

The effects of personality traits, benefits of leisure, loneliness, leisure constraints on feeding b

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ABSTRACT

The purpose of this research is to realize the feeding behavior of pet owners. The subjects of this study are about the the effects of personality traits, Benefits of leisure, loneliness,leisure constraints. The total of 852 useful questionnaires are randomly sampling collected at pet shop in taichung city. The data were analyzed by descriptive statistics, reliability test, factor analysis, one-way anova, t-test, and pearson correlation A majority of the samples were male, 21-30 years old, university educated, holding business jobs, unmarried and didn ' t have mates, with a monthly discretionary income of under \$20,001-\$40,000. most subjects of feeding behavior of pet owners. The most number of pets is one, pet type is dog, feeding pet oneself. Time for get alone with pet is more than 2 hours lees than 4 hours. Interaction time with pet is more than half hour and less than 1 hour. The pet mean to pet owner is just a pet. The results of this study were as follows : feeding behavior of pet owners was significantly, positively related to the effects of personality traits, Benefits of leisure, loneliness, leisure constraints. Key Words : feeding behavior, personality traits, benefits of leisure, loneliness, leisure constraint

Keywords : Leisure Benefits、Loneliness、Personality Traits、Feeding Behavior、Leisure Constraints

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