

**FACTORS AFFECTING THE ADOPTION TO THE USE OF
SOCIAL MEDIA FOR THAI ELDERLY**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2017**

COPYRIGHT OF MAHIDOL UNIVERSITY

Thematic paper
entitled
**FACTORS AFFECTING THE ADOPTION TO THE USE OF
SOCIAL MEDIA FOR THAI ELDERLY**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

on
April 29, 2017



.....
Miss Pharroong Anuphongongarch
Candidate

.....
Simon Zaby,
Ph.D.
Advisor

.....
Asst. Prof. Astrid Kainzbauer,
Ph.D.
Chairperson

.....
Duangporn Arbhasil,
Ph.D.
Dean
College of Management
Mahidol University

.....
Asst. Prof. Pornkasem Kantamara,
Ed.D
Committee member

ACKNOWLEDGEMENTS

I would like to express my gratitude to several people who support and contributed in some way to make this thematic paper possible.

At first, my deep appreciation goes to my advisor Dr. Simon Zaby for all the support. Without his useful guidance and consistent feedback, this paper would not have been achievable. Besides my advisor, I would like to express my sincere thanks to Dr. Peter De Maeyer with his advice and opportunity to learn from his research expertise.

In the second place, this paper would not have been accomplished without the corporation from the participants. I had admirable assistance from the men and women who share with me invaluable stories and information. I am very grateful to their time and dedication in completing this paper. Furthermore, I would like to thank my friends at the college, especially Batch 18B, for being my sources of laughter, joy, and support.

Finally, I would like to extend my gratitude to my family – my father Mr.Chukiat Anuphongongarch and my mother Mrs. Prassanee Anuphongongarch for their continuous support and encouragement. I could not have done it without them.

Pharroong Anuphongongarch

FACTORS AFFECTING THE ADOPTION TO THE USE OF SOCIAL MEDIA FOR THAI ELDERLY

PHARROONG ANUPHONGONGARCH 5849121

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: SIMON ZABY, Ph.D., ASST. PROF.
ASTRID KAINZBAUER, Ph.D., ASST. PROF. PORNKASEM KANTAMARA, Ed.D.

ABSTRACT

This main purpose of this research is aimed to determine the potential variables contributing to the adoption and use of social media for Thai elderly which is valuable for designing the essential features to support the older adults. The paper uses qualitative approaches for research methodology. In-depth telephone interview of 15 participants was conducted in Bangkok. The findings reveal several factors namely usefulness, belongingness, learning and self-competency and entertainment. The results also show that there were significant difference on the attributes of the adoption by gender. In addition, the study states the top social media platforms that have been adopted by Thai elderly. The analysis confirm the positive relationship between social capital and the improvement of well-being and life satisfaction. What is more, the research suggests that usefulness and social belonging were the most relevant factors for older adults in engaging social media.

To take the opportunity of aging population by understanding the potential factors, businesses can adapt the strategy as well as develop a better solution to approach to this growing segment more effectively and that would allow them to optimize a chance of success in the business.

KEY WORDS: Adoption/ Aging Population/ Elderly/ Social Media/ Well-being

40 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
1.1 Research Background	1
1.2 Research Questions	2
1.3 Research Objective	2
1.4 Research Scope	3
1.5 Expected Benefit	3
1.6 Hypotheses	3
CHAPTER II LITERATURE REVIEW	4
2.1 Definitions	4
2.1.1 “Elderly” or “Older person”	4
2.1.2 Social Media	4
2.1.3 Motivation	5
2.2 Situation toward the Rise of Aging Population in Thailand	5
2.2.1 Social isolation and loneliness among seniors	7
2.2.2 Social Media in Thailand	8
2.2.3 Internet and Social media Uses by Elderly and Baby boomer	10
2.3 Conceptual Framework: Factors Affecting Elderly to the Use of Social Media	11
2.3.1 Perceived usefulness	12
2.3.2 Self-competency and desire for learning	13
2.3.3 Depression and loneliness	13
2.3.4 Perceived Enjoyment	14

CONTENTS (cont.)

