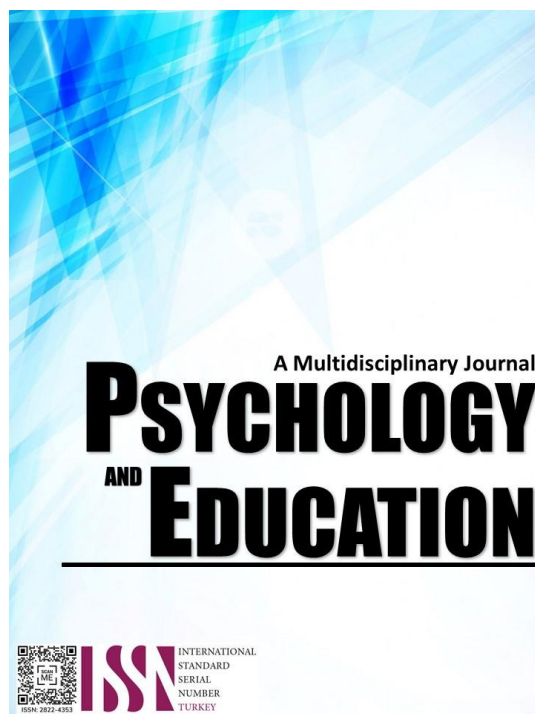


ADOPTION PREFERENCE ON STRAY ANIMALS: BASIS FOR ANIMAL WELFARE CAMPAIGN



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Adoption Preference on Stray Animals: Basis for Animal Welfare Campaign

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Abstract

This study aims to focus on the preferences of the community regarding the adoption of stray animals in Morong, Rizal. The data collection was conducted with five (5) pet owners in each of the 8 barangays in Morong, Rizal, in 2023. Based on the findings of this study, the researchers found that the pet owner-respondents in Morong, Rizal, are most likely ready to adopt stray animals based on their preferences in terms of type, breed, condition, and color. Their reasons correspond to the subjective theory of value since they talk about how valuable the animal's life is to them. The pet owners of Morong, Rizal who are ready to adopt mostly prefer dogs and cats, due to that they prefer types that are beneficial to the owners with good physical state and behavior (type), askal/Aspin as their most preferred breed, due to that their most preferred breeds are any breeds and breeds don't matter to the pet owners/respondents (breed), healthy, as they want animals that ensure better living and a long lifespan (condition), mostly prefer brown color, and have color that is interesting, lovely, and color they like (color). When adopting stray animals, the respondents' choice of preferences is subjective in two (2) ways. These are what seem the basis of individuals when selecting a pet to please their satisfaction on their different judgments. The researchers will propose an advocacy campaign promoting the adoption of stray animals, specifically encouraging the attributes that are not mostly preferred in strays. The key themes from the thematic analyses of the different preferences showed that although they valued animals' lives regardless of their kind, some tended to select them due to their appearance and benefits.

Keywords: *adoption, preference, stray animals, animal welfare campaign*

Introduction

Stray animals are also defined as "street animals" that are free-roaming around public places and are usually domestic animals. In the Philippines, they were preferably called "Askal" for dogs and "Pusakal" for cats, it's a slang abbreviation for "Asong Kalye" and "Pusang Kalye (PawsGeek, 2022)(Look beyond the Breed /. n.d.), these breeds are usually just wandering around the community. There are several factors as to why this happens: they may reproduce on the streets, they don't have an owner, they're lost animals that could not find their way home, they may be abandoned animals that are no longer wanted, and others (Singh, 2022). To support this statement, according to Vila (2020), some strays in the Philippines were born on the streets, while others are abandoned family pets. Once these animals become an inconvenience to the owners, they are neglected or tossed onto the streets (Vila, 2020). Most of them are intact [unsterilized], so they mate with other stray animals and more unwanted animals are born. Unfortunately, it's a never-ending cycle. "One of the main problems is overpopulation, the lack of education in terms of animal welfare, and responsible pet ownership, which resulted in the Philippines having around 13 million strays right now. It is just but impossible to rescue all of them." (Enriquez, 2022).

