

# Research on Leisure Issues in the Third Space of Young People

Junming Zhu \*

Faculty of Science and Technology, Beijing Normal University - Hong Kong Baptist University  
United International College, Zhuhai, China, 519087

\* Corresponding Author Email: r130031367@mail.uic.edu.cn

**Abstract.** This article aims to explore how to create a "third space" for young people to rest their souls. By comparing emerging venues (represented by shared tea rooms) and traditional venues (represented by cafes), this article conducts in-depth research and analysis, hoping to provide a better social environment for young people, the paper found that no matter whether users know or have used third space such as shared tearooms, their third space consumption preferences are similar to a certain extent, and the difference is not significant, therefore believe that the preferences will not be different depending on whether the survey unit is in the third space market or not, and so our preference research object is the mass population. At the same time, we realize that there maybe a correlation between the preference indicators of the same increase and decrease through the above figure, so we carryout correlation analysis. Correlation analysis refers to the analysis of variable elements that have correlation in order to measure the degree of correlation between variable factors. With the help of SPSS, we calculated the values of each dimension using the mean method, and then chose the Pearson correlation coefficient to perform bivariate correlation analysis.

**Keywords:** Third Space, Youth Needs, Shared Tearooms, Cafes, Spiritual Space.

## 1. Introduction

In the context of understanding social needs and social behaviours, relevant studies in China have provided insights. Contemporary Chinese youth face unique social challenges, among which Xindi Wang et al [1]. (2022) emphasised that although youth are more inclined to maintain social boundaries and engage in online social networking, offline socialising is still needed to establish authentic spiritual connections in order to avoid falling into a new type of loneliness. This loneliness is closely related to the overuse of social media, which makes people too dependent on virtual socialising at the expense of real face-to-face interactions. Therefore, they emphasise the importance of balancing online and offline social interaction to ensure the social health and well-being of individuals.

Further research on the "empty nesters" group, Zhang Yanting et al [2]. (2023) found that young people aged 18 to 30 living alone in cities face social deprivation, group anxiety and cognitive biases. This group of young people feel a lack of social support and emotional companionship in real life, while facing work and life pressures. This study highlights the inadequacy of the market in providing emotional companionship and material support, and provides strong support for our understanding of the special social needs of empty nesters.

The phenomenon of young people's consumption of "national trends" was studied by Xing Haiyan (2021), who linked this phenomenon to the cultural identity and social behaviours of youth groups. She argues that in the process of consumption, young people show respect for and inheritance of traditional culture, and use "national fashion" products as a social symbol to demonstrate their individuality and values. Xing Haiyan's [3] study provides us with a new perspective, that is, social behaviour not only expresses personal identity and emotion, but also is a kind of cultural expression and consumption behaviour.

The youth group is an important force in society, and their social needs and methods are constantly changing. Nowadays, in addition to their families and workplaces, young people also need a "third space" to relax, communicate, and innovate. This space should meet their spiritual needs and become their spiritual habitat.

## 2. Analysis of project-related industries

After gaining an in-depth understanding of the literature base of social needs and behaviors, we turn our focus to the analysis of related industries in order to reveal the evolution and future development direction of social places [4].

In the field of cafes, the coffee culture originating from Europe has seen a booming development in China. Cafes are not only places to serve coffee drinks, but have also become public spaces for socializing and entertainment. The exploration of the digital fourth space by brands such as Starbucks has set an example of providing a diversified consumer experience. A comprehensive analysis of the size of China's coffee market, import and export trade, and other aspects shows that cafes are gradually gaining importance in the Chinese market, especially in the digital age, and continue to cater to the diversified needs of consumers.

Shared tea rooms, as an emerging concept, provide private and quiet social spaces through smart devices and digital services [5]. The industry has gone through a phase of development from online management systems to standardized brick-and-mortar shops to differentiated outlets. Shared tea rooms are expected to see a period of opportunity in the future, as they incorporate the "national trend" of consumer empowerment and the continued development of the sharing economy. 6Tea Shared Tea Rooms, as a market leader, has a guiding role to play in the development of the entire industry.

