

## **A Study on the Conspicuous Consumption, Involvement and Physical and Mental Health of Pet Owners**

**Authors :** Chi-Yueh Hsu, Hsuan-Liang Hsu, Hsiu-Hui Chiang

**Abstract :** This study is to explore the relationship between the conspicuous consumption, leisure involvement and physical and mental health, and to understand the prediction of conspicuous consumption and leisure involvement to physical and mental health. The data was collected and analysed by purposive sampling, and the research objects were the dog walkers in Taiwan area. A total of 300 questionnaires were issued and after shaving the invalid questionnaire, a total of 246 valid samples were collected, and the effective rate was 82%. The data were analyzed by correlation analysis and multiple stepwise regression analysis. The results showed that there was a significant correlation between conspicuous consumption and leisure involvement, and the conspicuous consumption and leisure involvement of dog walkers have a significant impact on physical and mental health, especially in self-expression, attractiveness and centrality of leisure involvement have a significant impact on physical and mental health.

**Keywords :** walking dog, attractiveness, self-expression, multiple stepwise regression analysis

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