With a large number of stray animals, they can do

many possible harm to humans, including transmitting rabies and other diseases that they carry. According to Vila (2020), the Philippines is one of 10 countries where rabies continues to be a public health problem, despite the Anti-Rabies Act of 2007. "Around 100 to 200 Filipinos die of rabies each year," Vila (2020) says. "Declares the policy of the State for the protection of the people's right to health, thereby, mandating that a system of control, prevention of the spread, and eventual eradication of human and animal rabies shall be provided, and the need for responsible pet ownership to be established." Republic Act No. 9482 (The Anti-Rabies Act of 2007) Although they experience discrimination for some reasons, the welfare of stray animals is still important. Shelters and rescuers for stray animals must continue to act to at least lessen the suffering of these stray animals. Giving them proper care may be just what they need. These stray animals should have proper shelter and welfare in accordance to a law of the Philippines "It is the purpose of this Act to protect and promote the welfare of all animals in the Philippines by supervising and regulating the establishment and operation of all facilities utilized for breeding, maintaining, keeping, treating, or training all animals, either as objects of trade or as household pets." (Republic Act No. 10631, 2013) In this article, researchers aim to study the preferences of the community in adopting an animal with respect to the subjective theory of value in order to help construct a basis for animal welfare campaigns,

which will then be used to help educate the community and will aid in the discrimination against adopting stray animals.

Research Questions

The study aims to analyze the preference of the community in adopting stray animals. Specifically, it aims to answer the following questions:

- 1.Are the respondents ready to adopt stray animals?
- 2.What are the adoption preferences of the respondents with respect to;
 - 2.1 Type;
 - 2.2 Breed;
 - 2.3 Color; and
 - 2.4 Condition?
- 3.What is the overlapping context on the preference of the respondents in adopting stray animals with respect to the Subject Theory of Value?
- 4.What animal welfare campaign may be proposed based on the findings of the study?

Literature Review

A comparison of the preferences of people who adopt dogs from a shelter with their revealed preferences as expressed through the ratings of their chosen dog revealed that, on every trait, individuals with a priority were more likely to fulfill that preference than would be expected through chance alone, suggesting that they were able to match their stated preferences to their choices reasonably well (especially for age, sex, size, playfulness, and intelligence). Surprisingly, the most desired characteristics were not always present at above-chance levels. (Cohen & Todd, 2019). Although another study shows that 55.9% of the dogs that were returned to the shelter in their present study were due to behavior issues, the third most common reason for the return of a dog within the study was unrealistic expectations with the dogs, which resulted in 12.7% of all dogs returned to APA. (Hawes et al., 2020)

The study by Bir et al. (2017) began to determine preferences for dog adoption, but the definition of adoption or further details regarding the term adoption were not given. Many campaigns and public statements reinforce the idea that adoption is the most ethical way to acquire a dog. These messages might be clear to the general public, impacting their perception of the "proper" action. The finding by Bir et al. (2017) that adoption was thought to be the most ethical choice indicates that pro-adoption views are gaining attention. However, because the study only attempted to evaluate

perceptions rather than the primary causes of people's attitudes, the cause and effect of pro-adoption campaigns could not be established.

Seniors have a reduced risk of adoption when compared with adults, and the risk slowly climbed as the length of stay in shelters increased. The adoption hazard ratio (HR) of seniors to adults was similar to one at about 50 days. This data shows that after 50 days, compared to adults, older people are viewed as more adaptable within the 80-day study duration. To the writers' knowledge, no one has ever written about this relationship before, and when they compared puppies to adults, they discovered that the likelihood of adoption was higher in puppies, as well as decreasing as length rose. Although the adoption risk for puppies varies over time, it has been observed that puppies are always more likely to be adopted than adults. Additionally, we discovered that the impact of canine size on adaptability alters. (Cain et al., 2020)

The Subjective theory of value comes from the belief that the value of an object lies in how much people desire or need the thing and is not determined by the inherent qualities of the object. Carl Menger and Eugen Von Boehm-Bawerk and other economists and thinkers of the 19th century developed this theory. According to this, the amount of labor or capital invested in the production of an object or the inherent qualities of the object do not determine its worth, rather it's important to people based on how much they need in meeting specific needs determines its value. (Subjective Theory of Value - Explained, n.d.)

The idea is that the value of an object does not lie in the intrinsic properties of the object but rather in the importance and usefulness of the object to different people. Similar to stray animals, when the animal is useful to them.Social media use is growing among animal shelters and rescue organizations, and those who work at these organizations feel that it is helping them generate increased public support and save the lives of more animals in need (Aspca, 2018). Awareness campaigns are an important factor in shaping people's attitudes. These promote environmental action, positive behavioral differences and general awareness of environmental issues. Campaigns that reach every citizen are huge, although their effectiveness and durability can vary from time to time. (Borawska, 2017).