The tea industry has a long history in China, and tea houses have always played an important role as carriers of leisure and entertainment space. The current tea beverage category has a large market scale and tea consumption continues to grow. Shared tea houses, as the downstream of the tea industry, are expected to continue to develop with the prosperity of the tea beverage category. However, in-depth research on tea houses is still insufficient, especially from the perspective of third space development [6].

In summary, social needs are diverse across cultures and industries, and it is important to understand this dynamic process to guide the development of social venues. In the next section, we will analyse the requirements of the user demand side for different dimensions of the third space, mainly from the five functional dimensions of the third space, as shown in Fig1, 2, and 3.

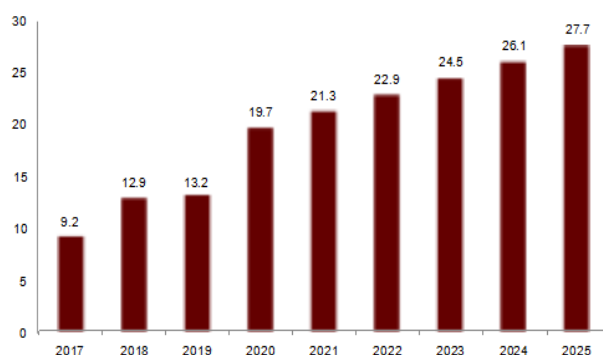


Fig 1. Consumption of Coffee and Coffee Products in China

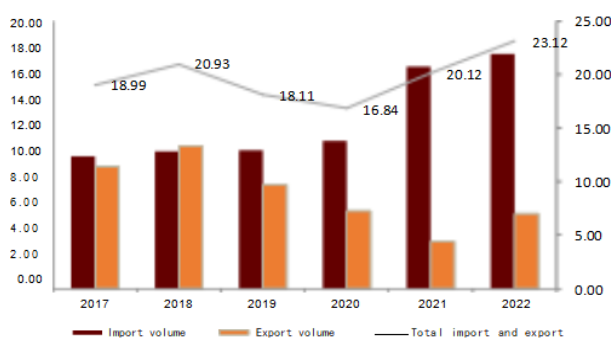
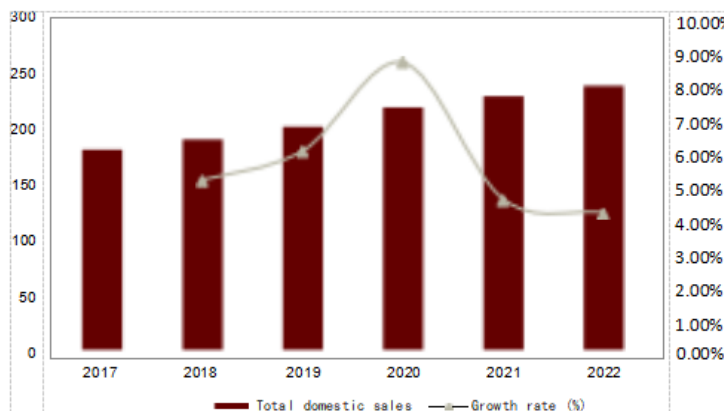


Fig 2. Coffee Import and Export Trade



**Fig 3. Tea Drinks Market Industry Size**

### 3. Data investigation and analysis research

Comprehensively select users who have experienced and understood the third space, such as shared tea rooms and inexperienced users, with a variety of goals, including users of different genders, age groups, educational levels, and regions, as well as comprehensive data sources.

#### 3.1. Determination of sample size

$$n_0 = \frac{t^2 p(1-p)N}{d^2 N + t^2 p(1-p)^2} \tag{1}$$

N in equation (1) is the overall number, p is the sample proportion, and d is the absolute permissible sampling error. Through the pre-survey of 200 samples, the paper found that the proportion of the population in the population who have used or known about the third space such as the shared tearoom is about 143/200=71.5%, then p=0.7, take the confidence level as 95%, then t=1.96, set the absolute permissible sampling error as 3%, and checking the information to learn that the permanent population of the People's Republic of China is 14,434,973,778, then the paper can calculate the The appropriate effective sample size is

$$n_0 = \frac{1.96^2 * 0.7 * 0.3 * 1443497378}{0.03^2 * 1443497378 + 1.96^2 * 0.7 * 0.3^2} \tag{2}$$

Assuming a return rate of 80 per cent for the questionnaires, the number of questionnaires that should have been distributed can be calculated as follows:

$$n = 896 / 0.8 = 1120 \tag{3}$$

### 4. Formal Sample Survey

According to the data obtained, the total number of questionnaires issued is 1123, and the valid questionnaires are 958, with the questionnaire recovery rate reaching 85%.