	Page
2.3.5 Value of Social Connectivity	15
CHAPTER III RESEARCH METHODOLOGY	17
3.1 Research Design	17
3.2 Population and Sampling	17
3.3 Data Collection	18
3.4 Interview Questions	19
CHAPTER IV DATA ANALYSIS	21
4.1 Demographic Data	21
4.2 The Elderly Experience and the Usage of Social Media	22
4.3 Motivation	23
4.3.1 Perceived Usefulness	23
4.3.2 Belongingness	25
4.3.3 Learning and Self-competency	26
4.3.4 Entertainment	27
4.4 Preferences Towards Face-to-Face Interaction And Social Media	28
4.5 Impact of Social Media	29
4.6 Risks and Barriers	31
4.7 Analysis Summary	31
CHAPTER V CONCLUSION	34
5.1 Summary	34
5.2 Recommendations	35
5.3 Limitations of Study and Suggestion for Future Research	36
REFERENCES	37
BIOGRAPHY	40

LIST OF TABLES

Table		Page
4.1	Summary of demographic data of the respondents	21



LIST OF FIGURES

Figure	Page
2.1 Share of elderly population to total population	6
2.2 Yearly Population Growth Rate (%) 1952 – 2016	6
2.3 Thai population pyramids: year 1970, 1990, 2014, and 2030	7
2.4 Social network user penetration in Thailand from 2015 to 2021	8
2.5 Social Media Use in Thailand	8
2.6 Annual growth since January 2015	9
2.7 Time spent with media	9
2.8 Conceptual Framework	12
4.1 Framework	32

CHAPTER I

INTRODUCTION

1.1 Research Background

Currently, Thailand is ranked the third most rapidly ageing population in the world where senior citizens represent the fastest-growing group. According to the situation from the report of Thai elderly 2016 presents the growth in the proportion of senior citizens: elderly who age 65 years or over reached 11% as compared to 5% in 1995 (The World Bank Group, n.d.).

Thailand is expected to move toward “complete aged society” in 2021 when the elderly proportion reaches 20%. It is further projected that Thailand will achieve “super aged society” status where 28% of the population is elderly in the next 20 years which could simply mean that one of every four Thais will be a senior citizen (Foundation of Thai Gerontology Research and Development Institute (TGRI), 2014). The change towards the transition of aging society will be a challenge for Thai economy and all stakeholders to adapt their strategies and focus more on elderly segment.

In fact that social media has completely revolutionized the way people interact with each other. Despite the huge numbers of teenagers and young adults embracing social media, more and more senior people these days are learning how to use social media. It plays a vital role in facilitating communication in people’s everyday life and bringing people closer in a convenient manner.

Besides, social media makes people feel more connected and also creates the opportunity for social interaction. Connecting online could prevent elderly from being isolated which have a positive effect on overall mental and physical health and that would increase them a chance of living a long life.

Since the internet is increasingly important in retirees’ purchasing decisions, it becomes much easier for them to access to information, comment and review prior to their buying decisions. Further to this, the spending patterns of Thai elderly also has changed, they tend to spend more on technology and live a healthy lifestyles. Therefore,

they are more willing to purchase things that make life more convenient and enhance a better quality of life.

All in all, it is undeniable that social media has played a crucial role and take part in various aspects of elderly people's lives. The aging society leverages a new consumption trend and also drives new business opportunities for marketers who are working in a field of internet related products and services. They are required to keep an eyes closely on this growing demographic. Especially for companies that want to ride the aging trend successfully, they need to understand older individuals' motivations toward adoption of social media in order to craft the right message and build more engagement that is appeal to their aspirations and needs.

1.2 Research Questions

1. What are the daily consumption patterns towards social media usage of Thai elderly?
2. What is the internal and external factors that motivate older adults toward the use of social media?
3. What are the positive and negative impacts on social media adoption?
4. What are the risks and barriers that prevent elderly from using the social media?

1.3 Research Objective

1. To investigate the current status and utilization patterns of social media usage of older individuals.
2. To explore both internal and external factors associated to the uses of social media as well as to explore their opinions and insights toward these factors.
3. To find the effects and barriers caused by the uses of the mentioned communication technology in their daily life.

1.4 Research Scope

The research mainly focuses on older people age above 60 that are users of social media who live within Bangkok and Metropolitan area since this group of people represents the majority of social media users in Thailand. The method used in this study is the data collection in qualitative method using a telephone in-depth interview methods to collect data from a group of senior citizen. In the fact that senior people will not only represent the market future, but also a high purchasing power especially for those who live in Bangkok area.