Methodology

Sampling

The respondents were gathered through “purposive sampling”, with 5 participants, particularly pet owners, that were interviewed in each of the 8 barangays in Morong, Rizal. There are no specific age or gender requirements for conducting this study.

Data Collection

In this study, the data was gathered through a validated interview instrument with the consent of the participants, which consists of a series of questions that are linked to the Subjective Theory of Value and is constructed to help determine the preference of the community for the adoption of stray animals. The interview consists of five (5) different questions that helped the researchers answer research question number 2: (1) “Are you ready to adopt a stray animal and why?”; (2) “What type do you prefer, why?”; (3) “What breed do you prefer, why?”; (4) “What color do you prefer, why?”; and (5) “What condition do you want it to possess, why?”. Respondents who answered “no” in “Ready to Adopt” were no longer further asked for their preference in adopting a stray animal. These five questions were used to identify the pet owner respondents’ preferences for adopting stray animals.

Data Analysis

The data collected by the qualitative interview method was analyzed and reported used with methods for data analysis. For analyzing the data, both qualitative and quantitative methods were used. The methods used to analyze the data were (1) Frequency, percentage, and rank distribution, this is to specify the percentage of observations that exist for those who were willing to adopt a stray animal. A (2) qualitative discussion was used to interpret the results of the collected data from the (3) thematic analysis for each preference. (4) Grounded Theory, was used to discuss the overlapping context of the preference of the respondents for adopting stray animals with respect to the Subjective Theory of Value. The result of the grounded theory were used to identify what welfare campaign the researchers may propose to answer research question number 4.

Results and Discussion

Readiness of the Respondents to Adopt a Stray Animal

Table 1. *Frequency, Percentage, and Rank Distribution of the number of Respondents willing to Adopt a Stray Animal*

<i>Readiness</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Rank</i>
Yes (with consideration/s)	44	84.62	1
Yes (without consideration/s)	1	1.92	3
No	7	13.46	2
Total	52	100	

The table showed the “Readiness of the Respondents to Adopt a Stray Animal”. The respondents' answers were divided into three sides: “Yes with consideration”, “No”, and “Yes without consideration”. About 84.62% of the respondents are ready to adopt a stray animal with the reasons for their care for strays and their capabilities and acceptability, though both reasons were taken into consideration. 13.46% of the respondents were not ready to adopt a stray animal because of their lack of capabilities and acceptability. These capabilities and acceptability include permission, usually from parents, having too many pets to afford to own once again, fear, relying on the good condition of the stray animal, and some consideration and availability, like a lack of space to shelter pets. On the other hand, 1.92% or only one respondent were ready to adopt a stray without considering their type, breed, color, and condition. Although this study tackled the preferences of the respondents in adoption of stray animals, it's still important to show who are the respondents that are 100% ready to adopt if ever given an opportunity.

The reasons given by the respondents have been listed and analyzed afterward. The majority of answers “yes” are in “Care for strays” and only a few are in “Capabilities and acceptability”; to sheltering stray animals, being taken care of, keeping out of animal abuse, gave their sympathy toward stray animals, lent support, valued the life of the animal, and their love for animals. However, although the respondents were ready to adopt stray animals, some still had their considerations, which were their capabilities to adopt one, getting permission from parents, if the stray animal were in good condition, and the availability of space if they ever adopt one. Those considerations are also the reasons why 13.46% of the pet-owner respondents were not ready to adopt a stray animal; had a fear of animals, had no chance of approval from parents, already had too many pets, and not being capable of adopting a stray animal.

These responses concluded that the respondents were considering the welfare of the stray animals as well as the situation of their surroundings. An article from India said that while human health is a priority, it is also important to consider the welfare of animals, specifically stray animals. This article articulated the triangulating issues of rabies control, dog population management, and state intervention and identified recent practical difficulties in the local management of dog population control laws and policies in India's model city of Chandigarh. (Gupta & Gupta, 2019). In adopting a stray animal, it is only reasonable to consider human health (like the danger a stray animal may bring and mental health concerns) or the surroundings of the respondents (like having a bad environment to adopt, parents or other people in the house abuse animals, and a lack of space to shelter a pet), and reasonable that it considered the welfare of the stray animals (like keeping them from being abused, giving stray animals the life they deserved, and just having love for animals) in adopting because it may affect badly to humans and animals if ever these were not considered, as it may affect the rate of rabies patients and rate of animal abuse. Both the lives of humans and animals are valuable and deserve to be respected.

