



東海大學學生報告 ePaper

報告題名：台灣大學生的飲食行為調查

Factors and Analyses of Taiwanese College Students' Eating Behaviors

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中文摘要

這篇報告目的在於深入了解大學生的飲食習慣及行為。藉由調查希望能幫助想開店的民眾。我們將此問卷分成五個部分，第一部分：基本資料調查，瞭解大學生是否因家鄉或零用錢多寡而影響其飲食行為。第二～第五部分：分別為早餐、午餐、晚餐以及聚餐，詢問各區大學生購買時會被哪些因素影響，亦詢問不同區域造成的價格、口味及多樣化此三項看法的認同與否，以及對於每餐的價格預算。從所有資料可得知北中南三區私立學生的預算皆比國立高，亦得出各區學生對三餐的喜好以及選擇原因，各區三餐皆以中式為主，聚餐則以義式為首選；口味、價格以及方便性皆為其選擇原因。

關鍵字：飲食行為、大學生、喜好、預算

Abstract

The purpose of this report is to understand the eating behaviors and dietary behaviors of university students. By conducting this survey we aimed to help those potential entrepreneurs. We divided the questionnaire into five parts. First part is background information to understand whether the hometown and the allowance would affect university students' eating behaviors and dietary behaviors. From part two to part five is breakfast, lunch, dinner, and communal meal, and asked about which kind of factors will affect them. Moreover, we asked whether the prices, flavors and diversification in different regions would affect their thoughts and choice, and the budget for each meal as well. Based on the data we have collected, the students from private universities tend to have higher budget than those from national universities. Furthermore, we figured out the reasons and preference for students in different areas. Students tend to choose Chinese food as their ordinary meals, and Italian food as their communal meal. Last, the prices, flavors and convenience are the three main reasons when having meals.

Keyword : Eating behaviors, College Students, Preference, Budget

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四、前言 Introduction

The shopping districts around universities have become one of the main places that students consume things they need since they got into universities. Recently, some restaurants have closed down and it forces students to have less and less choices. Furthermore, it does cause more and more influence and troubles. Due to it, we began to conduct the survey about the eating behaviors of university students from each area of Taiwan. We hoped that we could let those potential entrepreneurs to have a further understanding about students' budgets and preferences in order to meet the needs of university students. Furthermore, we made the consumer price index as an consideration, so we found some data to prove the increase of consumer price index in Taiwan

台灣消費者物價指數 *Consumer Price Index in Taiwan*

As we know, the consumer price index is high in Taiwan. First, the consumer price index (CPI) is an index of price changes reflecting the prices of products and services related to the lives of residents. It is expressed as a percentage change, and it is one of the main indicators for measuring inflation. According to the data from Directorate-General of Budget, Accounting and

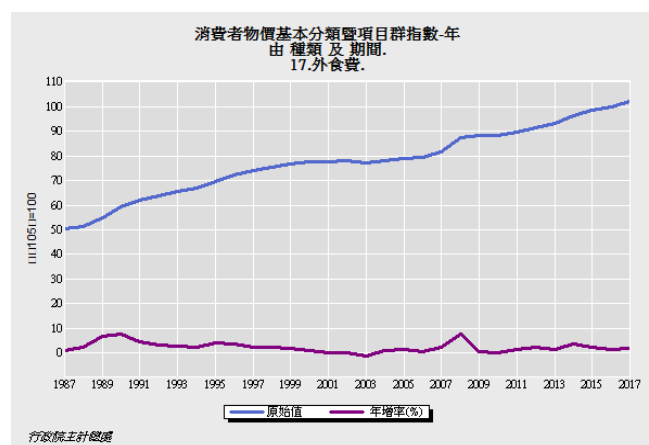
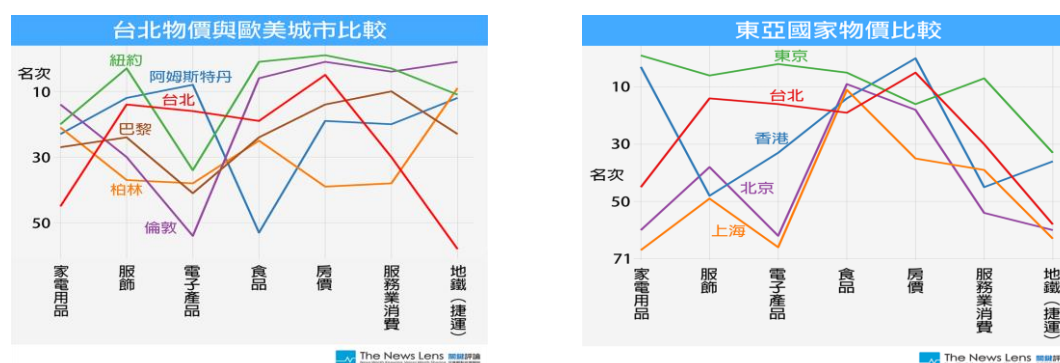


Figure 1. The Consumer Price Index of Taiwan

Statistics, Executive Yuan, R.O.C.^[1], which is figure 1, the original value

raised from 50.23 to 101.99 within thirty years. With this diagram, it is easy to know the consumer price index which means we have to pay more money for the same thing than before, and this phenomenon is called the decline in dollar purchasing power.