1.5 Expected Benefit

1. To examine the potential motives behind social media usage and gain some insights so that marketers can use them to better develop a new effective marketing and therefore create a chance to success in business.
2. To understand the key issues for adopting social media for elderly user which allow the organization to solve problem with a new features that facilitate the use and support which can cultivate a future demand, build more engaging experience and acquire more customers.

1.6 Hypotheses

H1 “Usefulness” variable has a positive influence on social media adoption of Thai elderly

H2 “Social belonging” variable has a positive influence on social media adoption of Thai elderly

H3 “Entertainment” variable has a positive influence on social media adoption of Thai elderly

H4 “Self-competency” variable has a positive influence on social media adoption of Thai elderly

H5 “Physical disability” variable has become the main barrier that impact to the use of social media for Thai Elderly

CHAPTER II

LITERATURE REVIEW

This chapter consists of definitions, theories and overview. It is also dealing with the uses of existing theoretical framework and concepts that are associated to the topic of this research paper. Researcher also explores the potential variables that affecting the use of social media of Thai elderly from related literature and studies.

2.1 Definitions

2.1.1 “Elderly” or “Older person”

Person who age 60 years old or over is classified as elderly as this is the age qualified and standardized by the United Nations and in fact that 60 years is considered as usual retirement age in Thailand (Anantachart , 2013) . In the States, population of older adult can split into three subgroups which are “young-old” for the age around 65–74 and second one is the “middle-old” whose ages fell between 75 and 84 and the third one is “old-old” for those age 85 and over (Little, 2014).

2.1.2 Social Media

Social Media is a new community platform of communication channels which allow users to express the viewpoints and to exchange the ideas as well as to share the contents among group members (Warburton & Hatzipanagos, 2013). At present, social media does not only come in a form of website but also smartphone applications that allow people to interact with each other and engage customers with contents that are created for marketing purposes.

Social media has a profound impact in our daily life in creating a new way of communication. In such Facebook has always used the word friend to describe connected users by offering people a new way to find new friendships, staying in touch with friends, building relationships and discovering people with similar interests among classmates at their schools. Connection can be easily built through shared hobbies, pictures and having a conversations by posts and comments (Gordhamer, 2009). Moreover, according to a study on Consumer Internet Barometer, it demonstrated that 41.6% of internet users access Twitter being mainly for friend interaction (eMarketer Inc., 2009).

2.1.3 Motivation

The levels of motivation influence consumer's buyer behavior. “There are the different level of needs for each individuals including physiological needs, safety needs, belongingness, esteem needs and self-actualization needs” (McLeod, 2016). The need will become motive when it has been fulfilled with satisfaction.

2.2 Situation toward the Rise of Aging Population in Thailand

Currently, senior citizens are the most rapidly expanding in Thailand. In 2016, based on the estimation from United Nations, Thailand population was estimated to be 68.2 million people (Worldometers, n.d.). By 2040, it is projected that 17 million of Thai population will turn to 65 years or older (The World Bank Group, n.d.). This means Thailand will become more senior-dominated by which more than a quarter of Thailand population will turn to elderly.

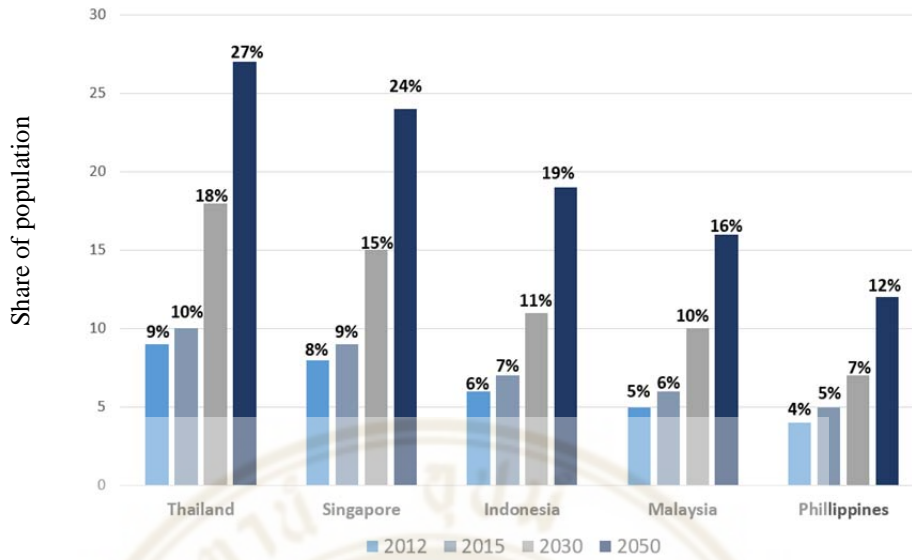


Figure 2.1 Share of elderly population to total population

Source: US Census Bureau

From Figure 1, it demonstrates that within ASEAN region, Thailand has the highest share of seniors aged above 65 and it is expected to reach almost double within 20 years (SCB Economic Intelligence Center, 2015).