Adoption of the Respondents

Table 2.1. *Key Themes of the Respondents' Reasons for their Preferred Types*

Themes	f	Sub-themes	f
Wanting animals for their type	22	Likes the animal	3
		Loves the animal	10
		Prefers for a certain animal more than the other	6
Advantages for owners	5	They are easy to accompany with	3
		Cleans up after themselves	2
Caring for animals regardless of type	2	To provide them help	2
Considering their characteristics	4	Having good physical and behavioral attributes	4
Having a strong and connected bond with the stray animal	6	Having a good relationship with the animal	4
		They help in improving mental health	2

The table showed the pet-owner respondents and what types of stray animals they chose to adopt. The majority of the respondents preferred dogs, cats, and

either dogs or cats. 66.67% of the respondents were ready to adopt stray dogs. On the other hand, 24.44% of the respondents were ready to adopt stray cats, and ranked third are respondents who were ready to adopt any type of stray animal, with a rank of 8.89%. The respondents gave their reasons for the following preferences in terms of their type.

The respondents reasoned to choose a type of animal. The table showed that 22 out of 42 respondents said that they wanted animals for their types, this included the fact that 10 respondents said that they loved the animal, and included in it are 6 of the respondents who said that they preferred the animal. 3 of the respondents reasoned that they liked the animal ("love the animal" is caring for and loving an animal; "like the animal" is adoring an animal), and 3 of the respondents said that they preferred a certain animal more than another. Second, the number of respondents that want their type of stray is based on the advantages that it could give them. According to 5 respondents, the type of stray that they wanted is based on the advantages for owners. This table included the reasons of 3 respondents who said that they were easy to accompany, and 2 of the respondents reasoned that they cleaned up after themselves. Third, the number of respondents who cared for the animals regardless of their type. According to 2 out of 42 respondents, they would care for animals regardless of their type; this included the reason that they wanted to help them. Fourth, the number of respondents who considered the characteristics of the animals when they chose their type. According to 4 out of 42 respondents, they considered the characteristics of the animal of their type, this included their reason that they wanted to have good physical and behavioral attributes. Lastly, the number of respondents who had a strong and connected bond with the stray animal. This table included the reason that 4 out of 42 respondents have a good relationship with the animal, and 2 of the respondents reasoned that they helped improve mental health.

Based on these responses, respondents mostly preferred their type with the love and likes with connected bonds in stray animals; this preferred type is based on the physical and behavioral characteristics that they had. According to an article, animal behavior is one of the most important parts of their survival. There are some behaviors that animals learned from their surroundings and the experiences they have (Joseph, 2022). In adopting stray animals with their types, it is considered that it depended on their love and behavior towards them because on the adoption, it is important to look at good physical behavior because

an animal is still depended on people's love towards them and that an animal can also treat them.

The table also showed significant themes that for the lowest frequency, 2 respondents reasoned "Caring of animals regarding their types" and for the highest frequency, 22 respondents reasoned "They wanted animals for their types". The differences between the lowest and highest frequency first, the reason "Caring of animals regarding their types" meant that the respondents agreed to adopt stray animals regardless of their types, and second, their reasoned "They wanting animals for their types" implied that the respondents wanted stray animals regarding their types.

Table 2.2. *Key Themes of the Respondents' Reasons for their Preferred Breeds*

Themes	f	Sub-themes	f
Accepts any breeds	18	Picking breeds doesn't matter	14
		Any breed deserves care and love	4
		Preferred specific breed but also accept others	2
Aware of the stray animal population	5	Common stray animals seen in streets	3
		Commonly neglected	2
Owned the same breed	2	Former owner of the same breed	2
Owner benefits in terms of time, effort, and financial needs	5	Can be accompanied at ease	2
		Low maintenance	3
Based on animal's physical and behavioral characteristics	8	Finds them adorable	6
		They're smart	2
		Finds them adorable	2

The table showed the reasons why pet owners' respondents chose their preferred breeds. The majority of the respondents preferred Askals/Aspin over other breeds. 40.91% of the respondents preferred Askals/Aspins; 22.73% of the respondents preferred any breed; 13.64% of the respondents preferred Puspins; and 6.82% of the respondents preferred either Persian cats and/or Shih-Tzu. Lastly, 2.73% of the respondents preferred Chow-Chow, German Shepherd, Golden Retriever, and Siamese.

