

AN INVESTIGATION ON THE LIFE-STYLE AND DIET AND COOKING OF SINGLE YOUNG HOUSE-RENTER —CASE STUDIES OF CITIES IN GUANGDONG AND TAIWAN

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ABSTRACT

This research, mainly conducted by questionnaire, aims at discussing the relationship between the ways of renting houses, kitchen appliances, diet and cooking behavior and the life styles of the young office workers who work far away from home in Guangdong Province, such as Guangzhou, Shenzhen, Foshan, Zhuhai, and Taiwan Province, such as New Taipei, Taipei, Taoyuan, Taichung, Tainan, and Kaohsiung. The questionnaire survey is open to the network platform. 320 valid questionnaires are collected in Guangdong, 150 in Taiwan with the total of 470 valid questionnaires, and the recovery rate is 68.1%. The survey results will be analyzed by SPSS software. The results of this study reveal that, as for the way of renting houses for young tenants in the two provinces, it is more common for young tenants in Guangdong to live in single suites and shared apartments with kitchen appliances. Meanwhile, young tenants in Taiwan mainly live in single suites with 90 percent of the suites without kitchen appliances. In terms of the eating lifestyle, about 70% of the young tenants in Guangdong have rice as their staple food while only 40% of the young tenants in Taiwan have rice with 45% having no fixed staple food. It can be known from the results that significant differences exist between young singles in Guangdong and those in Taiwan due to different social environments and food cultures. The factor analysis of life style are 1) casual and outgoing, 2) frugal and conservative, 3) active and aggressive, 4) clean and tidy, 5) studious and positive, 6) busy and tired, 7) online consumption, 8) healthy diets and 9) generous and playful, etc. According to factor scores on these factors, the respondents can be grouped into six clusters. The six clusters and their proportions are groups of ordinary and playful (25.3%), Lazy and thrift (18.1%), casual and generous (17.4%), toil and tidy (16.8%), busy and outgoing (13%), aggressive and hard-working (9.4%). This result shows most of the young people in Guangdong and Taiwan are not striving for work. They prefer a playful and lazy life style. Group characteristics influence eating life style.

The groups of casual and generous have a high proportion of having meals outside while groups of lazy and thrifty prefer to cook by themselves.

Keywords: Guangdong, Taiwan, young single people, urban rental housing, life style

1. INTRODUCTION

1.1. Research Background and Motives

Guangdong Province is located in the Pearl River delta region, the southern end of China, which has been one of the most important ports of foreign trading since ancient times. Taiwan Province is located between the Ryukyu Islands and the Philippine Islands with Fujian Province in the west separated by the Taiwan Strait. Since 50 years ago, Guangdong Province and Taiwan Province have had a rapid growth in industry and commerce, gathering a large number of migrants with a variety of ethnic groups and cultural lives. Today, both Guangdong Province and Taiwan Province have sustained well-developed economy, which attracts young talents from all over the world to get employed. People gather together in urban areas leading to the high housing prices and rental prices, laying financial burden on the young people. Most young people who work in cities are striving for their lives and their lives are not stable, so most of them choose to rent houses. And due to their busy works, they mainly eat outside. Thus, renting houses and the eating life styles of young single groups becomes a phenomenon of cluster that cannot be ignored in cities. From the point of view of designing, the urban young single tenants have their unique life styles. The environments of rental houses, daily routines, as well as cooking and diets are all worth discussing. Therefore, this study aims at discussing the current status of the life styles, cooking and diets as well as kitchen appliances of young single tenants in urban areas from the aspect of cooking and diets and analyzing the differences and similarities of life styles and cooking and diets of young single tenants between Guangdong and Taiwan.

1.2. Definition of Research Scope

The subject of this study is young single tenants, who are unmarried office workers aged between 20 to 40 years old excluding students. In terms of the definition of research scope, this study refers to the partition of urban areas, economic development, population distribution, floating population and current status of renting houses, taking Guangzhou City, Shenzhen City, Foshan City, and Zhuhai City in Guangdong as well as New Taipei City, Taipei City, Taoyuan City, Taichung City, Tainan City and Kaohsiung City in Taiwan which are municipalities directly under the central government as the study areas.