Furthermore, based on the article from *The News Lens*^[2] in figure 2, they have made some comparisons among some countries and Taiwan. As you can see from the charts below, Taipei, the capital city of Taiwan, compares with



other countries in Asia. The consumer price is much

Figure 2 The comparison Between Taipei and Other Countries

higher than most of the countries whether it is in the aspect of clothing and real estates or not. Also when comparing to Europe, the consumer price is still higher than the average. Furthermore, the consumer price indexes of food and education have become twice more than 30 years ago. With the figure 3^[3] below, the charts show the increase of consumer prices with these two elements.

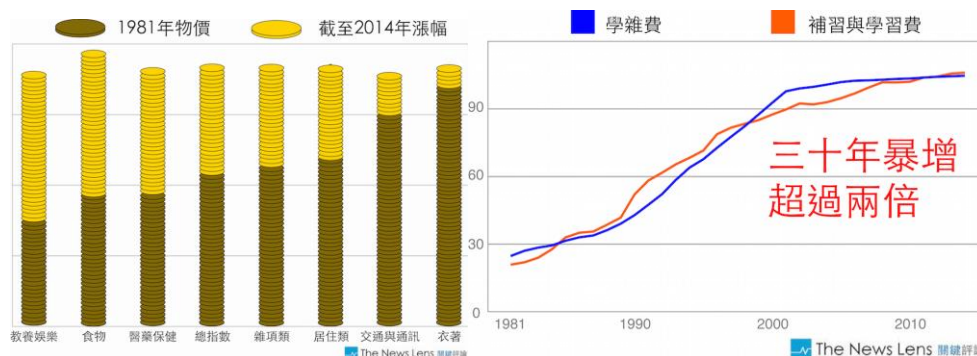


Figure 3. The Increase of Consumer Price Index in 30 years

What's more, the comparison of the consumer price index for food between

Taiwan and Japan is different as well. According to the data on *The News Lens*^[4], the figure 4, the index of Taiwan increases clearly, instead, the index of Japan hardly increases.

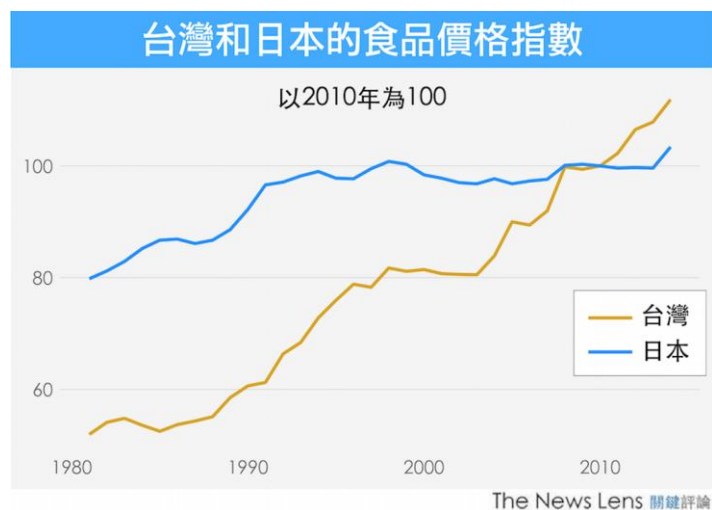


Figure 4. The Food Price Index between Taiwan and Japan

Moreover, in figure 5, the four of top 10 items about the consumer price increase the most are foods in Taiwan, which means that people in Taiwan tend to spend more and more money on eating.

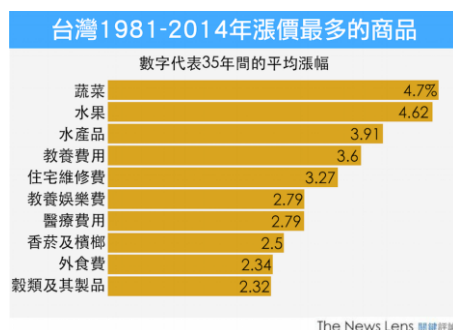


Figure 5. The increase of Consumer Price Index in Taiwan from 1981 to 2014

五、研究方法 Research Method

We used quantitative method to conduct our research. And we have delivered 341 questionnaires to six universities in Taiwan. We chose two universities in each area, including northern, middle, and southern Taiwan. In the Northern area, we chose National Taiwan University and Chinese Culture University as two models. We received 81 samples from NTU ,and 51 samples from PCCU. In the middle part, we chose National Chung Hsing University and Tunghai University as two models. We received 51 samples from NCHU, and 50 samples from THU. Last, in the southern area, we chose Nanhua University and National Pingtung University of Science and Technology as two models. We received 50 samples from NHU, and 59 samples from NPUST. With these questionnaires from different areas and students, we collected several useful information about university students' eating behaviors and preference.

六、 結果與分析 **Results and Discussion**

基本資料之比較 Basic Information Part

The surveys are divided into northern, middle, and southern area and each region are classified as national university and private university. For northern area, we receive 81 copies from National Taiwan University and 51 copies from Chinese Culture University. For middle area, we receive 50 copies from National Chung Hsing University and 50 from Tunghai University. For southern area, we receive 59 copies from National Pingtung University of Science and Technology and 50 from Nanhua University. Overall, we collect 341 copies back and we use quantitative method to conduct our research.

For basic information part, Figure 1 shows that most of students' allowance are 5000 to 10000 NT dollars no matter in which region. However, an interesting phenomena we find is that the percentage of students in private university is higher than students in national university. Therefore, after seeing the following picture we can know that students in private university are richer and wealthy no matter which areas.