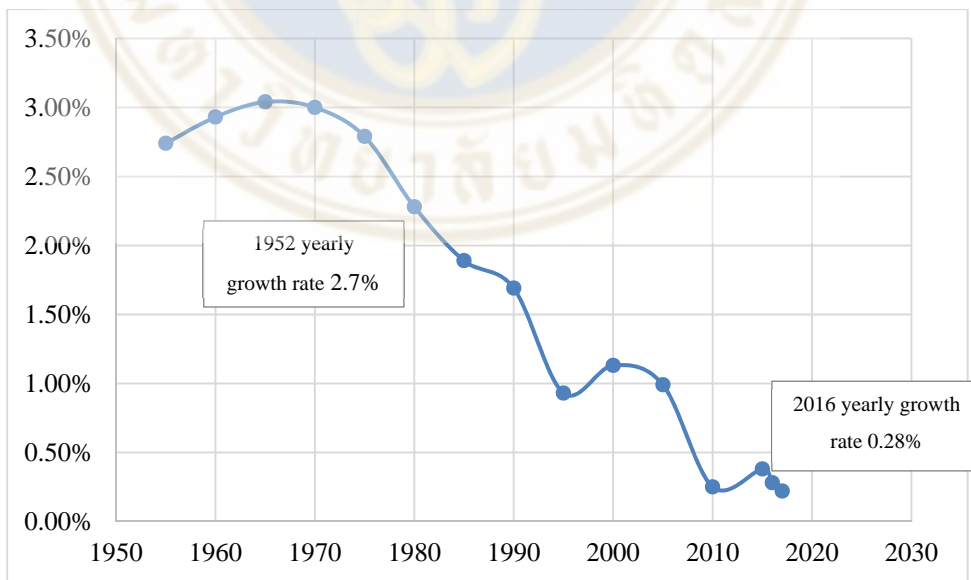


Figure 2.2 Yearly Population Growth Rate (%) 1952 – 2016

Source: Worldometers

The above graph shows that Thai population increases only at the rate of 0.28 in the year 2017. The major reason of this demographic transition is caused by the rapid decline of fertility over the past several decades combined with the increased longevity of the older population.

A part of the transition to an aged society is due to the changing of family size. Historically, Thais lived in extended-family households with many members. But now, as fertility rate declines and the population ages, the elderly are in households with only three persons on average compared to an average of five persons back in 30 years ago (Foundation of Thai Gerontology Research and Development Institute (TGRI), 2014).

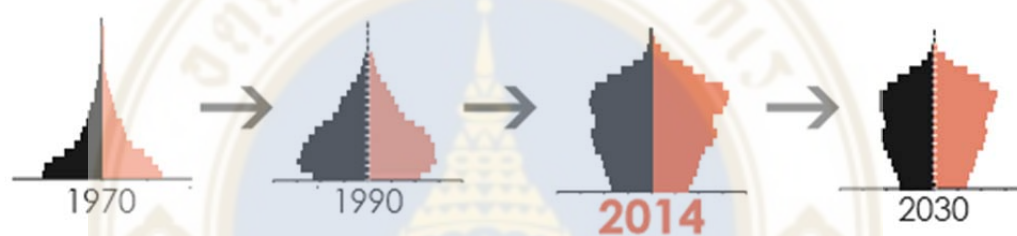


Figure 2.3 Thai population pyramids: year 1970, 1990, 2014, and 2030

Figure 2.3 indicates that population pyramids has changed into rectangular shape with the transition from a young to an older population resulting from a drop in birth rate, the declining in death rate and more people living longer (Foundation of Thai Gerontology Research and Development Institute (TGRI), 2014).