The respondents gave their reasons for the following preferences in terms of breed. Starting with the number of respondents who reasoned they accepted

any type of breed. The table shows that 18 out of 42 respondents accepted any breed; included in it are 14 of the respondents who said that picking breeds doesn't matter, 4 of the respondents who said that any breed deserved care and love, and 2 of the respondents who said that they preferred specific breeds but also accepted others. Second, is the number of respondents who reasoned they acceptwts Askal/Aspin and Pusakal/Puspin as their preferred breed; 5 out of 42 respondents said that they were aware of the stray animal population, so they chose Askal/Aspin and Puspin/Pusakal, those included the reasons of 3 of respondents were the common animals seen in the streets while 2 of them said that they were breeds that were commonly neglected. Third is the number of respondents who reasoned to accept breeds the same as their owned pets as their preferred breeds; 2 out of 42 respondents said that they wanted to own the same breed as their previous pets, included in it is the reason for the 2 respondents that they were a former owner of the same breed that is why they wanted breeds same to their pets. Fourth is the number of respondents who reasoned tha they accepted breeds that can have benefits were their preferred breeds, 5 out of 42 respondents said that they wanted breeds where they could benefit in terms of time, effort, and financial needs, included in it is the reason of 2 respondents who said animals with these breeds could be accompanied at ease, and the 3 respondents said that animals with these breeds were low maintenance. Lastly, there were the number of respondents that accepted breeds based on their physical and behavioral characteristics, 10 out of 42 respondents said that they want breeds based on the animal's physical and behavioral characteristics, included in this were the reasons of 8 respondents that find the breed they chose breed adorable and 2 respondents that find breeds like they chose smart.

These responses conclude that breeds didn't matter when adopting stray animals; what mattered were their behavioral characteristics, needs, benefits, and rights to live. Those animals who were easily neglected by people also deserved the proper care, home, and love that they deserved. According to an article about a review of factors affecting the decision-making of prospective dog ownership, dogs' physical appearance, behavior, and temperament were significant in decision-making when it comes to acquiring a dog (Holland, 2019). In addition, when it comes to adopting stray animals, considering their breed is not important. What's important is their behavior and characteristics towards people, because the breed isn't the only thing needed to be considered when adopting stray animals that determined their compatibility with the people that will adopt them.

Table 2.3. Key Themes of the Respondents' Reasons for their Preferred Colors

Themes	f	Sub-themes	f
Wanted the color for its look on animal/s	13	Likes the color	2
		Loves the color	2
		Wanted the color for the animal/s	2
		Finds the color interesting and lovely	7
Wants new, rare, different colors	6	Favored colors that can be seen easily	1
		Wants color different from others	3
		Haven't seen/owned animals possessing their preferred color	2
Owner observes cleanliness look of animals	4	Looks clean	2
		Don't get dirty easily	2
Values animals' importance instead of color	10	Color didn't matter for them	6
		Values their life more than the color	4
Accepts any color for an animal yet preferred a certain color	2	Would adopt any stray yet chose a specific color	2

From the interview, the pet owner's preferences in color were: brown, at 22.95% of the respondents; white, at 21.31%; mixed, at 21.31%; black, at 14.75%; any, at 13.11%; cream, and a mix of white and brown, at 3.28%; and lastly, gray, at 1.64%.

Five themes were created after analyzing the respondents' reasons for choosing their preferred color. The first theme is the respondents wanted the color for the look of the animal/s, and its sub-themes were that they like/love the color or found the color interesting and lovely, which were one of the more weighty sub-themes. The second theme were that the respondents wanted new, rare, and different colors, as they favored colors that could be easily seen and were different from others, or that they wished to have a color they hadn't seen or owned possessing their preferred color. The third theme concerned the owners observation of the cleanliness of the animals, as they perceived the colors they have chosen to have looked clean and don't get dirty quickly. The fourth theme valued the animal's importance instead of color, as color didn't matter for them as they valued their lives

more than color as its sub-theme. The fifth theme is that they accepted any color for an animal yet preferred a certain color, and two respondents gave this response.