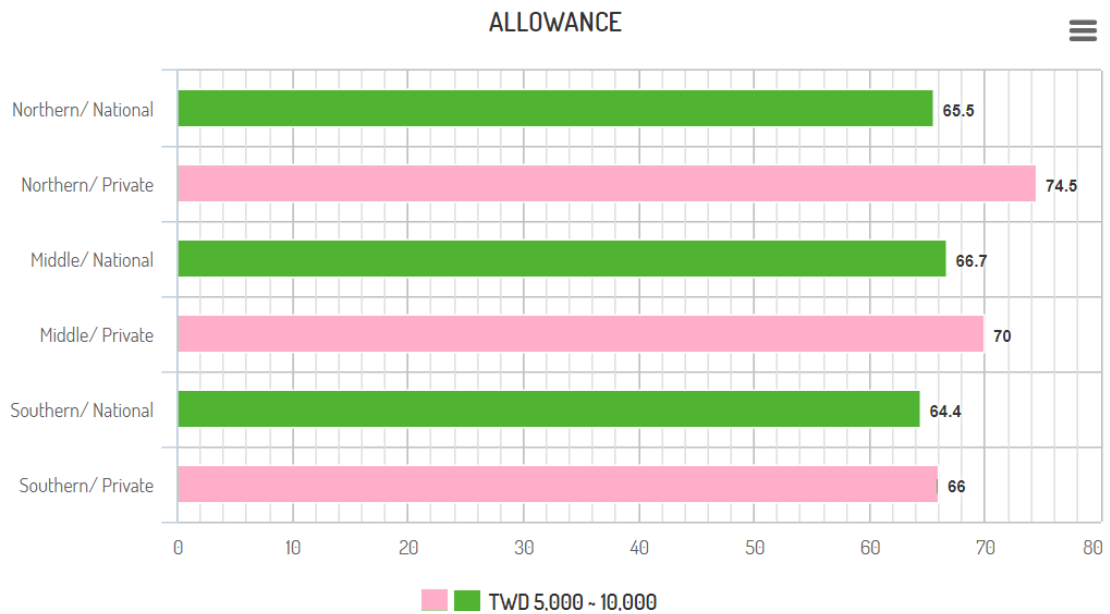


Figure1.

The comparison about allowance(TWD 5000 to 10000) in each university.

What's more, for northern area, there are 7.8% students' allowance are 10000 to 15000 NT dollars in private university whereas students in national university only have 3.6% of students. It's more obvious to see that students in private university are richer. By the way, there are 18% students at Tunghai

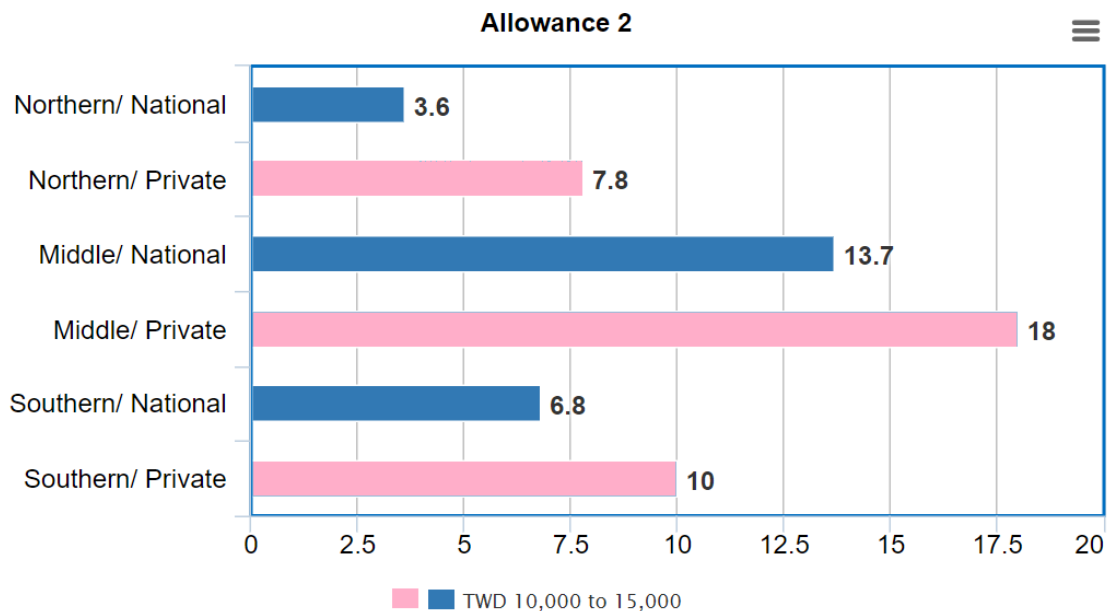


Figure 2.

The comparison about allowance(TWD 10000 to 15000) in each university.

University in middle area whose allowance are 10000 to 15000 NT dollars, and

this is the highest percentage compared to other university. Based on their allowance, they will have different consideration about choosing breakfast, lunch, dinner, and communal meal. Indeed, allowance will have a great influence on their choices and the budget as well.

早餐之比較 *Breakfast Part*

First of all, the budget for breakfast, most students set their budget under TWD 100, some of them set the budget between TWD 100-200. In addition, the data shows that students in private universities have higher budget for breakfast than students in national universities in Taiwan. The figure 1 below shows the data of the budget.

