

Study on the Singleness Office Workers Lifestyle in the Healing Product Preferences

Yang Cui^{1,2,a}, Jui-Che Tu^{2,b}, Li-Xia Liu^{3*,2,c}, and Meng-Hui Lin^{4,d}

¹ Beijing Technology and Business University, Beijing 100048, China

² Graduate School of Design, National Yunlin University of Science and Technology, Yunlin 64002, Taiwan

³ Beijing Union University, Beijing 100101, China

⁴ Department of Creative Design, National Yunlin University of Science and Technology, Yunlin 64002, Taiwan

* Corresponding author: liulixia780729@yahoo.com; Tel.: +86 18800030959

^acy_arc@126.com, ^btujc@yuntech.edu.tw, ^cliulixia780729@yahoo.com, ^d79056147@qq.com

Abstract

The purpose of this study is to analyze the different lifestyles of singleness office workers and find out the preferences of healing products. Interviews and questionnaires were used to investigate people's lifestyle and preferences for healing products. SPSS statistical software was used to analyze the preference factors of different lifestyle healing products of singleness office workers. The results show that the healing products for singleness office workers should be fun and impressive, with cute and attractive appearance, and have the function of changing negative emotions.

Key words: singleness office workers, lifestyle, healing style products,

1. Introduction

According to The Economics, singleness has become a global trend (Yaqi Chen, 2015). Sociologist Naomi Gerstel said, "A large proportion of the total population is unmarried, and the single population will only increase. Taiwan is also facing an increasing trend of singles (Yinian Chen, Jiyi Zhong, 2013). Although modern values have tended to diversify, singles still have to bear the burden of many social criticisms to some extent, which strengthens the psychological pressure of some singles. Therefore, in addition to the tangible consumption needed in life, singles will also consume the intangible spiritual feeling to help them feel more confident, belonging or security, and help them more powerful to face the pressure inside and outside of singles life (Zeng Yinian, 2013). As a result, there is a strong demand for psychotropic products, but there is no clear definition of these products (Kelly, 2014). The lifestyle of consumer is indispensable information in commodity design, and a good product design strategy, it is necessary to deeply explore consumer's lifestyle. That is to say, this study is expected to explore the entry point, through the survey of the single-headed worker's preference for healing commodities, hoping to provide design reference for product design in the future. In this study, based on the vast number of single workers in modern society as the research object, we analyzed the differences between their different lifestyles and the preferences of healing products. Therefore, from the perspective of single workers, this paper explores the factors of commodity preference, and discusses the design principles to provide a reference for future product designers in the design of related commodities.

2. Literature Review

2.1 Singleness Office Workers

Through sorting out the relevant literature on singles at home and abroad, we know that in the past, single women are the main subjects of study. According to the analysis of Nielsen Media Research Institute (2011), the proportion of single people aged 20-34 is the highest (21.5%) among the four major groups of economic and business opportunities for single people, and the single people over 35 years old are also the second largest group in the single economy. Their economic ability is often higher than that of young single people aged 20-34 years. Therefore, the purpose of this study is to investigate the lifestyle and demand for healing products of singleness office workers under high pressure in a gender-neutral manner, and to analyze their preferences to construct future design principles.

2.2 Measurement Method of Lifestyle

"Life Style Research" can widely understand the whole picture of consumer's daily life style, and then divide consumers into different groups according to their life attributes, and develop products that truly meet consumer's life needs by product design for their specific markets and consumers (Jui-Che Tu, 2004). On the extractive life-style plane, mostly use AIO scale as the basis to measure life-style.

2.3 Healing Style Products

By using products with healing effects to achieve emotional balance and express inner pressure, and by using simple and exquisite design to achieve consumer emotional satisfaction needs (George Lins, 2005). Consumers have different emotional needs and preferences because of different ethnic groups. Whether it is the appearance or function of commodities, the purpose is to make up for filling an inner void. By healing commodities, to make them feel relaxed or happy, to relieve emotional pressure, and to further provide the effect of relaxation and relief.