This concludes that the respondents' reason for their preferred color was based on the benefits that they could gain from that specific color, they liked the color, and some just didn't care about the color. Some respondents chose to have a specific color as they saw that they looked cleaner and don't get dirtier quickly. According to an article, the color white had multiple meanings and perceptions, although these may differ depending on the individual and culture that they grew up in; often it is connected to cleanliness, minimalism, purity, etc. (Cherry, 2023), which could be the reason why the respondents chose white for the reason of looking clean.

The also table showed the highest frequency of 22 respondents wanting the color for its look on animal/s with one of their reasons being that they found the color interesting and lovely, and with the lowest frequency with 2 respondents said that they accepted any color for an animal yet preferred a certain color, with their reasons that they would adopt any stray chose a specific color, the similarities between the two frequencies is that they wished to have a specific color that they wanted for their stray animal, and the differences are that the lower frequency would have accepted any color as well even if they wanted a specific color on their stray.

Table 2.4. Key Themes of the Respondents' Reasons for Preferred their Conditions

Themes	f	Sub-themes	f
Helps the owner in terms of time, effort, and money	13	Easy to take care	7
		Not exceeding too much effort when in healthy state	3
		Lesser financial support	3
Giving proper health treatment	17	Keeping them away from diseases	4
		Maintaining and giving proper health	6
		Ensuring better living and long lifespan of stray animal	7
Willing to adopt unconditionally	2	Willingly adopt at any condition of the stray animal	2
Appearance	2	Good Appearance	2

The table showed the reasons for the responses of the pet owners' with a total of 35 out of 52 respondents gave their reasons. The most considered condition is their health and had good conditions, with a total of 17 out of 35 respondents said that they wanted to provide them with the proper treatment, health, and care as well as having excellent conditions. The second most preferred condition is that it is beneficial to the owner, with a total of 13 out of 35 respondents, saying that it helps the owner in terms of time, effort, and money; and the least most preferred strays are without conditions or the respondents were willing to adopt them unconditionally with a total of 2 out of 35 respondents, as well as they based on their physical appearance with the total of 2 out of 35 respondents, says that they want good appearance.

The responses conclude that the respondents' mostly preferred animals' conditions who were in good health and conditions due to their long life and better lifespan. Also, animals with health conditions were less hassle and required less care from pet owners. A study stated that Owners who returned their animals due to the animal's health showed four times greater odds of post-return adoption compared to the behavioral return. This could suggest why the majority of the pet-owners chose the conditions for the pet to have a healthy constitution due to being unable to treat them properly (Powell et al., 2022). This study corresponded to the gathered responses that the respondents were also considering the health and conditions of the animals the most.

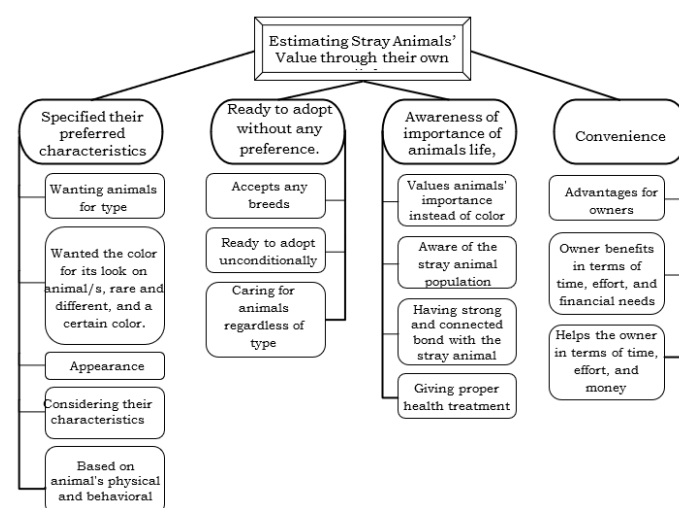
The table also showed in major-themes that the highest frequency is, 18 respondents with the reason that "Accepts any breeds" and for the lowest frequency that got 2 respondents with the reason that "owned the same breeds". There are differences between them like, "Accept any breeds" meant that the respondents accepts stray animals regardless of their breed so they were ready to adopt stray animals with any breed while "Owned the same breeds" meant that the respondents wanted to adopt stray animals that have the same breeds as their previous owned pet so they were not ready to adopt stray animals with any breed but ready to adopt stray animals with a specific breed that were same to their previous owned pet. Meanwhile, the similarities of the two is that they were the preference of the respondents that are ready to adopt stray animals.

