

Chasing Quality Lifestyle: A Study of Immigrant Residents' Motivations of Living in Magong Penghu

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Abstract

The population in Penghu reached a lowest point in 1996. Many local young people move to Taiwan, in order to get more job opportunities and social resources. However, more and more people are chasing their ideal lifestyle, and move in Penghu in recent years. This research aimed to explore the migrations' life in Magong city, and understand what lead people move to this islet, and figure out how does people feel their quality of life after they move to Magong city in Penghu that can make people understand how Penghu attracts people to move in.

This research choose In-depth interview to understand the immigrations life, and interview ten immigrations to understand their motivation, lifestyle and experience of living in Penghu. The questionnaire of quality of life is according to the WHOQOL-BREF to design the questionnaire. After the interview, the researcher had found that these immigrant people moved to Magong city in Penghu is because of the living environment, hobbies, the attachment to the land and local culture. These ten immigrant people said they are satisfied with their quality of life after they move in.

Since people care more about their quality of life than the people in the past, and people prefer to live happier than earn more money. Therefore, more and more people begin to move to other place in order to chase their ideal lifestyle.

Keywords: lifestyle, migration, Penghu, quality-of-life, leisure