2.4 Preference

Preference is an attitude that reflects the degree of fondness through choice. Therefore, In this study the Preference is by definition as choosing one's own favorite way as far as possible to satisfy customers' needs under the restriction of external irresistible factors. In order to understand and predict the preferences of singleness office workers, the ranking method of narrative preference is used to show the order of preferences according to the different attributes and characteristics of the healing commodities, so as to understand the preferences of the subjects.

Through the above related literature, we know that most of the research scope of the healing style products are discussed in a wide range of ways, and there is no any researches and analysis on the preferences of specific ethnic groups. The survey of lifestyle is to systematically divide the characteristics of the cluster within the community, and to understand the needs and preferences. In the current research literature, there is no research on the preference of the healing style products about singleness office workers group. Therefore, this study explores the relationship between commodity preference and the lifestyle of specific ethnic groups. It is expected to construct the relationship between the lifestyle of singleness office workers and the healing style products, to understand the preference factors of this group for the healing style products.

3. Research Design

This paper mainly explores the relationship between the lifestyle of the singleness office workers in different clusters and their preferences for the healing style products. The life style variables assumed in the study include gender, education level, residence, design background and AIO life style scale. Whether it affects the preferences and differences of singleness office workers for the healing style products, and then affects the design. Based on the literature and results of the previous phase of the study, we first understand the current situation and investigate the lifestyle and healing preferences of single-headed workers. Then the preference factors are analyzed by statistical software to summarize the key elements in design and to construct the design principles of the healing style products. Finally, the preference factors are summarized which of the singleness office workers in each cluster for the healing style products.

In the first stage, according to the current situation and literature, the popular types of table-top healing style products were discussed, and six samples and preferences of table-top cured goods were established. The questionnaire was then tested after the expert's revision, which served as a reference for the revision of the subsequent formal questionnaire.

The second stage divides the formal questionnaire into two parts. The first part is demographic statistics, which investigates the basic personal data of this ethnic group. The second part investigates the lifestyle of singleness office workers. In the third part, we will sort out the sample of the questionnaire and the question of healing preference from the relevant literatures and market survey, to understand the preference and healing feeling of singleness office workers for desktop healing products.

Finally, the survey results were analyzed by SPSS statistical software. In the stage of analysis, narrative statistics is used to understand the distribution of background information. Then, Factor analysis is used to classify specific homogeneous factors. Cluster analysis is used to further understand the similar types in different clusters of singleness office workers and to make inductive analysis and naming. In the end, the preference factors of different groups in singleness office worker population for healing products were summarized by one-way ANOVA.

4. Research Process

4.1 Narrative Statistical Analysis

In this study, 229 valid questionnaires were collected from 21-34 year-old single workers from November 05, 2015 to November 17, 2015. The Cronbach's Alpha value of the

questionnaires was 0.932.

Table 1. Narrative statistics

Categories	Sampling distribution
Gender	There were 158 females (69%) and 71 males (34.4%).
Education Level	There are 7 senior high schools (occupations), accounting for 3.1%; 148 universities, accounting for 64.6%; 72 masters, accounting for 31.4%; and 2 doctors, accounting for 0.9%.
Residence	There are 73 people in the northern city, accounting for 31.9%; 36 people in the northern suburbs, accounting for 15.7%; 60 people in the central city, accounting for 26.2%; 33 people in the central suburbs, accounting for 14.4%; 15 people in the southern city, accounting for 6.6%; and 12 people in the southern suburbs, accounting for 5.2%.
Design Background	There were 118 respondents with design background, accounting for 51.5%; 111 respondents without design background, accounting for 48.5%.

4.2 The cluster analysis of the singleness office worker lifestyle

Part two, Development of Life Style Scale. According to the AIO Life Aspect Scale proposed by Plummer (1974), the dimensions and contents of the questionnaire were developed. Questionnaires on lifestyle were designed to understand the lifestyle of respondents. In the activities, four sub-facets are selected: "preference", "social interaction", "purchase" and "work". Choose three sub-facets of "entertainment", "fashion" and "media" among interests. Choose two sub-facets of "self" and "economy" in opinions. Through these constructs, we designed questionnaires and developed the content of life style questionnaires, totaling 22 questions, using Likert 5-subscale.

