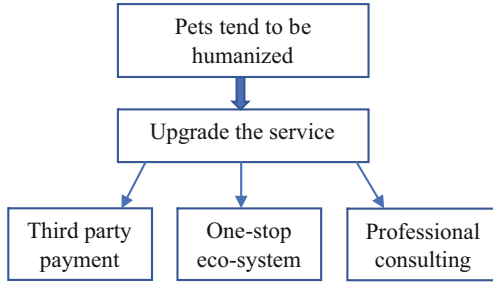
In recent years, pet business opportunities have become popular. On the occasion of the development of e-commerce, Fan Ai Pet Company has conceived a series of future operation models for the electronic pet business. The online comprehensive service chain may include Apps, Pet Life Park, and Rescue Dog Foundation, providing one-stop service.

The company plans to use Chewy, Amazon, Alibaba, MOMO, ETMall, playsport.cc, shop.com and other e-commerce platforms as exemplars and expects to build a pet e-commerce sales platform. The platform will cover sellers and buyers, with data mining capabilities, cash flow, logistics, and other functions and services. The pet business marketing process is formulated using the concept of a service blueprint, including three major pet service aspects: Pet life, pet funeral, and rescue stray dog foundation.

### 2.2 The Concept of Consumer Journey

A customer journey map is simply as a consumer strategy. It is a process from when consumers first contact the brand, pay attention to generate demand, then buy brand products, and finally have after-sales service experience and even follow-up repurchase [4]. This produces a multi-angle analysis map, including the customer's actions, thoughts, emotions, experiences, etc. It is an analysis map that can realize consumer psychology and effectively create a usage map of consumers to understand their shopping behaviors.

The customer journey focuses on the overall experiences of consumers and analyzes the pre-, mid- and post-consumer behaviors. In a purchase process, relevant points about a brand are consistently and efficiently connected to satisfy the consumers' needs at each



**Fig. 1.** Chewy's Pet Services

stage. If managers are able to understand the map, they can more easily communicate with consumers to generate shopping behavior.

For example, a case review of Chewy [5] reveals that nowadays, pets tend to be humanized, and it has become a trend to upgrade the service from payment, one-stop service eco-system, and professional consulting in a consumer journey perspective [6] (Fig. 1). Third-party payment is used to solve troubles in payment. One-stop eco-system tries to provide multiple choices and extend to cover all possible aspects of pets, such as pet medicine and insurance service. Since pets are like fur babies and getting important in a family to provide love and comfort, consulting services are required to be more professional than before to build up a loyal emotional connection with pet owners.

### 3 Research Methods

#### 3.1 Heuristic Inquiry Research Design

A heuristic inquiry research design [7] along with the case study method was adopted. One of the authors was the owner of Fan Ai Pet e-commerce. This provides an advantage of persistent observation and first-hand information to help with data collection, analysis, and interpretation and acquire insights in the discussion of findings. Therefore, the feasibility and the credibility of the study can be ensured.

#### 3.2 Case Study Method

The case study method is based on real practices and can be an effective research design to respond to how and why research questions [8]. Practices of case companies were recorded systematically and examined in detail to construct comprehensive pet e-commerce. A range of empirical data collection included available secondary data, observation of the case on the spot and interviews with the owners of the cases.

### 4 Case Analysis

#### 4.1 The Company of Fan Ai Pet E-Commerce

With the change of lifestyle, more and more people keep pets. Globally, the pet care market has grown from 245 billion in 2021 to 261 billion in 2022 [9]. An estimated

**Table 1.** Pet Service Ecosystem

Fan Ai Pet e-commerce for pet owners	
Pet food, Healthy food, Functional food, Friendly restaurant	Pet school, Pet training, Guiding training, Fitness training
Pet clothes, Pet grooming, Accessories, Smart equipment, Wearable device, Hygiene products	Entertainment facilities for pet, Pet massage and spa, Pet park, Instructions for walking pet
Pet hotel, PetBacker, Pet house, Pet sitting, Hotel recommendation	Pet medicine and insurance, Pet clinic, Pet sterilization, Online reservation and consulting, Pet nutrition
Pet transportation service, Pet toilet, Pet walking tour app, Stray pet adoption	Pet funeral ceremony, Pet cremation, Souvenir, Pet funeral director and service

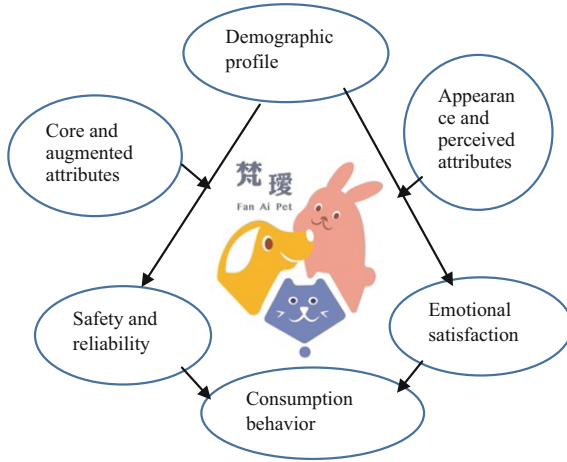
6.1% compounded annual growth rate will catapult the figure of the pet care market size to 350 billion by 2027. The pandemic of Covid-19 has accelerated the developmental trend of online consumption of pet products. During the Covid-19 pandemic, pet owners increased seeking companionship and mitigating boredom. Although the efficiency of e-commerce is likely to promote the development of online pet consumption, the absence of a comprehensive e-commerce platform for pet owners to acquire information and solve their problems seems to be an opportunity for entrepreneurship.