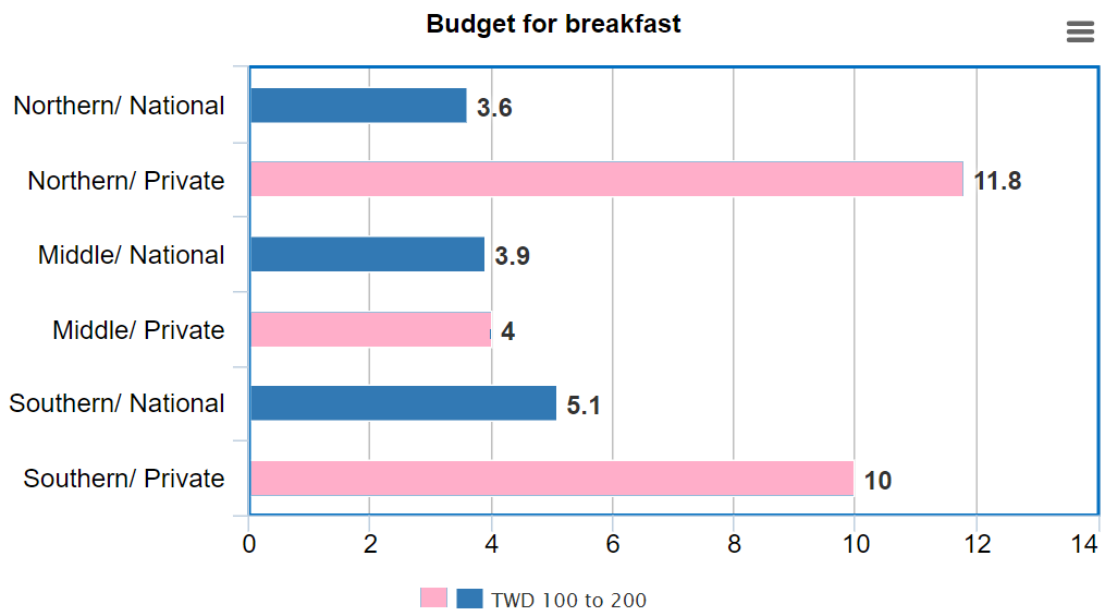


Figure 1

The comparison about budget(under TWD 100) in each university.

For breakfast part, the statistic shows that most students in Taiwan tend to choose American style as their breakfast, except those students from northern private university choose Chinese style.

Also, from the data that we collected, we found that all of the students in Taiwan think that price, flavor, and convenience are most important factors that will affect their eating behaviors. Though, the order of these three factors are different. The figure 2 below is the data of top two factors that each university students had chosen.

FACTORS FOR CHOOSING BREAKFAST

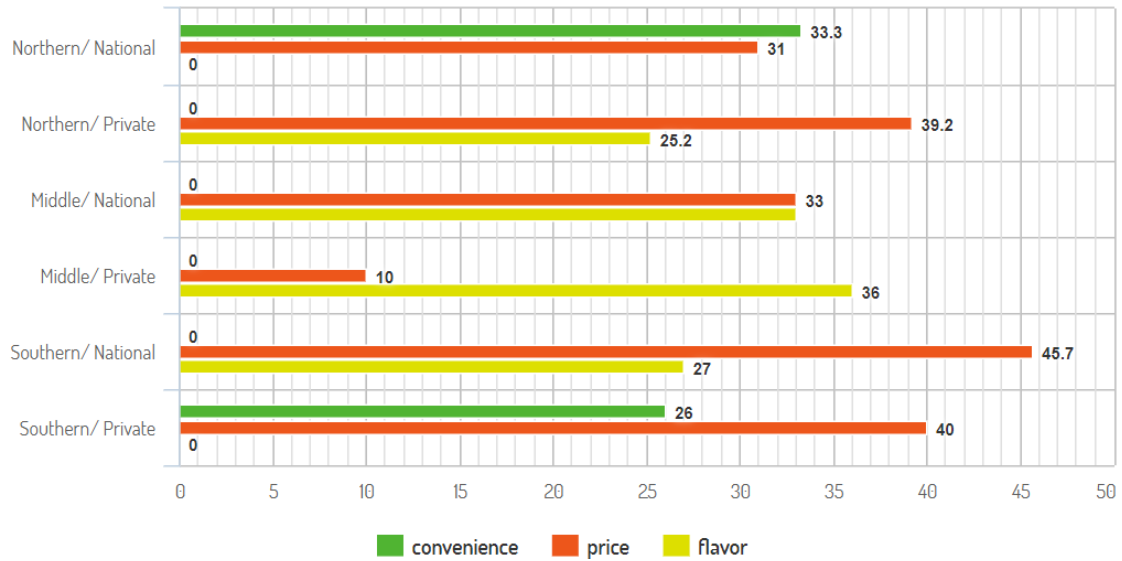


Figure 2

The factors of choosing breakfast in each university.

Most students are agree with that prices in different areas will affect their eating behaviors. However, in different areas have different reasons. For example, both Taipei and Taichung have 70-80 percent students agree with it, especially students in private university, because most of them are from middle and southern areas. Also, both countries' prices are higher than other places. Thus, they think that prices in different areas will affect their eating behaviors.

午餐之比較 Lunch Part

About the budget of lunch, most of them set the budget under TWD 100, however, some students set the budget among TWD 100. Take the north students who study in private university for example, there are 9.8% of students set their budget among TWD 200. On the other hand, only 2.4% of students in national university set the budget among TWD 200.

