

# 飼主之家庭結構、家庭度假動機與攜帶寵物同行決策之關係

王之弘、謝安田

E-mail: 319791@mail.dyu.edu.tw

## 摘要

本研究的第一個目的在檢視寵物飼主在進行家庭度假時，其寵物依附程度與攜帶寵物同行決策之關係。過去有關寵物消費行為影響因素的研究，大多認為寵物依附程度具有重要的影響力。然而，家庭度假與一般的消費行為並不相同，因此，本研究的第二個目的即在於發掘家庭度假動機的三個次構面，家人同聚、社交聯誼以及個人導向等動機，在寵物依附程度以及攜帶寵物同行決策間所扮演的中介效果。最後並探討家庭結構在寵物依附程度與攜帶寵物同行決策間可能具有之干擾作用。本研究採用階層邏輯迴歸進行分析，採問卷調查法，以至寵物用品店、寵物醫院與公園之飼主為問卷調查對象，共回收367份問卷。研究發現，寵物依附程度對攜帶寵物同行決策有顯著正向的影響。而家人同聚的動機在寵物依附程度與攜帶寵物同行決策間具有正向的中介效果。家庭結構之差異對寵物依附程度與攜帶寵物同行決策關係造成干擾效果。最後，針對管理實務與後續研究提出建議。

關鍵詞：寵物依附程度、攜帶寵物同行決策、家庭度假動機、家人同聚動機、家庭結構

## 目錄

內容目錄 中文摘要	iii	英文摘要	iii
iv 誌謝辭	v	內容目錄	vi
表目錄	viii	圖目錄	x
第一章 緒論	1	第一節 研究背景與動機	2
第二節 研究目的	11	第三節 研究重要性	12
第四節 研究限制	14	第二章 文獻探討	16
第一節 家庭度假決策之相關研究	16	第二節 寵物依附程度之相關研究	23
第三節 家庭度假動機之相關研究	28	第四節 寵物飼主家庭結構之相關研究	37
第三章 研究架構與假設	40	第一節 研究架構	40
第二節 寵物依附程度與家庭度假攜帶寵物同行決策之關係	44	第三節 寵物依附程度與家庭度假動機之關係	45
第四節 寵物飼主之家庭度假動機與攜帶寵物同行決策之關係	46	第五節 寵物飼主之家庭度假動機對寵物依附程度與攜帶寵物同行決策之中介效果	48
第六節 寵物飼主之家庭結構對寵物依附程度與攜帶寵物同行決策關係之干擾作用	49	第四章 研究設計	50
第一節 變數定義與衡量工具	50	第二節 樣本與資料蒐集	53
第三節 資料分析方法與分析架構	62	第四節 信度與效度分析	66
第五章 實證資料分析	73	第一節 研究變數間之相關性	73
第二節 寵物依附程度與攜帶寵物同行決策之關係	77	第三節 寵物依附程度與家庭度假動機之關係	80
第四節 家庭度假動機與攜帶寵物同行決策之關係	84	第五節 寵物依附程度、家庭度假動機與攜帶寵物同行決策之關係	88
第六節 家庭結構與寵物依附程度交互作用對攜帶寵物同行決策之影響	91	第六章 結論與建議	96
第一節 研究結論與討論	96	第二節 管理意涵與未來研究的建議	101
參考文獻	105	附錄章 問卷題項	121
表 目錄 表 2-1 度假決策要素結構關係表	18	表 2-2 家庭度假動機內容分析表	31
表 3-1 本研究變數定義彙整表	43	表 4-1 對寵物依附程度量表前測之信度分析	54
表 4-2 家人同聚的動機前測之信度分析	55	表 4-3 社交聯誼動機前測之信度分析	56
表 4-4 個人導向動機前測之信度分析	57	表 4-5 抽樣分配表	60
表 4-6 樣本人口統計變數分佈	61	表 4-7 對寵物依附程度量表之效度與信度分析	67
表 4-8 家人同聚的動機之效度與信度分析	69	表 4-9 社交聯誼動機之效度與信度分析	70
表 4-10 個人導向動機之效度與信度分析	72	表 5-1 研究變數之平均數、標準差與相關係數	75
表 5-2 攜帶寵物同行決策在寵物依附程度的差異分析及平均數	77	表 5-3 寵物依附程度與攜帶寵物同行決策之Logistic迴歸分析	79
表 5-4 寵物依附程度與家人同聚度假動機之迴歸分析	81	表 5-5 寵物依附程度與社交聯誼度假動機之迴歸分析	83
表 5-6 寵物依附程度與個人導向度假動機之迴歸分析	84	表 5-7 攜帶寵物同行決策在家人同聚動機上的差異分析及平均數	85
表 5-8 家人同聚動機與攜帶寵物同行決策之Logistic迴歸分析			

88 表 5-9 寵物依附程度與家人同聚動機、攜帶寵物同行決策之Logistic迴歸分析 . . . . .

90 表 5-10 家庭結構在寵物依附程度上的差異分析及平均數 91 表 5-11 家庭結構與攜帶寵物同行決策之交叉列表分析 . 92 表 5-12 以家庭結構為干擾變數攜帶寵物同行決策之Logistic迴歸分析 . . . . .

94 圖目錄 圖 3-1 研究架構圖 . . . . . 42 圖 4-1 統計分析架構圖 . . . . .

65 圖 5-1 研究假設檢定結果彙整圖 . . . . . 95

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