2.2.1 Social isolation and loneliness among seniors

Coughlin (1999) stated that aging people are defined by the characteristic of the natural aging process that could affect the cognitive functions, vision, the decline in physical ability and susceptibility to pain and illness (Coughlin, 1999). Aging is associated with the declining health and the increased risk of depression from loneliness and social isolation. Therefore, elderly also require more monitoring and health care assistance than they normally receive while living in their own houses.

2.2.2 Social Media in Thailand

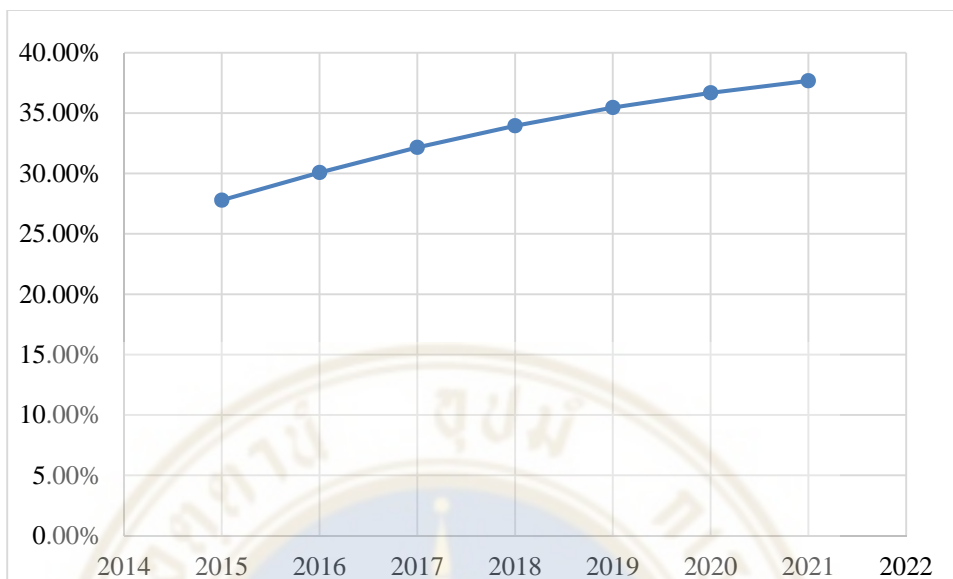


Figure 2.4 Social network user penetration in Thailand from 2015 to 2021

Source: www.statista.com (n.d.)

Figure 2.4 illustrates the growth of social networking Thailand from 2015 to 2021. In 2015, 27.78 percent of Thai population access social media and this share is expected to reach 35.45 percent in 2019 (Statista Inc., n.d.).

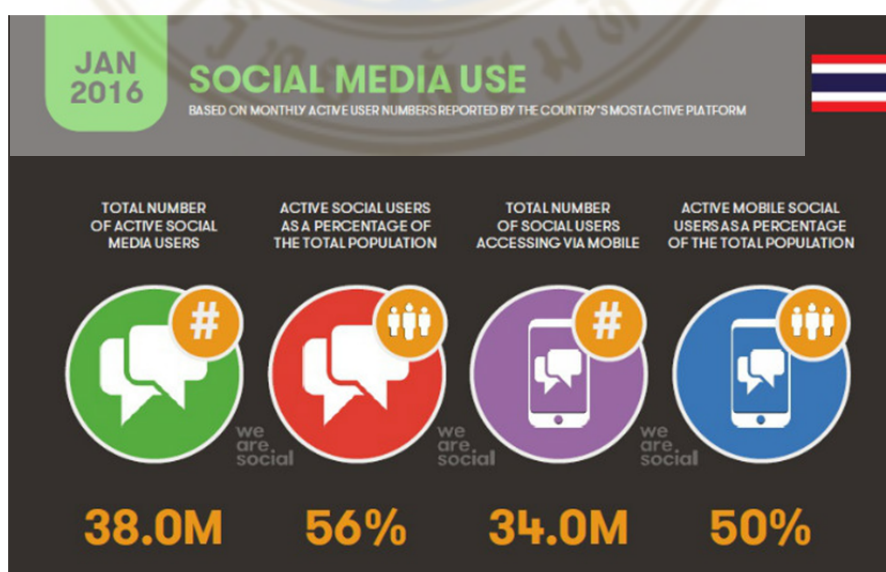


Figure 2.5 Social Media Use in Thailand

Source: www.veedvil.com (2016)



Figure 2.6 Annual growth since January 2015

Source: www.veedvil.com (2016)