For lunch, the data shows that almost every students in Taiwan prefer Chinese style. About the factors for choosing lunch, all of them take price, flavor and convenience as the top three factors, only the orders are different. Both middle and southern private universities' students put convenience as the second important factor instead of flavor. Both Tunghai University and Nanhua

University are in a bad geographical location. The figure 3 below is the data of the factor for choosing lunch.

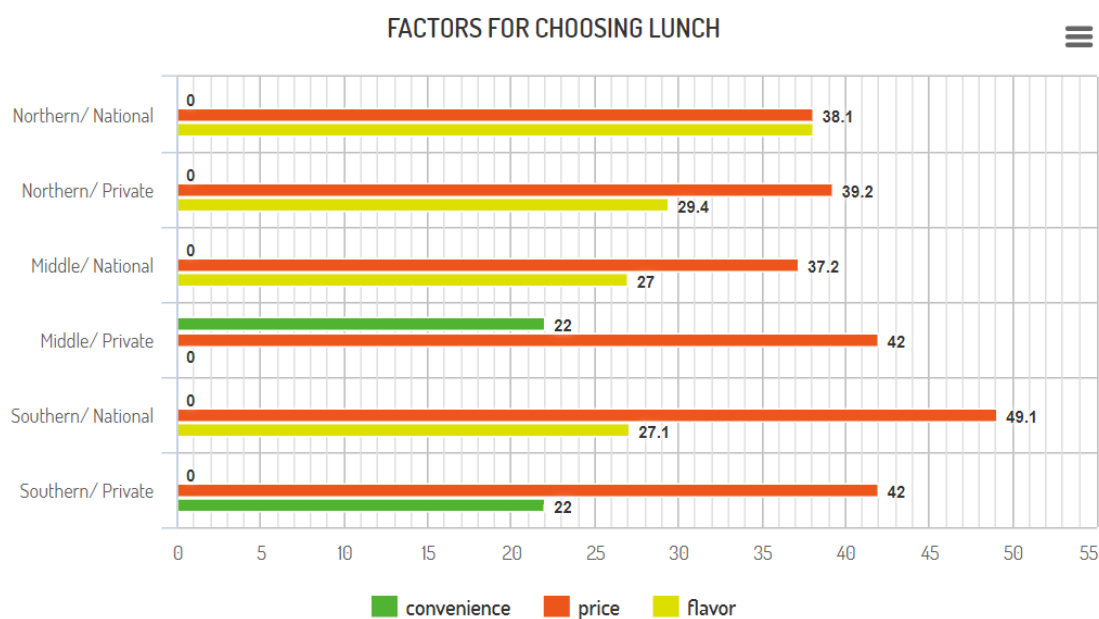


Figure 3

The factors for choosing lunch in each university

Most students agree that flavor in different areas will affect their eating habit of lunch. However, middle private students have the lowest percentage on this statement. Because there already have many stores that have different flavor for them to choose. Thus, they do not think that flavor in different areas will affect their eating habit of lunch.

晚餐之比較 *Dinner*

About the budget for dinner, there are more national students set the budget between TWD 100-200. In fact, most private students set the budget among TWD 200. Take northern areas as an example, there are 21.6% private students set the budget among TWD 200, in contrast, only 8.3% of national students set the budget among TWD 200. The data shows that most private university students have a higher budget than national university students in southern areas. For example, the percentage of private university students who set the

budget among TWD 100-200 is two times more than national university students.

For dinner, the statistic shows that most students in Taiwan still prefer Chinese style as their dinner. The factors for choosing dinner, the top two still are price and flavor. However, there is a difference in the third factor. The data shows that more northern private university' students chose atmosphere as one of the three factors. The possible reason is because some of northern private students think that after study all day, they want to have a nice dinner to take a break or relax. The figure 4 below is the data of factors for choosing dinner.

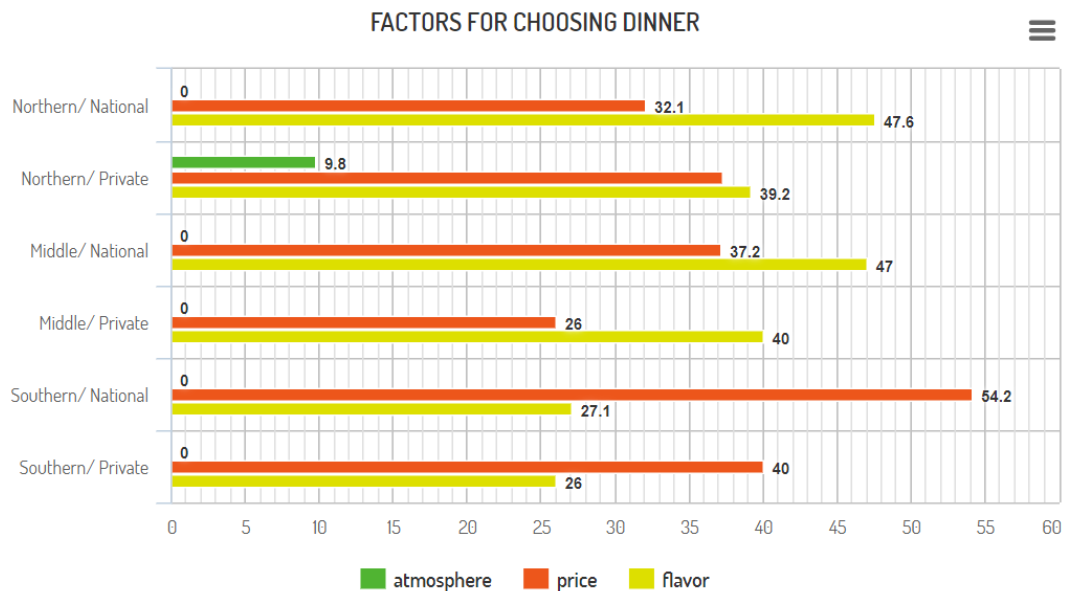


Figure 4

The factors for choosing dinner in each university

聚餐之比較 *communal meal part*

For the communal meal part, Figure 1 shows that the budget for communal meal increased obviously to TWD 200 to 300 in a whole. Some of students said that communal meal for them is to reward themselves after studying every single day, so they are willing to raise their budget in order to eat better meals.