#### 4.1. Qualitative analysis

This questionnaire survey mainly compares the degree of users' demand for various aspects of third spaces such as shared tearooms and cafes, as well as which elements of such third spaces are mainly valued by the population. This questionnaire survey mainly analyses the third space such as shared tearooms and cafes from the people who have experienced them and those who are potential consumers, hoping to put forward suggestions for improvement through the analysis of the psychological needs of those who have experienced them and those who are potential consumers. After preliminary processing of the data collected from the questionnaire, we also conducted

descriptive statistical analysis [7]. descriptive statistical analysis. The paper calculated each descriptive statistics index by frequency analysis method, drew pie charts, bar charts, etc, and gained a basic understanding of the distribution of the population characteristics of the survey respondents. We established chi-square analysis, correlation analysis, etc, to study people's decision -making factors in choosing shared tearooms, cafes and other third spaces, to explore the relationship between shared tearooms, cafes and other third spaces and other related variables, and to gain further insight into shared tearooms, cafes and other third spaces from the demand side.

#### 4.2. Analysis of third space public preference and potential customer mining

Shared tearooms and other third spaces are still in their infancy in China, and it is crucial to explore potential customers in order to broaden the scope of business, capture more market share, and promote new models that really fit the needs better. In order to expand our customer base more efficiently, we next turned our research to potential customers. The paper then defined this group of people as potential customers [8]. In order to tap into this group of potential customers and develop them into users of third spaces such as shared tearooms, we use principal component analysis of categorical data in optimal scale analysis to analyse the different reasons affecting different types of potential customers. In order to complement and apply the conclusions we have drawn from tapping potential customers, the paper used the same method to analyse the reasons for choosing shared tearooms among the group of survey respondents who approve of shared tea rooms, with the aim of more accurately advising shared tearooms to establish their own identity.

#### 4.3. Descriptive statistics

In response to the above question responses, we took the approach of drawing bar charts to show the reasons for the differences in consumer preferences for third spaces, as shown in Fig 4:

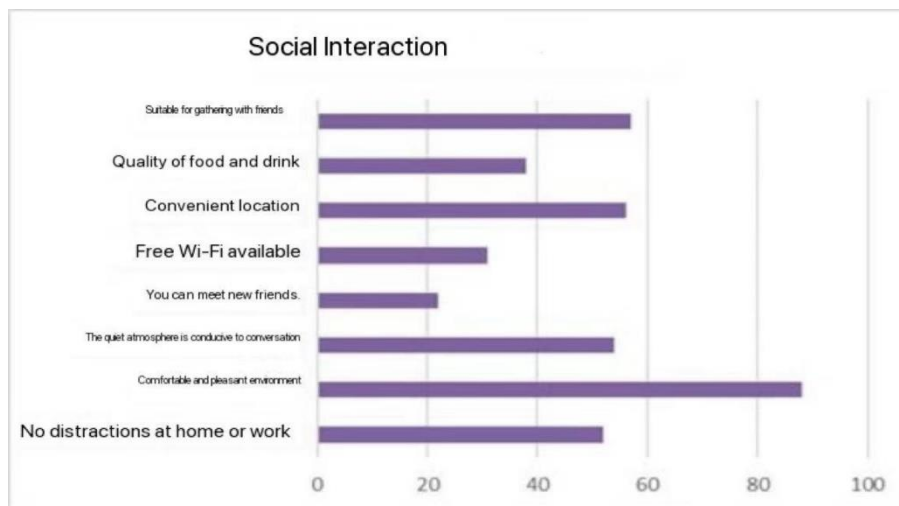
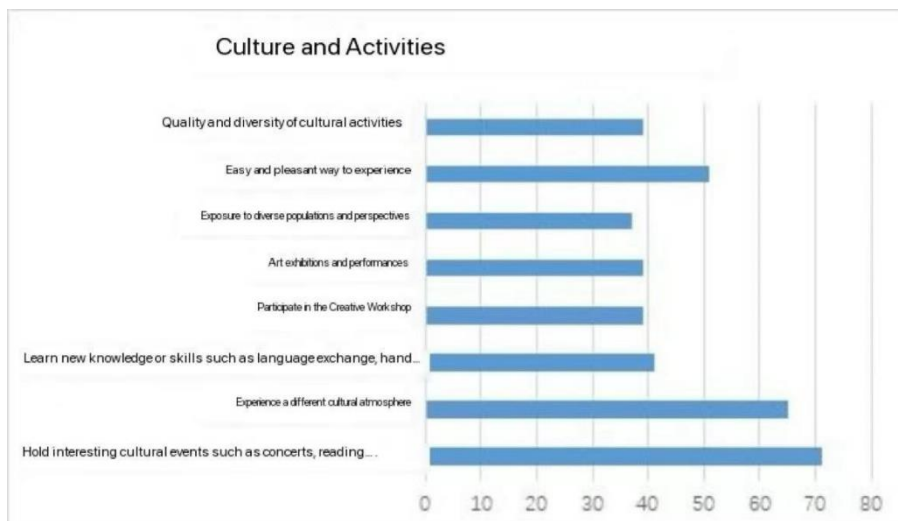