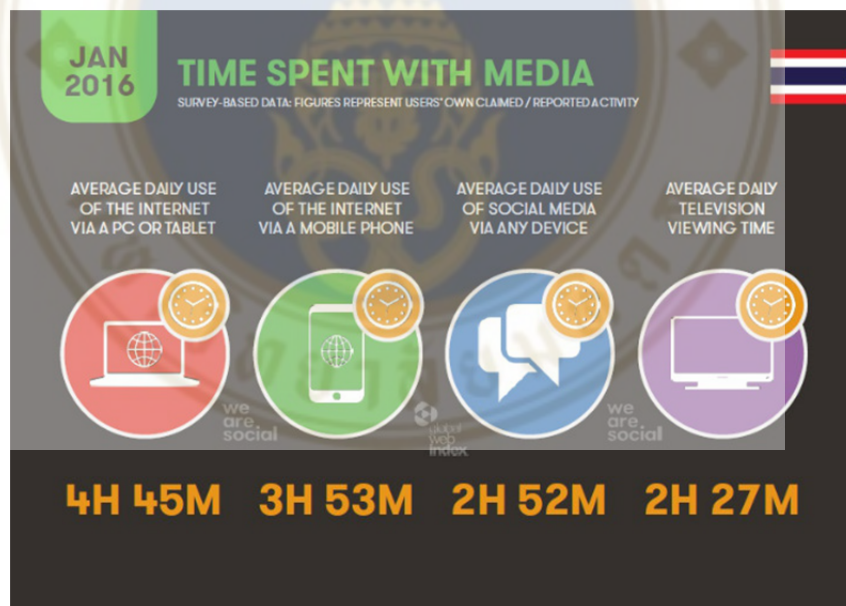


Figure 2.7 Time spent with media

Source: www.veedvil.com (2016)

According to research from Digital in 2016, it revealed that there are approximately 38 million Thais social media users in which 56% represents active social users as a percentage of total population. The number of active social media users grew

by 19% since January 2015, 34 million users access social media via mobile (50% represent active mobile social users as a percentage of the total population). Users accessed social media via any devices and spent 2 hours 52 minutes on average daily using (We are Social Ltd., 2016). Given these points, Thais have a high level of internet engagement which is one of the key elements that boost the number of social media users.

The summary report regarding social media users in Thailand by Thoth Zocial, Thailand ranked number one following by Indonesia and Malaysia. Over the past two years the number of messages that were posted on social media in Thailand has a steep rise by 86% with 2.6 billion messages that were posted in the previous year. In terms of the number of Facebook users, Thailand has been placed at number eighth in the world and third in Southeast Asia.

Further to this, the research also presents that Facebook, and LINE application and YouTube are the top three most popular social media that have been mostly used in Thailand. In mid-May, Thailand had a total of 41 million Facebook users which accounted for 60% of the total population and 700K Facebook pages created, LINE users reached 33 million users making it the most popular social media platform followed by 16 million YouTube users and the rest 7.8 million and 5.3 million are Instagram and Twitter users. Social media will be the analytics tools that will play a vital role in designing brands and products (Leesanguansuk, 2016).

2.2.3 Internet and Social media Uses by Elderly and Baby boomer

According to the rapid rise of internet and social media usage among Thai elderly from Economic Intelligence Center, it indicates that the number of internet users over 60 years old rose at about 30% each year between 2009 and 2013, compared to a rise of around 10% in other age groups. However, in terms of demand for new tech products, only some 30% of today's elderly use smart phones (SCB Economic Intelligence Center, 2015). We can see that more and more elderly are relying more on social network platforms to help to improve daily communications in a more convenient way by sharing useful information, photos, videos, updates news with a wider circle of contacts.

Based on the previous research study, social media turn to be the primary way that older users use to stay in touch with old friends, families and work colleagues. This platform is considered to be the potential channel to reach this group of consumers.

Another potential segment is baby boomer that are now moving quickly toward social media. Mobile communications and social media have played a bigger role in their everyday lives. According to the report of Thailand internet user profile 2016 regarding the internet usage behavior of Thai baby boomer of those who born between 1946-1964, they used the internet average 31.8 hours per week or approximately 4.5 hours per day. They regularly access internet through smart phone (77.3%), personal pc (70.1%) and tablet (39.5%). Moreover, they mostly use internet in the morning from 08.01am to 12.00 pm. 83.1 % of them used the internet at home whereas 65.9 % used at work place and 15.3 % at public garden.