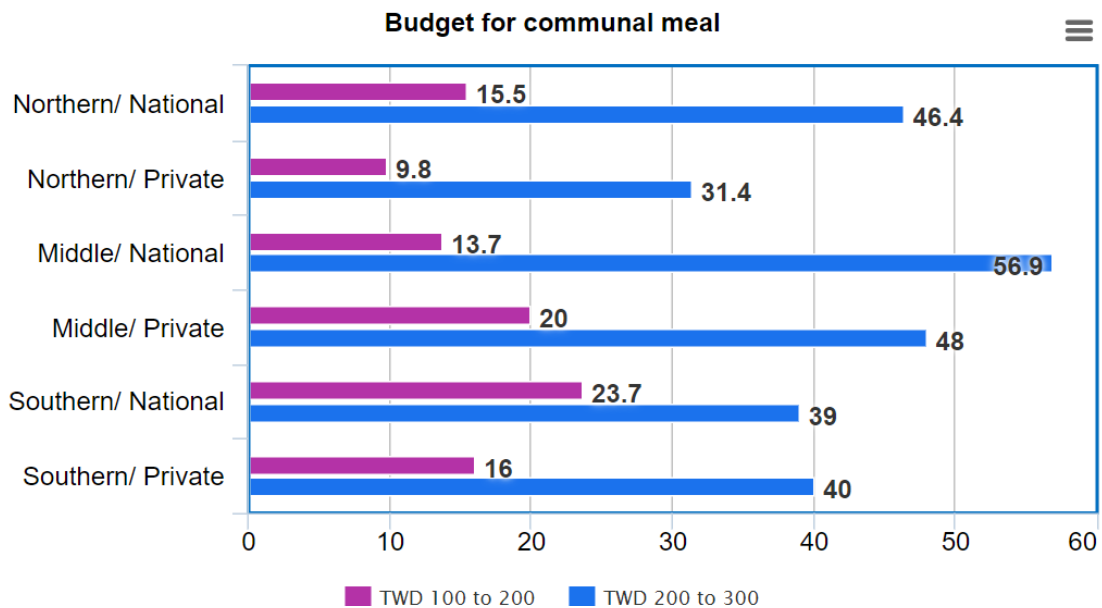


Figure 1

The comparison about budget in each university.

Most of students prefer to choose Italian style. There are 48.8% of northern national students, 50.9% of northern private students, 51% of middle national students, 52% of middle private students, and 54.2% of southern national students take Italian food as their first choice. However, for private students in the South, the proportion of American style is higher than that of Italian style. we can see Figure 2 that 38% of southern private students prefer to eat American food for communal meal. Instead, only 34% of other southern private students choose Italian style.

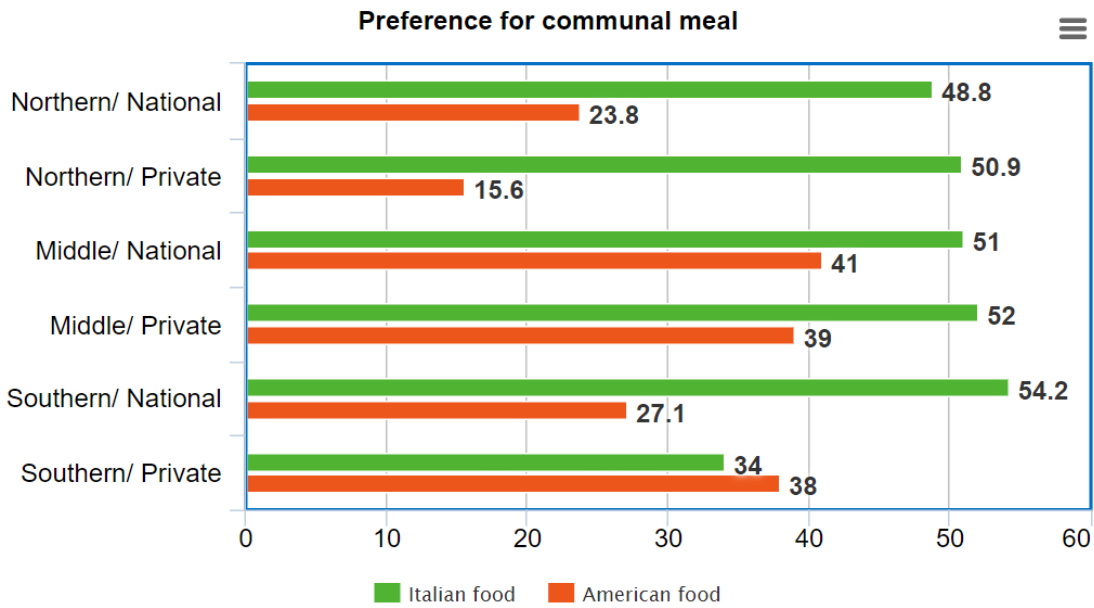


Figure 2

The preference for communal meal in each university.