The Cronbach α value of the total table was 0.714, higher than 0.7. The KMO value of life style scale is 0.814, which indicates that KMO value is good and suitable for subsequent factor analysis. Bartlett's spherical calibration is significant at 0.000, so it is suitable for factor analysis.

The maximum variance method (Varimax) of principal component analysis (PCA) was used as the value rotation axis, and 22 life style items were condensed into 6 factors. Finally, reliability analysis was used to verify the reliability of each dimension. After testing, the reliability of each dimension is obtained. The Cronbach's α values of each dimension were 0.719, 0.810, 0.758, 0.813, 0.701 and 0.725, Conformity reliability test. They are named according to the meanings of each item. Factor 1 is named "Active social tasting". Factor 2 is named "Taste the aesthetic life". Factor 3 is named "Confidence, Sensitivity and Fashion". Factor 4 is named "Self-indulgence impulse". Factor 5 is named "Strict and careful calculation". Factor 6 is named "Practical Science and Technology Leisure".

Six factors were clustered by K-Means cluster analysis. After the analysis of life-style factors, three types of life-style clusters are separated. According to the significant characteristics of lifestyle factors, it can be summarized into three groups. One Way ANOVA was used to analyze the cluster scores of the three populations among the six life-form factors. The results showed that there were significant differences between the groups and the life-form factors. The First Cluster "Confident Fashion Seeker"; The Second Cluster "Conservative Rational seeker"; The Third Cluster

"Technology Taste Enjoyment Seeker".

4.3 Discussion on the singleness office worker's healing products preferences

The third part of the questionnaire is the analysis of the preference of the healing style product. Firstly, six samples of healing style products were screened out according to the current hot-selling healing style products on the market, and the respondents were asked how much they felt about the product. Because there are no quantitative studies on the issue of callus commodities in the current studies, most of them are qualitative studies. This paper draws up the questionnaire items at this stage from the aspects of psychological effect, appearance and function by referring to the callus literature. The respondents responded with their first intuition and subjective impression. Likert 5-scaling is used in measuring scale. There are six samples. Each sample contains 15 questions. Finally, the samples are sorted according to the degree of preference.

Judging the "sense of interest" in six samples according to the average value is highly valued, which means that all six samples have interesting ingredients, while the average value of "lonelier heart" in six samples is the lowest, indicating that all six samples have certain healing ingredients. In most samples, "impressive", "lovely and charming" and "changing negative emotions" have also been taken seriously. It can be inferred that the necessarily healing sense of the six samples are not only should be interesting and impressive, but also have a lovely and charming appearance and the function of changing negative emotions.

5. Conclusions

The purpose of this paper is to explore the healing preferences of singleness office workers with different lifestyles for the products of the callus system. Three single workers with different lifestyles were obtained by questionnaires based on the life style scale. According to the necessary healing sensation of six healing commodities, the respondents were asked about the healing sensation of the

commodity, and the sample preference was analyzed after the difference between the average number of preferences of each ethnic group and the sample. It is deduced that besides being interesting and impressive, it should also have a lovely and charming appearance and the function of changing negative emotions. Based on the analysis of the healing preference factors, we can know the perception of the sample preference of each ethnic group, and then we can know the preference factors of each ethnic group and the sample characteristics of the sample preference of that ethnic group are as follows: "Confident Fashion Seeker" prefer to stimulate people's work spirit by imitating the appearance of nature and unexpected use of functionality. "Conservative Rational seeker" it is to makes people feel interesting and relieving stress. It helps people escape unhappy moods for a short time, and achieves the effect of relieving stress. "Technology Taste Enjoyment Seeker" it is to makes people immerse in a comfortable atmosphere and enjoy the pleasure of vent. In order to provide a reference for future product designers in the design of related commodities.

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