1.3. Research Purpose

This research, mainly conducted by questionnaire, aims at discussing the differences and similarities of the young office workers' ways of renting houses, kitchen appliances and cooking and diet behavior in Guangdong Province, such as Guangzhou, Shenzhen, Foshan, Zhuhai, and Taiwan Province, such as New Taipei, Taipei, Taoyuan, Taichung, Tainan and Kaohsiung. The analysis results of life style scale factors and cluster denomination will be extracted from the

SPSS statistical analysis. Meanwhile, the differences of needs for cooking and diets, eating habits during working days and holidays between the life style clusters in Guangdong and Taiwan will be analyzed inductively, whose study results will be provided for reference of further studies and design.

2. LITERATURE REVIEW

2.1. Current Status of Urban Rental Housing in Guangdong and Taiwan

According to the results of the fifth population census (2008) of the National Bureau of Statistics of mainland China, this study points out that at present, residential houses used for renting in Guangdong accounts for 12.3% with residential occupancy rate of 49.2% in Shenzhen City, 24.5% in Guangzhou, 18.5% in Foshan and 23.7% in Zhuhai City. The data was collected almost 10 years ago. With the development of regional economy, the residential occupancy rate should have been improved. What's more, "Summary Analysis of 1999 Overall Population and Residential Census Report" issued by Directorate-General of Budget, Accounting and Statistics, Executive Yuan points out that residential houses used for renting today accounts for 10.9% in Taiwan, 18.1% in Taipei City, 12.7 % in New Taipei City, 11.2 % in Hsinchu City, 9.3% in Taoyuan City, 13.0% in Taichung City, 9.7% in Tainan City and 10.5% in Kaohsiung City.

2.2. The Food Cultures of Guangdong and Taiwan

Since ancient times, the food cultures of Guangdong and Taiwan possess characteristics in southern China with rice as the staple food. But due to the differences in geographical environments and historical and cultural development, both have developed their own unique food cultures. Guangdong food culture is famous for its Cantonese cuisine with emphasis on various natural, delicious fresh food. Tea and soup are characteristics of Cantonese cuisine. Taiwan food culture is mainly originated from the diets of southern Fujian and the Hakkas immigrated since the Qing Dynasty in the early stage. And then after the Japanese Occupation War, the national government moved to Taiwan with various cuisines from the mainland, including northeast cuisine, northern noodles, Sichuan cuisine, Hunan cuisine and Taiwan's aboriginal food culture, gradually forming the diverse and comprehensive food culture in Taiwan.

2.3. Life Style

The concept of life style was originated from psychology and sociology. The study of life styles was originally applied in business from the aspect of life styles to understand consumers. Including the study of life styles as part of the design system, designers can plan the users' living cultures in terms of culture, economy, society and psychology. As for the way to measure life styles, Plummer (1974) pointed out that life styles include activities, interests, opinions and demographic variables (gender, age, income, etc.), namely AIOs life style scale. This study refers to the seven steps about life style study proposed by Wind & Green (1974), and reduces the seven steps to five step: 1) define the research scope, 2) design the questionnaires, 3) distribute the questionnaires, 4) collect, summarize and analyze, 5) discuss the current status of life style as well as cooking and diets.

3. RESEARCH DESIGN AND IMPLEMENTATION

3.1. Research Design and Content

This study is designed as two stages. The first stage is a case study. According to different types of renting house, groups of young men and women working in various occupations are interviewed and surveyed. The second stage is the questionnaire survey. The questionnaire content is divided into five parts, 1) personal basic information, including the subjects' gender, age, educational background, profession, monthly income; 2) the information of the renting houses, including the subjects' cities, the ways of renting, the types of renting houses; 3) the type and appliances of kitchen, including the types, cooking appliances and the non-cooking kitchen appliances; 4) food life, including the staple food, daily meals for working days and holidays, frequency of cooking, cooking problems; 5) life style scale, including 31 life style AIOs multi-item, measured by the degree of agreement with the Likert scales of five sections.