Moreover, the first three reasons for their choice are price, flavor, and atmosphere. Figure 3 shows that the proportion of atmosphere in some schools, such as northern private university, southern national university, and southern private university has increased significantly. Therefore, 40.5% of northern national students, 41% of middle national students, 30% of middle private students, and 28.8% of southern national students still take flavor as their first consideration.

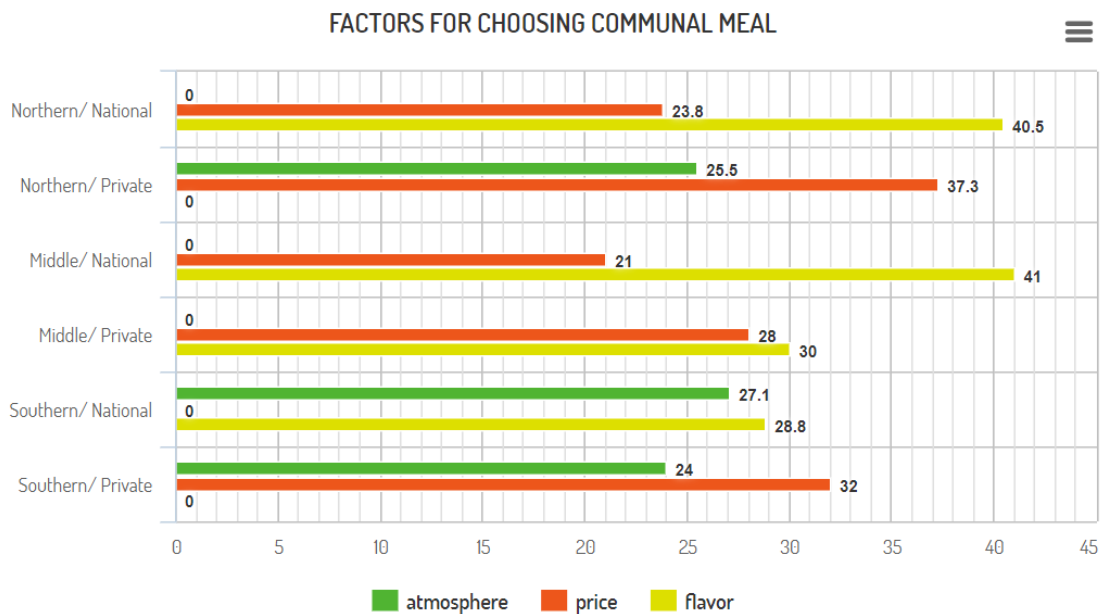


Figure 3: The factors of choosing communal meal in each university

六、結論 Conclusion

The Comparison between university students in Northern, Middle, and Southern Area

According to the statistics of the questionnaire, students living in northern and southern Taiwan chose to studying in the original area. Students from all regions are agree with that students' allowance can have a great influence on their eating behaviors. However, the percentage of agreement in private university students is lower than national university students. Also, the averagely allowance of private students is higher than that of national students in a whole. Students from all regions are more likely to choose American and Chinese as breakfast. The first three reasons for their choice are price, flavor, and convenience. To northern university students, they focus on convenience; middle university students take flavor as the most important quality; southern students care the price the most. Moreover, more than half of private students agree with the phenomena of price and flavor will be affected due to the difference between regions.

To sum up, we found out the number of restaurants in Taiwan, and also the increase of the consumer price index in Taiwan. Moreover, we also conduct the survey to understand university students' preference and eating behaviors in order to let those potential entrepreneurs have a further understanding about their customers. Therefore, with these questionnaires, we have found out that the preference of students in each area, including northern, middle, and southern Taiwan, for each meal, and their budgets toward each meal. Most students chose Chinese food as their breakfast, lunch, and dinner while they prefer Italian food as their

communal meal. What's more, students tend to choose the one as their usual meals for three reasons, and they are convenience, price, and flavor, but they chose a restaurant that has a good atmosphere instead of convenience when having communal meals. By doing this research, we hope that we can truly help those potential entrepreneurs.

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[2]Lin, Chia-Hsien.<你以為歐洲物價真的比台北高嗎? 5 張圖表帶你看全球 71 座城市物價排名> *The News Lens* 19 Dec 2015.

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[3] ---<學費大漲、電話費降價：三張圖表帶你看 30 年來物價差異> *The News Lens* 23 Jun 2015. <<https://www.thenewslens.com/article/19058>>

[4]---<是不是覺得在日本吃東西愈來愈便宜呢? 6 張圖表帶你看台日物價> *The News Lens* 31 July 2015. <<https://www.thenewslens.com/article/21493>>

八、附錄 Appendix

問卷題目

第一部分(基本資料)

1.性別 男 女

2.家鄉

北(台北市,新北市,基隆市,桃園市,新竹縣,宜蘭縣)

中(苗栗縣,台中市,南投縣,彰化縣,雲林縣)

南(嘉義縣,台南市,高雄市,屏東縣)

東(台東縣,花蓮縣)

離島(馬祖縣,金門縣,澎湖縣)

3.呈上題,試問您一個月(30天)的生活費約為多少?

a. 5000 以下

b. 5000-10000

c. 10000-15000

d. 15000 以上

4.試問,生活費是否會影響您飲食的選擇? 非常不同意 不同意 同意 非常同意

第二部分(早餐)

1.在大學階段中,最常選擇早餐的順序(請由 1 排序至 4,其中以 1 為最常選擇,4 則反之)

a. 中式(燒餅油條,蛋餅)

b. 美式(漢堡,三明治)

c. 義式(義大利麵)

d. 日式(御飯糰)

2.呈上題,若不考慮其他因素,下列因素哪些會在您的考量範圍內(請由 1 排序至 6,其中以 1 為最優先考量,6 則反之)

a. 氣氛

- b. 價格
- c. 服務
- d. 口味
- e. 菜色多樣化
- f. 方便性(距離,出餐速度)

3.呈上題,為何你所勾選為第一考量之因素是您的首要條件?