The demand for the pet industry is expanding. A comprehensive service ecosystem for online pet consumption extends to every aspect of services about pet lives and passing away, such as food, clothing, housing, transportation, education, entertainment, medicine and insurance, pet cremation, and funeral ceremonies. Some examples of each category are shown in Table 1.

With the development of mobile devices, mobile application services have been transformed into App models, allowing users to download and connect with remote cloud services quickly. Therefore, the Fan Ai Pet e-commerce tries to combine pet needs and this new App technology, expecting to bring new business models and generate new business opportunities. The company of Fan Ai Pet pursues to be a comprehensive platform for e-commerce, for professional consulting and virtual community chatting forums, and also further for the saving dogs foundation.

## 4.2 Consumer Journey Map Perspective

A possible consumer journey map perspective [4] for Fan Ai Pet e-commerce includes (1) Demographic profile of customers, (2) product attributes, (3) purchase motivation, and (4) consumption behavior (Fig. 2) [10]. Information about demographic profiles includes gender, age, marital status or family life cycle, educational background, and income, which may influence pet owners' purchase preferences and decisions. Pet product attributes are divided into core and augmented attributes, which may appeal to purchase motivation about safety and reliability, and appearance and perceived attributes,



**Fig. 2.** A Possible Consumer Journey Map Perspective for Fan Ai Pet E-commerce

which may appeal to purchase motivation about emotional satisfaction. Finally, consumption behavior contains purchase intention, real buying behavior, re-purchase, and recommendation.

**4.3 Service Blueprint in Fan Ai Pet E-Commerce**

Service blueprinting is an approach to modeling business processes and supports customer services [11]. Fan Ai Pet e-commerce expects to use the service blueprint to improve service quality and user experience, further gain the trust of pet owners, and build a comprehensive and one-stop online pet service ecosystem. Three major pet services will be included: Pet life, pet funeral, and rescuing stray dog foundation (Fig. 3). Pet products and services include pet food, pet medications and insurance, pet training programs, pet grooming, and pet cremation and funeral services, to name a few. Professional consulting and virtual community chatting forums would also be helpful to be included in the platform. The Fan Ai Pet e-commerce platform for pet owners, will cover sellers and buyers with functions in data mining, cash flow, logistics, and customized consulting.

The demand of the pet industry is expanding, extending pet life service models to cover food, clothing, grooming, housing, training, transportation, health, and death. Fan Ai Pet’s application of service blueprint allows consumers to be more aware of Fan Ai Pet’s e-commerce and accurately understand various pet products and services. In addition, a new business service model helps develop new business opportunities for the Fan Ai Pet e-commerce in the pet industry. A micro detailed service blueprint concept in business process modeling will help enhance consumer experiences.

Referring to previous frameworks of blueprinting [3, 12], the service process of the micro blueprint for Fan Ai Pet contains five categories (Fig. 4): Pre- mid- and post-consumption behaviors, customer behavior, front desk service or website information, back office service, and support system. Activities in these five categories may proceed