3.2. Field Survey Results of Kitchen Appliance

From October to December in 2016, this study aims at carrying out a field survey of different cases and interviews about the young single tenants in cities of Guangdong and Taiwan. There are 5 cases of Taiwan and 15 cases in Guangdong. Because of the limited length of this research, the results of interviews will not be discussed and analyzed in this study. In accordance with the inductive analysis from the field survey of kitchen appliances, this study shows that the number of single rented houses without kitchen appliances in Taiwan is more than that in Guangdong. The single tenants are using existing tables and cabinets for placement of simple heating appliances and utensils, which may be laid anywhere in the house (figure 1). Most of the renting houses in Guangdong are well-equipped than in Taiwan. Kitchen appliances include: 1) system cabinets (figure 2); 2) simple cabinets; 3) cement and ceramic tile hearths (figure 3).



Figure1: Renting house without kitchen equipment, from Guangdong G06, 2016



Figure2: System cabinet, from Taiwan T05, 2016



Figure 3: Cement and ceramic tile hearth, from Guangdong G03, 2016

3.3. Basic Information and Situations of Renting Housing of the Interviewees

The questionnaire of this study takes the young single tenants in the cities of Guangdong and Taiwan as the research subject and the questionnaires are distributed through "Sojump" web system. Surveying time starts from March to April in 2017 with the total recovery of 690 questionnaires and 470 valid questionnaires after selection, including 320 of Guangdong, 150 of Taiwan. The valid recovery rate is 68.1%.

The basic data of the subjects shows that in terms of gender, 53.8% are women and 46.3% are men in Guangdong while 62.7% are women and 37.3% are men in Taiwan. The number of women is more than men as a whole. In terms of age, subjects from 25 to 29 years old account for 51%, which is the highest proportion. In terms of educational background, subjects who own the bachelor's degree stand at 67%, which is the highest percentage. In contrast, the education level of subjects in Taiwan is obviously higher than that in Guangdong. In terms of profession, subjects working in business service industry account for the highest percentage of 31.2%, followed by 26.8% in design and art industry and 24% in professional technology industry.

The statistics about the ways of renting houses show independent renting houses and shared houses have higher percentages of 54.9% and 43.2% respectively in Guangdong and Taiwan. In Guangdong, the shared houses account for 33.4%, which is higher than the percentage of 32.8% of independent rented houses. In Taiwan, the independent rented houses stand at 22.1%, which is significantly higher than 9.8% of the shared houses. In terms of the types of houses in Guangdong and Taiwan, houses with 2 rooms and 1 hall and houses with 1 room are in the majority, standing at more than 38.3% and 38.1% respectively. However, the proportion of houses with 1 room is higher than that with 2 rooms and one hall in Taiwan, while the proportion of houses with 2 rooms and 1 hall in Guangdong is much higher than that in Taiwan. The tenancy term that is within one year and 1-3 years are in the majority, accounting for 56.2% and 37.0%, respectively.

3.4. Analysis about Styles and Appliances of Kitchen

The statistics of the styles of kitchens show that in the overall sample, the simple cabinet and cement and ceramic tile hearths are in the majority, standing at 29.8% and 28.9% respectively. In Guangdong, nearly 90% of the houses rented by the young single tenants are equipped with kitchens. While in Taiwan, 56.7% of the renting houses are not equipped with kitchens. This result has been verified with the results of the field survey. With the landlords' consideration of the dangers and pollution of cooking fire in Taiwan, single independent renting houses are not equipped with kitchens generally. On the contrary, landlords in Guangdong have no such concern, so the kitchen's configuration is relatively well-equipped.