4.是否有因地區不同的價格而改變您第 2 題的選擇順序?(例:台北的滷肉飯相較於台南而言價格較高,此現象是否會影響您到了台南吃滷肉飯的次數增加)

- 非常不同意 不同意 同意 非常同意

5.是否有因地區不同的口味而改變您第 2 題的選擇順序?

- 非常不同意 不同意 同意 非常同意

6.是否有因地區不同所產生的選擇多樣化而改變您第 2 題的選擇順序?

- 非常不同意 不同意 同意 非常同意

7.試問您一餐(早餐)的預算大約為多少?

- a. 0-100 元
- b. 100-200 元
- c. 200-300 元
- d. 300-400 元
- e. 400 元以上.

第三部分(午餐)

1.在大學階段中,最常選擇午餐的順序(請由 1 排序至 6,其中以 1 為最常選擇,6 則反之)

- a. 中式(燒餅油條,牛肉麵)
- b. 美式(排餐,速食)
- c. 義式(義大利麵,披薩)

- d. 港式(腸粉,雞蛋仔)
- e. 日式(壽司,拉麵)
- f. 韓式(年糕,泡菜)

2. 呈上題,若不考慮其他因素,下列因素哪些會在您的考量範圍內(請由 1 排序至 6,其中以 1 為最優先考量,6 則反之)

- a. 氣氛
- b. 價格
- c. 服務
- d. 口味
- e. 菜色多樣化
- f. 方便性(距離,出餐速度)

3.呈上題,為何你所勾選為第一考量之因素是您的首要條件?

4.是否有因地區不同的價格而改變您第 2 題的選擇順序?(例:台北的滷肉飯相較於台南而言價格較高,此現象是否會影響您到了台南吃滷肉飯的次數增加)

- 非常不同意 不同意 同意 非常同意

5.是否有因地區不同的口味而改變您第 2 題的選擇順序?

- 非常不同意 不同意 同意 非常同意

6.是否有因地區不同所產生的選擇多樣化而改變您第 2 題的選擇順序?

- 非常不同意 不同意 同意 非常同意

7.試問您一餐(午餐)的預算大約為多少?

- a. 0-100 元
- b. 100-200 元
- c. 200-300 元
- d. 300-400 元
- e. 400 元以上

第四部份(晚餐)

1.在大學階段中,最常選擇晚餐的順序(請由 1 排序至 6,其中以 1 為最常選擇,6 則反之)

- a. 中式(燒餅油條,牛肉麵)
- b. 美式(排餐,速食)
- c. 義式(義大利麵,披薩)
- d. 港式(腸粉,雞蛋仔)
- e. 日式(壽司,拉麵)
- f. 韓式(年糕,泡菜)

2.呈上題,若不考慮其他因素,下列因素哪些會在您的考量範圍內(請由 1 排序至 6,其中以 1 為最優先考量,6 則反之)

- a. 氣氛
- b. 價格
- c. 服務
- d. 口味
- e. 菜色多樣化
- f. 方便性(距離,出餐速度)

3.呈上題,為何你所勾選為第一考量之因素是您的首要條件?

4.是否有因地區不同的價格而改變您第 2 題的選擇順序?(例:台北的滷肉飯相較於台南而言價格較高,此現象是否會影響您到了台南吃滷肉飯的次數增加)

非常不同意 不同意 同意 非常同意

5.是否有因地區不同的口味而改變您第 2 題的選擇順序?

非常不同意 不同意 同意 非常同意

6.是否有因地區不同所產生的選擇多樣化而改變您第 2 題的選擇順序?

非常不同意 不同意 同意 非常同意

7.試問您一餐(晚餐)的預算大約為多少?

- a. 0-100 元
- b. 100-200 元
- c. 200-300 元
- d. 300-400 元
- e. 400 元以上

第五部分(聚餐)

1.在大學階段中,最常選擇的聚會餐廳(例:生日,紀念日,約會,家聚....)之順序(請由 1 排序至 6,其中以 1 為最常選擇,6 則反之)

- a. 中式(燒餅油條,牛肉麵)
- b. 美式(排餐,速食)
- c. 義式(義大利麵,披薩)
- d. 港式(腸粉,雞蛋仔)
- e. 日式(壽司,拉麵)
- f. 韓式(年糕,泡菜)

2.呈上題,若不考慮其他因素,下列因素哪些會在您的考量範圍內(請由 1 排序至 6,其中以 1 為最優先考量,6 則反之)

- a. 氣氛
- b. 價格
- c. 服務
- d. 口味
- e. 菜色多樣化
- f. 方便性(距離,出餐速度)

3.試問您若是參加聚會,一餐的預算大約為多少?

- a. 0-100 元
- b. 100-200 元
- c. 200-300 元

- d. 300-400 元
- e. 400-500 元
- f. 500 以上