Social media was the most popular online activity accounted by 89.8% following by searching for information 69.1%, sending emails 66.6%, reading e-book 66.1% and 65.4% watching YouTube. The report about social media usage indicates that baby boomer mostly use LINE application (91.5%) following by YouTube (89.3%) and then Facebook (86.5%) (Electronic Transactions Development Agency (Public Organization), 2016).

Despite Millennials are the key consumer demographic for online marketers, many stakeholders are shifting their focus to elderly and baby boomer segment instead since these segments are the fastest growing demographic on social media.

Thus, by taking advantage of this emerging opportunity to understand the pattern and habit of social media usage will allow marketers to better approach them with more appropriate social media strategy and to successfully market to elderly segment.

2.3 Conceptual Framework: Factors Affecting Elderly to the Use of Social Media

The literature review focuses on reviewing the main reasons why senior citizens use social media along with the issues and barriers that could negatively impact to their uses. After extensive literature review, several variables were taken under consideration, five main reasons were identified which are perceived usefulness and

convenience, enjoyment, self-competency, belongingness and the negative feeling of loneliness are the independent variables. Below is the conceptual framework.

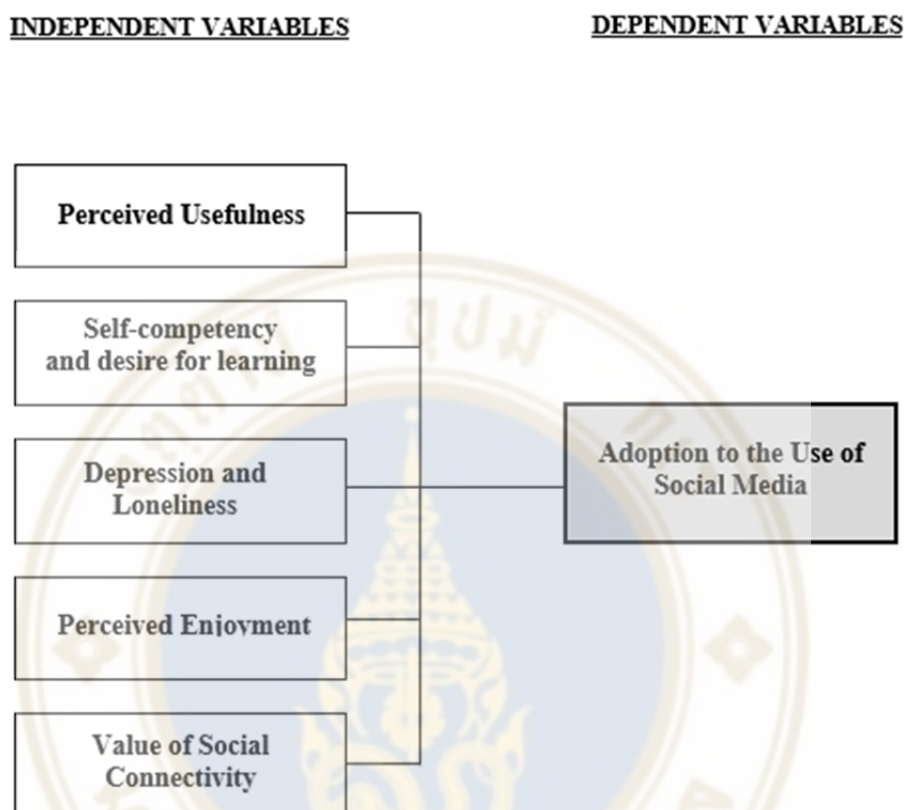


Figure 2.8 Conceptual Framework

2.3.1 Perceived usefulness

The studies of Jannatul (2014) conducted personal face-to-face interview and electronic survey

The collected data has been analyzed by the descriptive statistics, one way ANOVA and the sample t-test. The research found that respective values of t statistics and p values are Involvement ($t = .763$, $p = .448$), Usefulness ($t = .392$, $p = .696$) and Convenience ($t = .866$, $p = .390$). These three factors are the three most important affecting adoption of Facebook and social networks (Jannatul, 2014). The study also indicated that seniors tend to purchase some certain products when they clarify a clear benefits and meet their specific needs.