The result of cooking appliances in the kitchen shows that the types of kitchen appliances are similar both in Guangdong and Taiwan. The higher percentage of the kitchen appliances are mainly used to meet the demand of basic cooking in daily life. According to the statistics of kitchen appliances, the top three are refrigerators, fans and smoke lampblack machines respectively; the top four heating appliances are electric pots, hot kettles, induction cookers and gas furnaces. The proportion of kitchen appliances in Guangdong is higher than that in Taiwan.

3.5. Statistical Analysis of the Staple Food and Cooking and Diet Behavior

According to the statistics of staple food, most of the staple foods in both provinces is rice or there is no fixed staple food. However, 70.3% of the young tenants in Guangdong have rice as the staple food with 21.3% have no fixed staple food while 40% of the young tenants in Taiwan

have rice as the staple food, the number of which is smaller than that of the young tenants who have no fixed staple food with the percentage of 45.3%, which reflects the diversity of Taiwan food culture. There are more eating options for people to choose. The statistics of diet behavior during working days show that both in Guangdong and Taiwan, eating at the restaurants for young people represents the highest percentage followed by eating at the company's cafeteria, ordering take-away and cooking by themselves. However, the percentage of young people who cook by themselves during working days in Taiwan is higher than that in Guangdong while the percentage of young people who eat at the company's cafeteria in Guangdong is higher than that in Taiwan. The statistics of diet behavior during holidays show the percentage of young people who cook by themselves in Guangdong is the highest, followed by eating outside and ordering take-away. In Taiwan, ordering take-away ranks the first, followed by eating outside and cooking by themselves. Hence, the percentage of subjects who cook by themselves in Guangdong is higher than that in Taiwan. Therefore, mutual confirmation can be achieved by the results that the kitchens in Guangdong are well-equipped than that in Taiwan which has been discussed in 3.4 and the above results.

In addition, the most obvious problem that the subjects often encounter when cooking in Guangdong and Taiwan is the inconvenience to dispose kitchen garbage. The percentage of subjects encountering this problem in Taiwan is much higher than that in Guangdong, which is directly related to Taiwan's strict garbage collection system. The second problem is the troubles of cleaning in kitchens and the cooking lampblack. The percentage of subjects encountering this problem in Guangdong is higher than that in Taiwan, which is related to the high frequency of cooking by themselves. Besides, there also exist other cooking problems, such as the inconvenience of buying and storing the ingredients, the difficulties in controlling the portion of staple food.

4. ANALYSIS OF LIFE STYLE CLUSTERS AND COOKING AND DIETS

This study includes 470 subjects in Guangdong and Taiwan in AIOs scale questionnaire survey. The life style factors are extracted from the SPSS statistical analysis and the single tenants are analyzed. Finally, cross analysis and chi-square tests are conducted among the single tenants and styles and appliances of kitchens as well as cooking and diet behavior.

4.1. Analysis of Life Style Factors

This research conducts SPSS statistical analysis about AIOs scales of 470 subjects in Guangdong and Taiwan. The result shows that the KMO value is 0.723 and Bartlett spherical test statistic is 2850.795. When the freedom degree is 465, $p = 0.00 < 0.05$, which shows the significance level has been achieved and factor analysis is suitable to carried out. Then, factors are extracted by the principal component analysis and the biggest difference of matrix transpose orthogonal rotation. 9 life style factors are extracted through the test of steep slope figure. The cumulative variance is 54.9% after the rotation of its shaft, and the result is as shown in Table 1. The denomination of the life style factors are 1) casual and outgoing, 2) frugal and

conservative, 3) active and aggressive, 4) clean and tidy, 5) studious and positive, 6) busy and tired, 7) online consumption, 8) healthy diets and 9) generous and playful, etc.