The table showed in major-themes, with the following reasons: "Willing to adopt unconditionally" and

"Appearance" had the lowest frequency with a total of 2 respondents for each reason. Meanwhile, the reason for "Giving proper health and treatment" had the highest frequency with a total of 17 respondents. The comparison of the following responses showed that the reason for "Willing to adopt unconditionally" explained that the respondents were ready to adopt stray animals regardless of their condition. Together with the reason for "Appearance" implied that the respondents would adopt stray animals that relied on their appearance or animals that have good appearance and don't rely on their actual conditions. In comparison, the reason with the highest frequency "Giving proper health and treatment" stated that by having proper health and conditions, the animals were easy to take care of. This implied that the respondents relied on the health and conditions of the stray animals when it came to adoption. On the other hand, these reasons were similar in terms of the readiness of the respondents that they were ready to adopt stray animals, with just different reasons and preferences.

Overlapping Context

Figure 1. Concept Map of the Key Themes of the Respondents' Preferences



Based on the results, 86.54% of the respondents are ready to adopt a stray animal, yet some of their preferences contradict this; some of their preferred characteristics when it comes to adopting a pet are that it is not in the possession of a stray animal. Some stated from the interview that they preferred breeds

that are not common in stray animals, such as German Shepherd and Shih-Tzu; having a color that looks clean in pets, yet knowing stray animals regardless of color are often coated with dirt due to unsanitary shelter/s; clean, cute, chubby, fluffy, and healthy conditions can rarely be seen in stray animals as many are dirty, skinny, and hungry (Simonds, 2017).

The figure presented the codings from the key themes of the respondents' standards when it comes to adopting stray animals, which then have something to do with the estimation of its value depending on their beliefs. In line with their reliance, it shows that they rely on what is important to them depending on what matters, such as their preferred feature/s that are more convenient to them; valuing an animal's life and its situation/s; some are willing to adopt regardless of its kind; and some also have a preference based on the animal's behavior and appearance.

To further discuss the results, it showed that they find animals convenient for them when they have behaviors and/or characteristics that are advantageous for them, whereas they mentioned that animals who are easy to take care of, easy to accompany, and low maintenance can help them by exerting less effort, time, and money (Weber, 2020). When it comes to valuing animals' lives and their situations, it showed that they valued animals' friendliness and importance, and health, and some were also aware of the number of commonly neglected animals. Those who are ready to adopt any preference stated that they accept any breed, are willing to adopt unconditionally, and care for animals regardless of their type. Finally, those who specified their favored preferences stated that they want animals for their type, color, clean look, and other physical appearance and behavior; they want something new and rare with the same characteristics as their previous pets; and some also accept any breeds yet specified their preference.

In Subjective Theory of Value by Carl Menger in economics, states that a consumer assigns value to a good depending on its importance, not on its commodity but on its utility (Appelt, 2021); meaning, this theory explains that people value a certain object because it does not depend on the raw material/s, labor, and process it when through; instead, the object's value depends on its importance to its users. From the results shown, being ready to adopt without any preferences and being aware of the importance of the animal's life, experience, and health has more relevance to the existing theory as it indicates that their preferences when adopting an animal are based on what is important to them, which is being a help and

making stray animals' lives better.

However, respondents who chose specific characteristics solely for the animal's appearance and out of convenience are outside the concept of the said theory. It did not agree that they were only focused on what seemed to have good appearance and behaviors, which then benefited them when adopting a stray animal, rather than how needed and important their chosen characteristics were to them, and that they favored only what good attributes they possessed.

Subjective Theory of Animal Value

As shown in Figure 1, the subjective theory of value somehow correlates to our findings, yet some results did not align with the theory. Therefore, the researchers conclude, when adopting stray animals, the respondents' choice of preferences is subjective in two (2) ways. These are what seem the basis of individuals when selecting a pet to please their satisfaction on their different judgments.

First, their empathy for the stray animal's life experiences, regardless of their looks, guided the respondents to respect and value their lives (Srivastava, 2020). The need of a person to help and save the animals supported the existing theory that no matter what it is or what it has, as long as the importance of the need is satisfied. This then meant that Individuals assign value depending on their demand to fulfill their desire; so, the more important the need to be satisfied, the more valuable the good is to an individual. The more misfortune and vitality the stray animal's life could get, the more valuable and necessary an individual felt it was to save and adopt them.