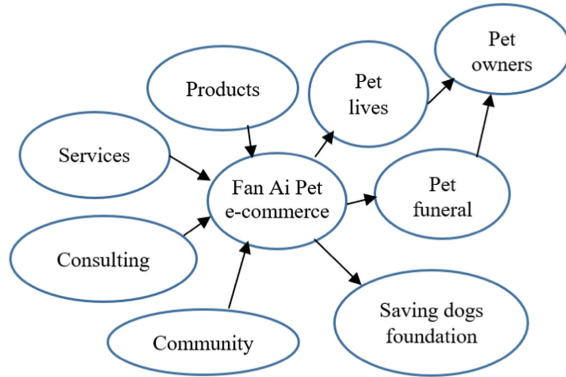


Fig. 3. A Macro Service Blueprint for Fan Ai Pet

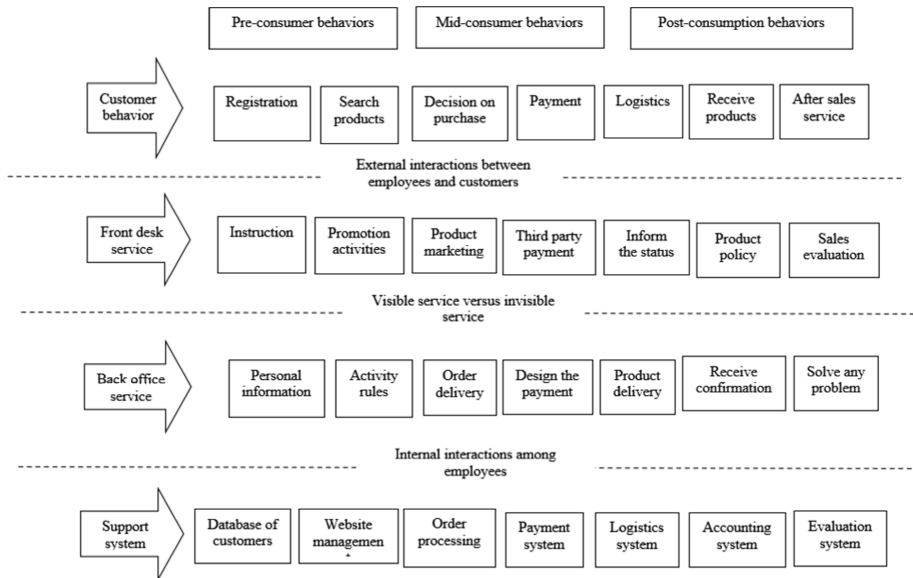


Fig. 4. A Micro Blueprint of Services for Fan Ai Pet

at the same time. For instance, when a customer arrives or gets into the website, he or she might see the registration for login; instruction will be provided for the registration. Management of personal information will then be executed. A support system for customer database will be required.

## 5 Results and Discussion

### 5.1 Pet Lives

With the gradual humanization of pet feeding and the diversification of pet food, the e-commerce market can provide more diversified, functional, and health-oriented pet food. For “clothes,” many pet owners are willing to spend money in pursuit of “good-looking” pets. Fan Ai Pet e-commerce service attempts to provide complete and professional pet beauty consulting services. Further, through the marketing services provided by the Fan Ai Pet e-commerce platform, pet owners can link with pet-friendly hotels, where pet massage and spa services might be provided.

Additionally, new relevant products for pet chips and pet GPS trackers are becoming popular and provided. Fan Ai Pet platforms are also combined with the current google system to link and locate nearby pet medical hospitals, clinics, pet grooming shops, and pet training centers to get details about consultation time zone, sales items, appointment schedules, and transportation etc. Pet owners can watch the live broadcast and real-time status of their pets in the training center.

### 5.2 Pet Passing Away

“Pet Etiquette Life Park” will be designed. An animal’s lifetime is about ten years, and there will always be a day when the pet will die. Apart from the sorrow, the owner is also afraid of not knowing how to best deal with the pet funeral of his or her beloved pet. The Fan Ai Pet E-Commerce considers the “pet funeral business”. The pet owners’ attitudes toward the “pet funeral business,” “perceived usefulness,” “perceived comfort of use”, “perceived values,” and “behavioral intention” are important factors to influence the design of “Pet Etiquette Life Park” for pet owners.

### 5.3 Saving Stray Dogs Foundation

Part of the income surplus and customers donation will be allocated to support the foundation and provide medical treatment, prosthetics, birth control programs, training, adoption platforms, and other programs for stray pets. Funds are raised through the platform, and donations from various parties are distributed to those interested in helping stray dogs and cats. Hope to solve the problems of stray pets.

## 6 Conclusion and Suggestion

Information technology development and Covid-19 outbreaks have pushed entrepreneurs to use e-commerce platforms for business and social enterprise. During the Covid-19 pandemic, pet owners increased seeking companionship and mitigating boredom. The absence of a comprehensive e-commerce platform for pet owners to acquire information and solve their problems seems to be an opportunity for entrepreneurship. This study used a heuristic research design, case study method, and applied service blueprint and consumer journey concept to construct comprehensive pet e-commerce for the company of Fan Ai Pet.

Tools of service blueprints and consumer journey maps were applied to conceptualize the future e-commerce business model for the company of Fan Ai Pet with one-stop services in an integrated service chain online. A macro service blueprint for Fan Ai Pet included Apps, pet life parks, and a saving dogs foundation. Pet products and services for pet lives include pet food, clothes, house, transportation, entertainment, pet medications and insurance, pet training programs, pet grooming, and pet cremation and funeral services, to name a few. Professional customized consulting and virtual community chatting forums would also be helpful to be designed in the platform. Supporting systems would contain customer dataset, data mining, cash flow, logistics, and website management.

The implications of the research results indicate the gradual humanization of pets to become fur babies for love and comfort. From a consumer journey perspective, it is essential to upgrade the service quality of pet e-commerce from reliable payment, the establishment of a one-stop and diversified service eco-system, and customized consulting. However, two limitations in the study need some caution. First, the case company of Fan Ai Pet is currently still in its initial stage. This means that the proposed pet e-commerce is not successfully executed yet. Second, although the pet e-commerce for the company of Fan Ai Pet tries to be comprehensive, whether the cost will be too high is not assessed. Further research is required to keep following this case, continue to collect data and combine some financial outcomes in the research design of future studies.

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