

A study on the relationships of petdog owners' petcare behavior, commitment to pets, and serious lei

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ABSTRACT

This research aimed at exploring relationships of petdog owners' petcare behavior, commitment to pets, and serious leisure traits. Using a purposive sampling, convenience sampling and snowball sampling, Changhua county and Taichung County residents who were petdog owners. Of the 500 questionnaires distributed, 458 were completed and returned. The data were analyzed by descriptive statistics, reliability test, factor analysis, one-way ANOVA, t-test, Pearson correlation. A majority of the samples were female, 26-30 years old, university educated, student, single, with a monthly discretionary income of under NT\$5,000. Petcare behavior was feeding male dog, feeding of one dog in house, the petdog under one year old, the size is mini dogs, the pet owners interactive with pet dogs of one to five hours a day, the average monthly expenditure of under NT\$2,000, the main motive for keeping the company, the main food is dog's feed, the training by petdogs owners themselves, there are activities in the park nearby, walking is their interactive content, the petdog into beauty once of the average monthly, the main information from the internet for the majority. The results indicated that: 1. There were significant differences in commitment to pets with different background. 2. There were significant differences in serious leisure traits with different background. 3. There were significant different in serious leisure traits with different age, level of education and participation petdog show. 4. There were significant different in commitment to pets with different age and participation petdog show. 5. There was a significant positive relationship between commitment to pets and serious leisure. At last, based on the findings and a comprehensive discussion and recommendation were offered to related organizations, leisure practitioners and future researchers.

Keywords : petdog owners、serious leisure traits、petcare behavior、commitment to pets

Table of Contents

中文摘要iv 英文摘要v 誌謝辭vi 內容目錄vii 表目錄ix 圖目錄x 第一章 緒論1 第一節 研究背景與動機1 第二節 研究問題6 第三節 研究範圍與對象6 第四節 研究限制7 第二章 文獻探討8 第一節 寵物犬8 第二節 寵物犬飼主之飼養行為特性16 第三節 寵物犬飼主之飼養承諾22 第四節 認真休閒24 第五節 飼養行為、飼養承諾與認真休閒特質之關係29 第三章 研究方法31 第一節 研究架構31 第二節 研究假設32 第三節 問卷設計與操作性定義32 第四節 抽樣方法40 第五節 預試與正式調查40 第六節 資料處理與分析41 第四章 研究結果44 第一節 背景特性分析44 第二節 飼養行為特性分析47 第三節 量表信度分析與描述53 第四節 假設驗證之分析56 第五章 結論與建議76 第一節 研究結果摘要76 第二節 綜合討論82 第三節 建議89 參考文獻92 附錄A 寵物犬飼主之飼養行為、飼養承諾及認真休閒問卷100 附錄B 動物保護法修正條文104 附錄C 寵物犬命名與犬種排行榜119

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