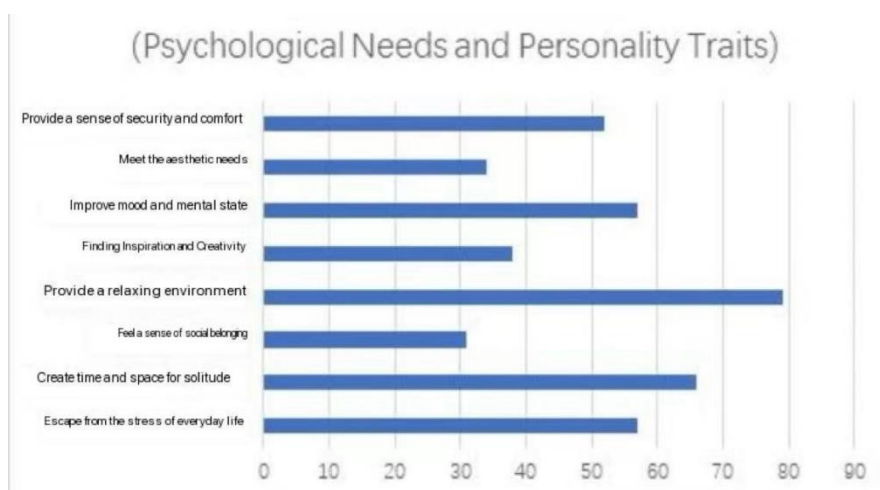
Fig 4. Social Interaction

For the main reasons for choosing a third space such as a cafes/tea house for social interaction, the relatively high scores for comfortable and pleasant environment and convenient location indicate that these two factors have a high importance in respondents' choice of a third space. On the other hand, the ability to meet new people and the quality of food and drinks scored low, which may not be the main considerations for respondents in choosing a third space, as shown in Fig 5.



**Fig 5.** Culture and Activities

According to the above data, at the level of cultural activities, people choose third spaces such as café/tea houses mainly to participate in interesting cultural activities, experience different cultural atmospheres, learn new knowledge or skills, and enjoy a relaxing and enjoyable way of experiencing. For cafe/tea house operators, providing high-quality and diverse cultural activities will attract more customers and satisfy their needs, as shown in Fig 6.



**Fig 6.** Psychological Needs and Personality Traits

In terms of psychological needs and personality traits, the main reasons why people choose third spaces such as cafes/tea houses include escaping from the stresses of daily life, creating time and space to be alone, feeling a sense of social belonging, providing a relaxing environment, finding inspiration and creativity, improving mood and spirituality, fulfilling aesthetic needs as well as providing a sense of security and comfort. These choices maybe related to an individual's psychological needs and personality traits, and each person's choice and experience of a cafes/tea house maybe different.

The findings show that the reasons for choosing a third space such as a cafes/tea house relate to social interaction, cultural activities, and satisfying psychological needs and personality traits. However, it is still important to note that the sample size is small and may not be representative of the whole group. Social interaction was one of the main reasons for choosing third spaces such as cafes/tea houses, particularly because they offered a comfortable and pleasant environment, a quiet atmosphere conducive to conversation, and a convenient location [9].

