

The Relationship Between Family Structure, The Motivation of Family Vacation and Pet Travel Decision

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ABSTRACT

This study centres around the way which pet owner can make pet travel decision through antecedent of pet attachment. Whereas most prior research has focused on antecedents of pet travel decision, research on mediators pointing to the motivation of family vacation to mediate the relationships has only recently emerged. The motivation of family vacation can be divided into family gathering, society, and individual-oriented motivation. As little is known about how pet owner's family, societal activities, and individual-oriented, this study aims to uncover how differences in sources of mediators explain decision heterogeneity. Furthermore, this study outlines a model of how the influence of pet attachment on pet travel decision is likely to be moderated by the family structure. The model is tested by hierarchical logistic regression. The data are derived from a detailed survey using 367 samples from pet shop, veterinary hospital, and park. This study not only finds that pet attachment is significant positive impact on pet travel decision, but also yields novel insights into family gathering is positively mediate between pet attachment and pet travel decision. Moreover, family structure has a significant positive moderating effect on the relationship between pet attachment and pet travel decision. Implications for theory and practice are discussed.

Keywords : pet attachment、 pet travel decision、 the motivation of family vacation、 family gathering motivation、 family structure

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