Table 1. Factor analysis and denomination

Content/Factor	Factor1	Factor2	Factor3	Factor4	Factor5	Factor6	Factor7	Factor8	Factor9
13 Like taking outdoor activities during holidays	0.809	0.065	0.040	0.069	0.121	-0.082	-0.069	0.081	0.065
23 Like travelling during holidays	0.713	0.100	0.099	0.302	0.130	0.031	-0.036	-0.064	0.066
11 Like staying at home during holidays	-0.626	0.226	0.001	0.176	0.144	0.126	0.040	-0.084	0.294
14 Like having parties with friends in spare time	0.604	0.060	0.176	0.201	0.128	0.004	-0.157	-0.098	0.308
25 Life is hard due to recession	-0.116	0.710	-0.162	0.004	0.069	0.144	-0.137	0.042	0.104
24 Attach much importance to money	0.094	0.604	0.212	0.126	0.002	-0.032	0.164	0.184	-0.153
28 Be unsatisfactory with current salary	0.020	0.555	0.213	-0.196	0.037	0.033	-0.080	-0.182	0.088
31 Hope to work in the hometown	0.132	0.499	-0.346	0.117	0.130	0.072	-0.258	0.068	0.025
05 Make every cent count and shop around	0.215	0.466	-0.096	0.218	0.006	-0.080	0.363	0.265	-0.166
19 Like watching movies and TV plays online	-0.126	0.388	0.067	0.206	-0.081	-0.090	0.149	-0.223	0.310
27 Like working in big cities	0.089	-0.025	0.695	-0.052	-0.017	-0.120	0.232	0.185	0.155
30 Like jobs which are challenging and have an opportunity of promotion	0.175	0.122	0.564	0.093	0.318	0.093	-0.045	-0.187	-0.147
29 Can develop talent in current work	-0.053	-0.040	0.511	0.255	0.231	-0.001	-0.184	-0.118	-0.210
26 Be good at adjusting to unfamiliar environment	0.231	-0.062	0.453	0.055	0.184	0.135	-0.014	0.413	0.025
17 Check mobile phone messages at any tim	0.026	0.224	0.431	0.291	-0.181	-0.105	0.061	-0.005	0.310
08 Attach importance to the environmental sanitation of the residence	0.077	0.112	0.085	0.782	0.051	-0.041	0.001	0.083	0.000
09 Arrange the rented house carefully	0.223	-0.021	0.069	0.686	0.237	-0.015	0.039	0.014	0.083
21 Like watching news to know about current events	-0.006	0.179	0.093	0.038	0.673	-0.097	-0.015	0.067	0.135
20 Learn new knowledge in spare time	0.036	-0.100	0.239	0.372	0.579	0.018	0.014	0.100	-0.142
22 Like taking part in public benefit activities	0.396	-0.068	-0.110	0.188	0.541	0.086	0.114	0.052	0.062
12 Be in the habit of exercising regularly	0.344	0.052	0.139	-0.117	0.444	-0.196	-0.002	0.238	0.115
01 Have an irregular diet	-0.047	0.130	-0.149	0.065	-0.052	0.719	-0.051	0.114	0.072
16 Have a regular schedule for work and life	0.107	0.053	0.200	0.091	0.122	-0.663	-0.098	0.264	0.071
18 Be occupied with work and often work overtime	0.082	-0.050	0.277	0.025	-0.035	0.647	-0.018	0.113	0.046
10 Hope that someone could help clean the rented house	-0.126	0.150	0.046	-0.224	0.212	0.393	-0.023	-0.056	0.193
04 Like shopping online	-0.043	0.086	0.032	0.205	0.032	0.026	0.791	-0.086	0.078
06 Like shopping in physical stores	0.212	0.214	-0.075	0.234	-0.037	0.017	-0.695	0.062	0.058
03 Be not particular about food as long as it is convenient and enough	-0.090	0.063	0.035	0.018	0.040	0.078	-0.129	0.768	0.057
02 Have a lite and healthy diet	0.142	0.020	-0.094	0.167	0.308	-0.290	0.073	0.488	-0.096
07 Buy whatever is desirable	0.136	-0.221	0.006	0.124	0.090	0.089	-0.030	-0.092	0.678
15 Like playing computer games	0.036	0.230	-0.038	-0.120	0.048	0.088	0.019	0.164	0.620
Feature value	2.581	2.198	2.014	1.979	1.830	1.811	1.558	1.528	1.522
Explained variance %	8.325	7.091	6.497	6.385	5.904	5.842	5.024	4.929	4.910
Cumulative variance %	8.325	15.416	21.913	28.298	34.202	40.044	45.068	49.998	54.908
Factor denomination	casual outgoing	frugal conservative	active aggressive	clean tidy	studious positive	busy tired	online consumption	healthy diets	generous playful