In addition, some people also choose these places for the ease with which they can meet new people, the availability of free Wi-Fi and the suitability for meeting up with friends. Cultural activities are also an important factor in attracting people to cafes/tea houses, especially because they host

interesting cultural events, the opportunity to experience different cultural atmospheres, and to learn new knowledge or skills. Participation in creative workshops, art exhibitions and performances are also reasons why some people choose these venues. Psychological needs and personality traits also play an important role in choosing cafes/tea houses, such as finding inspiration and creativity, providing a relaxing environment, and improving mood and mental state. At the same time, some people choose these venues to escape from the stresses of everyday life, to create time and space for solitude, to feel a sense of social belonging, and to fulfil aesthetic needs.

#### 4.4. Cardinality analysis

In order to better explore the information of the data, multivariate statistical analyses can be borrowed. Since there are only two results for each response variable: checked or unchecked and most of the non-customer groups may choose more than one reason, we adopt a dichotomous coding method in coding the questionnaire, setting each reason option and each different option in each demographic variable as a variable, and the value of the variable is 1 for ticking the checkbox, and 0 for not selecting the checkbox. Each variable is nominal, i.e. discrete.

In the descriptive statistics we have counted the reasons for the high number of choices, and within each broad dimension three reasons were selected for a list analysis with age groups.

Before proceeding with the model analysis, we need to perform a  $X^2$  independence test on the data to explore whether the reasons are correlated with differences in population characteristics. In the case of age group and reason for choice, we first made a list of these two variables and then conducted a chi-square analysis with the help of SPSS software, when choosing a third space such as a café/teahouse 18-24 years old, 25-30 years old and 31-35 years old:

In terms of social interaction, they pay more attention to the comfortable and pleasant environment and the suitability for gathering with friends.

In terms of cultural activities, they are more interested in organizing interesting cultural events.

In terms of psychological needs and personality traits, they prefer to have time and space to be alone.

In terms of social interaction, they are more interested in convenient location and suitability for meeting with friends. In terms of cultural activities, they have no special needs.

In terms of psychological needs and personality traits, they prefer an environment that provides relaxation.

For social interactions, they are more interested in a convenient location.

In terms of cultural activities, they are more interested in organizing to experience different cultural atmospheres.

In terms of psychological needs and personality traits, they are more inclined to escape from the stresses of everyday life.

As a result, the preferences of young people in various aspects are slightly different as they grow older.

With the help of chi-square analysis of SPSS software, we calculated Pearson's chi-square = 466.014 as well as the corresponding p-value of 0.000, so we have a good reason to reject the original hypothesis, i.e., we believe that the reason for choosing a third space such as a shared tearoom and the variable of the age group are not independent, but have a correlation between the two. In addition to this, we conducted a chi-square analysis for other variables, which will not be shown here for space reasons<sup>[10]</sup>. We found that the reasons for choices are significantly correlated with population characteristics such as education and region.

#### 4.5. Correlation analysis of each preference

The paper found that no matter whether users know or have used third space such as shared tearooms, their third space consumption preferences are similar to a certain extent, and the difference is not significant, we therefore believe that the preferences will not be different depending on whether the survey unit is in the third space market or not, and so our preference research object is the mass

population. At the same time, we realize that there maybe a correlation between the preference indicators of the same increase and decrease through the above figure, so we carryout correlation analysis. Correlation analysis refers to the analysis of variable elements that have correlation in order to measure the degree of correlation between variable factors. With the help of SPSS, we calculated the values of each dimension using the mean method, and then chose the Pearson correlation coefficient to perform bivariate correlation analysis. Based on the results of this correlation analysis, all the correlation coefficients are with \*\* (\*\* indicates  $P < 0.01$ ) and all of them are greater than 0, which means that there is a significant positive correlation between the demand scales of Environment and Atmosphere, Social Interaction, Culture and Activity, Psychological Needs and Personality Characteristics, Innovation and Service.