Second, some respondents specified some preferences that relate to animals possessing a good physical appearance and being beneficial to them. The more convenient the characteristics and/or behaviors an animal has, the more desirable it is for a person to adopt them. This then meant that an individual assigns value while seeking the beauty and convenience of a good that then pleasures them once achieved. Having good features seems to affect people, as ugly features may often be perceived as dangerous, and beautiful creatures are seen as able to give happiness and are more intelligent (Herzog, 2022).

The development of this theory is based on the results of the key themes of the respondents' various reasons for their preferences. Participants thought of adopting stray animals due to them wanting to give them proper health treatment; valuing their importance instead of

their characteristics; caring for them regardless of their physical traits; aware of their population; they are also in favor of stray animals that give them a strong bond; and they are ready to adopt any stray animals unconditionally. This only show that these respondents will adopt the stray animals as they empathize and sympathize with their situation.

On the other hand, other respondents thought of adopting stray animals with good appearance; good physical and behavioral traits; new and different colors; and they also chose those that are advantageous; benefit them in terms of time effort, and financial needs. These key themes show that they are only ready to adopt stray animals under circumstances that are beneficial for them, this is also meant that they are not fully invested in adopting strays as they have considerations.

Proposed Animal Welfare Plan

Given the results, it seems that although some respondents chose preferences on adoption for who and what stray animals are, some still chose animals that are not physically the same as them. This led the researchers to create an advocacy campaign for stray animals named “Give O-PAW-tunity to Strays”. From the name given, this movement aims to give “opportunity” to stray animals, by offering them proper care and treatment through advertising them for adoption. With this strategy, the community will be educated on its importance in different aspects, such as shelters, misconceptions, and welfare. Through this, both the stray animals and the community will benefit, as the population and discrimination against stray animals may lessen, and the problems such as accidents, pollution, and diseases caused by stray animals may decrease, making the community a better and safer place.

Another action the researchers planned is helping shelters or giving shelters a new way to find a stray animal a forever home when a person is interested in adopting one. Since shelters in the Philippines are not alike to shelters from other countries, some shelters in the country don’t let the adopter to choose a pet that they connect with. This study plans to propose another way to give a second chance to the stray animals and that is by letting the adopter to choose or see who will connect to them more. This, it is a win-win situation for the animal, the person, and the shelter. To do this, a matching segment within the process of adoption is proposed. This matching segment will let the person and the animal to know if they are the perfect match for each other.

Conclusion

Based on the findings of this study, the researchers found that, based on the results of the conducted interview, the pet owner-respondents in Morong, Rizal, are most likely ready to adopt stray animals based on their preferences in terms of type, breed, condition, and color. Their reasons correspond to the subjective theory of value since they talk about how valuable the animal’s life is to them (Theory, Methodology, Practice, n.d.). The pet owners of Morong, Rizal who are ready to adopt mostly prefer dogs and cats, due to that they prefer types that are beneficial to the owners with good physical state and behavior (type), askal/Aspin as their most preferred breed, due to that their most preferred breeds are any breeds and breeds don’t matter to the pet owners/respondents (breed), healthy, as they want animals that ensure better living and a long lifespan (condition), mostly prefer brown color, and have color that is interesting, lovely, and color they like (color). When adopting stray animals, the respondents’ choice of preferences is subjective in two (2) ways.

These are what seem the basis of individuals when selecting a pet to please their satisfaction on their different judgments. The researchers will propose an advocacy campaign promoting the adoption of stray animals, specifically encouraging the attributes that are not mostly preferred in strays. The key themes from the thematic analyses of the different preferences showed that although they valued animals’ lives regardless of their kind, some tended to select them due to their appearance and benefits.

Based on the findings of this study, the researcher recommends the following; in topics similar to adopting a stray animal, the researchers suggest posting various information and advocacies to encourage and inspire the community to adopt stray animals. Researchers propose to use various advertising strategies for stray animals regarding their physical attributes, no matter what they are, they are always in need of help. in raising funds for rescuing stray animals and also finding them homes. It is recommended that in planning a campaign for adoption, they must highlight that adopting animals, especially stray animals, valuing one’s life must not be subjective and biased. With the fast and efficient help of technology and social media in today’s world, it is more advantageous to use them as a campaign platform, which makes communication and the expansion of information easier.

For the community, the researchers recommend exploring and learning information about ways of decreasing the population of stray animals as well as the importance of their lives. Therefore, a campaign is a good way to inform the community on why they should adopt stray animals, their misconceptions, and shelters.

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