4.2. Cross Analysis between Single Tenants and Basic Information

This research conducts cluster analysis about 9 life style factors as discussed above by K - Means Cluster method. According to factor scores on these factors, the respondents can be grouped into six clusters, and each cluster takes top 3 to 4 factors that the average absolute value is greater than 0.38 as the basis for cluster analysis and denomination. The six clusters and their proportions are groups of ordinary and playful (25.3%), Lazy and thrift (18.1%), casual and generous (17.4%), toil and tidy (16.8%), busy and outgoing (13%), aggressive and hard-working (9.4%) as shown in Table 2.

Then, the cross analysis of the basic information of six clusters are conducted. The results show that there are significant differences among regions, genders and professions. In terms of regional differences, the number of people in the group of aggressive and hard-working stands at the highest percentage in Guangdong, followed by casualness and ordinary and playful. The number of people in the group of busy and outgoing stands at the highest percentage in Taiwan, followed by toil and tidy. In terms of gender differences, the number of women in the group of toil and tidy, aggressive and hard-working and lazy and thrifty accounts for a higher percentage while the number of men in the group of casualness and busy and outgoing stands at a higher percentage. As for professional differences, the number of administrative officers and educational and scientific research personnel in the group of ordinary and playful accounts for a higher percentage; the number of design and art workers in the group of toil and tidy accounts for a higher percentage; the number of design and art workers as well as professional and technical personnel in the group of aggressive and hard-working accounts for a higher percentage; the number of professional and technical personnel in the group of casual and generous accounts for a higher percentage; the number of business service personnel, design and art workers together with professional and technical personnel in the group of lazy and thrifty accounts for an average percentage with the number of art and design workers in the group of busy and outgoing accounts for a higher percentage.

Table 2. Cluster analysis and denomination

Cluster/ Factor	1)ordinary and playful	2)lazy and thrifty	3)casual and generous	4)toil and tidy	5)busy and outgoing	6)aggressive hard-working	F Value	P Value
	Average	Average	Average	Average	Average	Average		
1) casual and outgoing	-0.20603	-0.05748	-1.51632	0.20473	0.41652	0.71450	46.164	0.000
2) frugal and conservative	0.26957	-0.22336	-0.49456	-0.65686	0.59091	0.17972	22.153	0.000
3) active and aggressive	-0.71817	-0.00451	0.81468	0.11471	0.38170	0.13315	26.810	0.000
4) clean and tidy	0.06269	0.52128	0.00520	-0.96661	0.25746	0.13948	26.891	0.000
5) studious and positive	0.16371	0.42526	-0.68920	0.35530	-0.30871	-0.42043	15.631	0.000
6) busy and tired	-0.14355	0.61714	0.32486	-0.32111	-1.03916	1.12613	78.406	0.000
7) online consumption	0.34551	0.35641	0.46156	-0.53862	-0.11426	-0.58528	18.915	0.000
8) healthy diet	0.58459	-1.00410	0.38636	0.01514	-0.37950	0.38975	42.960	0.000
9) generous and playful	0.38269	0.41968	-0.47575	0.14364	-0.43175	-0.53839	18.092	0.000
Times	119	79	44	82	85	61		
percentage (%)	25.3%	16.8%	9.4%	17.4%	18.1%	13.0%		

p<0.05 represents a significant

4.3. Cross Analysis between Young Tenants and Cooking and Diets

This study conducted cross analysis and chi-square tests about the statistics collected from the analysis results of six clusters of young single tenants, the appliances and styles of kitchens, cooking and diets. The results show that there is no obvious difference in the styles and cooking appliances of kitchens, the staple food and cooking problems. Therefore, the above four issues will not be discussed in this study. However, there are significant differences in the diet behaviors and cooking frequency during working days and holidays among various clusters.