#### **4.5.1. Correlation of variables in each dimension**

From the above table, there is a significant positive correlation between environmental climate, social interaction, cultural activities, psychological needs and innovation services, indicating that the trend of change between these factors is consistent, i.e., when one factor increases, the others tend to increase as well. In particular, the correlation between cultural activities and innovation services is extremely high, while the correlation between psychological needs and social interaction is also high. In addition, social interaction is correlated with environmental climate and cultural activities with socializing. There is a significant positive correlation between cultural activities and innovative services. This maybe due to the fact that cultural activities provide opportunities for rich and varied artistic experiences and cultural exchanges, which are in line with people's interests and needs for culture. Innovative services, on the other hand, are developed in response to the specific needs of youth, including the provision of novel products or services and the creation of unique experiences that attract people to participate and experience them. Driving the development and reform of third space culture with innovation is more conducive to the development of third space. There is some positive correlation between social interaction and psychological needs. This is because social interaction provides opportunities for people to interact with each other and build relationships, which satisfies their social needs and in turn increases satisfaction with third spaces such as shared tearooms. At the same time, the satisfaction of psychological needs can also promote the occurrence of social interactions because people are more likely to interact with others in a relaxed and comfortable environment.

#### **4.5.2. Influencing factors of overall satisfaction**

Overall satisfaction has a certain positive correlation with environmental atmosphere, social interaction, cultural activities, and psychological needs, among which, overall satisfaction has the strongest correlation with both social interaction and psychological needs.

First, social interaction plays an important role in third spaces such as shared tea rooms and cafes. These spaces provide a platform for youth to interact with each other, share experiences and build relationships. Here, young people can make new friends, expand their social circles and share their interests with others. This kind of social interaction not only meets people's social needs, but also enhances their satisfaction with third spaces such as shared tearooms and cafes.

Second, the fulfillment of psychological needs also has an important impact on the overall satisfaction of youth. In third spaces such as shared tearooms and cafes, people can find a quiet and comfortable environment, away from the hustle and bustle and pressure. Such environments can help youth relax, relieve anxiety and stress, and satisfy their needs for psychological balance and inner peace. Therefore, providers of third spaces such as shared tearooms and cafes can increase the overall satisfaction of youth by creating a comfortable environment and providing activities that provide psychological support.

In addition to social interactions and psychological needs, cultural activities also positively affect youth's overall satisfaction. Third spaces such as shared tearooms and cafes usually host a variety of cultural activities, such as art exhibitions, music performances, and book readings, which provide a platform for youth to engage in cultural exchanges and artistic experiences. These activities not only

satisfy youth's interest in and demand for culture, but also increase their satisfaction with the third space.

In summary, in the process of increasing youth satisfaction with these spaces, focusing on social interaction, paying attention to psychological needs, and enriching cultural activities are all effective strategies.

## 5. Conclusions

Through the research on the social needs of youth groups and the two types of places, we found that youth pay more attention to social interaction and the satisfaction of psychological needs. They expect to establish real and meaningful relationships in social venues, and at the same time pay attention to the environmental atmosphere and cultural activities of the venues, pursuing communication and relaxation experiences of taste and quality. When comparing shared tearooms and cafes, we found that shared tearooms emphasize social interaction and provide a variety of social activities and interactive tools to meet customers' social needs. On the contrary, cafés focus more on psychological needs, providing a quiet and comfortable environment that makes customers feel relaxed. However, the café environment is easy to be monotonous and boring, lacking novelty and innovation.

Therefore, in order to build a "third space" for young people, we suggest that efforts be made in terms of social interaction and psychological needs. At the same time, we aim to provide an elegant, comfortable and unique environment and diversified cultural activities to meet the needs of different customers. In terms of innovative services, consideration can be given to introducing novel social interaction tools and activities to provide customers with a richer social experience.

In order to attract more customers, cafes can inject more creative and fashionable elements into their environmental design to create a unique spatial atmosphere. Shared tearooms, on the other hand, can enhance customer engagement through social activities with different themes, such as cultural salons and creative workshops. In terms of service innovation, digital technology, such as smart food ordering and social platform interaction, can be introduced to enhance the modernity and convenience of the venue. Overall, by fully understanding the social expectations of youth groups and the characteristics of the venue, we can provide more targeted solutions for the creation of the "third space", making it a more dynamic and attractive social venue.

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