

The Effect of Feeding Behavior, Personality Traits, Attachment Relationship on Subjective Well-being of Petdog Owners

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ABSTRACT

This research aimed at exploring the effect of petdog owners' feeding behavior, personality traits, and attachment relationship on subjective well-being. We perform an investigation around the Taoyuan County by sampling of purposive sampling, convenience sampling and snowball sampling. The research object are petdog owners'. Of the 400 questionnaires distributed, 314 we completed returned. The inquiry effective rate is 88.2%. The data analysis methods include descriptive statistics, reliability test, one-way ANOVA, t-test, Pearson correlation, Stepwise Regression. The majority samples in this research was females, holding business jobs, university or technology in education, the peoples who has married and have child, living in the apartment or large building and 3 to 4 persons live together as well as the persons who has monthly salary around 20 thousands to 40 thousands. The petcare behavior are feeding one male doggy at a time, median size, first time breeding, breeding time longer than 2 years, the major motive is joyful, getting by purchasing, daily interaction was 1 hours and getting along 8 hours per day approximately. The result of this research discover as follows: 1. There is a significant difference between petdog owners' that have different background, attachment relationship, and subjective well-being. 2. There is a significant difference between petdog owners' that have different feeding behavior on attachment relationship, but no significant difference on subjective well-being. 3. There is a significant positive correlation between agreeableness and well-being, conscientiousness and well-being, extraversion and well-being, openness to experience and subjective well-being. 4. There is a negative linear relationship between neuroticism and well-being. 5. Personality traits and attachment relationship predict subjective well-being. 6. In terms of child, the best predictor of the petdog owner's well-being is the openness. 7. In terms of no child, the best predictor of the petdog owner's well-being is the agreeableness. Finally, according to the result of this research which can provide a suggestion to pet feeders, follower to consult.

Keywords : petdog owners、feeding behavior、personality traits、attachment relationship、subjective well-being

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