In terms of diet behaviors, people in the group of ordinary and playful, toil and tidy as well as aggressive and hard-working have meals during working days by ways of going outside, ordering take-away, going to the company's canteen and cooking by their own with an average percentage. During holidays, the ways of cooking by themselves and ordering take-away are in the majority. People in the group of casual and generous mainly have meals outside and in the company's canteen during working days while having meals outside is still the main way of eating during holidays, followed by cooking by themselves. People in the group of lazy and thrifty mainly have meals by the ways of going outside, cooking by themselves and going to the company's cafeteria during working days, while cooking by themselves remains the main way of having meals during holidays.

In terms of cooking frequency, the overall sample shows that occasional cooking stands at the highest percentage of 56.8%. Often cooking ranks second with the percentage of 19.6% followed by never cooking with the percentage of 14.5% and cooking everyday with the percentage of 49.1%. In terms of cooking frequency of different groups, people in the group of ordinary and playful as well as toil and tidy take the percentage of 10.1% in never cooking, which shows people in the two groups have a higher percentage of cooking by themselves. According to the higher percentage of their cooking in between the two groups. The value distribution of the group of casual and generous as well as aggressive and hard-working is close to the average value of the overall sample. The distribution of lazy and thrifty group is special featuring never cooking takes the highest percentage of 20%, occasional cooking takes the lowest percentage of 40% and cooking everyday takes the highest percentage of 22.4%.

5. CONCLUSION AND SUGGESTIONS

This research mainly aims at analyzing the rental housing forms of young office staff, taking 470 young single tenants in cities of Guangdong and Taiwan as subjects by questionnaire survey. In view of analysis of the kitchen equipment, diet cooking, lifestyle and different groups, conclusions are put forward as follows:

1. The results of this study show that the independent suites and shared houses with 2 rooms and 1 hall take a higher percentage in the ways of renting houses in Guangdong and Taiwan with a few people living in the company's dormitories. There is a significant difference of the styles of kitchens among different renting houses. Nearly 90% of the renting houses in Guangdong are equipped with kitchens while less than 50% of that in Taiwan is equipped with kitchens. The kitchen appliances are mainly used to meet the demands of basic cooking. The kitchens in Guangdong are well-equipped with higher frequency of cooking by the

tenants themselves. Most of the renting houses Taiwan are not equipped with kitchens, but the food culture is diverse with more choices of snacks and higher percentage of having meals outside.

2. In this research, 9 life style factors are extracted through the SPSS factor analysis and the cluster analysis is carried out to analyze the group of ordinary and playful, toil and tidy, aggressive and hard-working, casual and generous, lazy and thrifty as well as busy and outgoing. The cross analysis is conducted to analyze the six clusters, which shows there are significant differences among regions, genders and professions.
3. Young people in Guangdong and Taiwan have the same diet idea featuring healthy, clean, fresh, delicious and fast. But there are significant differences between the staple foods in Guangdong and Taiwan. 70% of the young people in Guangdong have rice as their staple food, while in Taiwan, 50% of the young people do not have fixed staple food with nearly 40% of the young people having rice as their staple food. In terms of diet behaviors, this research reveals that the characteristics of different clusters influence the diet lifestyle. People in the group of ordinary and playful, toil and tidy along with aggressive and hard-working mainly have meals outside during working days while they prefer to cook by themselves during holidays. People in the group of casual and generous as well as busy and outgoing would like to have meals outside both during working days and holidays. The distribution of diet behaviors for people in the group of lazy and thrifty during both working days and holidays is special with non-cooking, often cooking together with cooking everyday standing at the highest percentage at the same time.
4. This research mainly discusses the correlation between the life style clusters of young single tenants in urban areas of Guangdong and Taiwan and their diet behaviors. The results of this study will be able to provide reference for the further academic researches about the comparison of lives between Taiwan and mainland China, providing reference for the product development and design of kitchen utensils and appliances used by the singles.

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