2.3.2 Self-competency and desire for learning

EIC study found that technology has a significant impact on spending patterns of retirees (% of elderly 60+) 68% search for information about products & services on the internet before buying, 55% willing to learn about new technology and 19% willing to purchase new electronic devices that make lives more convenient (SCB Economic Intelligence Center, 2015).

Aside from that, past research affirmed that the seniors appear to be interested in adopting new technologies to keep their minds active. Even they are out of school but that does not mean they want to stop learning. According to Huffington post, it reveals that the Internet promote seniors' life in a better way as a supporting tool which could help seniors to exercise brain functions and promote a healthy minds (Anita Kamiel, 2016).

Considering technology can be a useful tool that help elderly improve their self-competency and cognitive capabilities, which could produce a positive effects on overall health and mental well-being. According to the study from England and Italy also indicated that when older adults were trained to use social media, their cognitive function and health performance experienced improvement outcomes. The project AGES 2.0' suggested that by training seniors to learn how to use social media can positively affect their mental health and wellbeing.

Regarding the computer training were specially designed and given to 120 seniors aged 65 and above in the UK and Italy. Results found that among those who used social media tools they experienced the improvement both physically and mentally while the control group experienced the decline (Morton & Genova , 2013). The study result shows how important of social connections are to cognitive and physical health. It can be summarized that by fulfilling social and belonging needs can enhance elderly well-being.

2.3.3 Depression and loneliness

Mirowsky and Ross (1992) examined the relevance of how age differences can influence the rise of depression level through quantitative research with 1990 sample of 2,031 U.S. adults. The results shows that there is a decline in level of depression in early adulthood and experienced a significant improvement in later life stage; however, the increase in depression rate might due to the change in marriage status, employment,

and the economic welfare condition which reflect to the change of life-cycle (Mirowsky & Ross, 1992, p. 187). Furthermore, the research also helps to explain that the decline life-cycle of physical dysfunction and personal losses could be a negative effect which related to the rise in depression rate in the oldest-old (Mirowsky & Ross, 1992).

Similar results were also found in Dean's (1962) research which indicated a similar levels of loneliness among adults aged between 50 and 79. Whereas, those who aged 80 and over experienced a sharp increase in loneliness with 53% of respondents said they perceived loneliness "sometimes" or "more often." (Dean, 1962).

In addition, EIC research finding suggested that among the respondents who have problems living alone, around 50% of them, especially women, said the main problem is loneliness. 27% reported that a lack of caregivers is determined as the biggest issue while 16% were lack of financial support.

Wright (2000) conducted research in 1998 with 136 participants from SeniorNet to join the survey. The result revealed that the networking can decrease life stress (4%). Additionally, the researcher also explained that the social support along with the use of internet could bring positive outcomes; decrease stress levels and increase positive emotion and create life satisfaction. Addition to this, friendships among seniors has been positively affects more than family relationships (Wright, 2000). The cause of depression symptom may lead to the rise in using social media.

Despite the fact that elderly experience loneliness and depression in old age, social media could help older adults in satisfying social needs and also prevent them from being lonely and depressed. So, it is not surprising that more and more retirees nowadays welcome new communications technologies which lead social media adoption to be on the rise.

2.3.4 Perceived Enjoyment

Social media offers an interactive and engaging environment through videos, games, chats and many more. It can enhance elderly enjoyment such as integrating in online games, watching online movie. Somehow, whether or not seniors perceive enjoyment it is depend on individual preferences and interests. Moreover, social media is identified as community where people can connect with one another and engage in social contact, e.g. elderly can stay current through information that was being updated

by family members and close contacts. This way could somewhat help them overcome loneliness at nighttime (Anja K., 2013) .

Nimrod (2011) indicated the several motivations which effect the adoption to the use of social media for elderly is enjoyment. By engaging in social networking continuously, elderly are feeling driven to use and more enjoyment. The previous research indicated 'fun' as the most significant predictor for seniors to participate in online communities which has the great effect on seniors' well-being and successful aging (Nimrod, 2011).

Wright (2000) explained that by engaging social media people can become part of society which effect to a healthy wellbeing with regard to lower life stress and greater life satisfaction (Wright, 2000).

2.3.5 Value of Social Connectivity

From the past research indicated that elderly people are value social activities. Trocchia and Janda (2000) found the external environment factors include reference groups and social influence. On the other hand, the internal influences are attitudinal issues, physical and pragmatic issues which are likely to influence internet adoption for older adults.

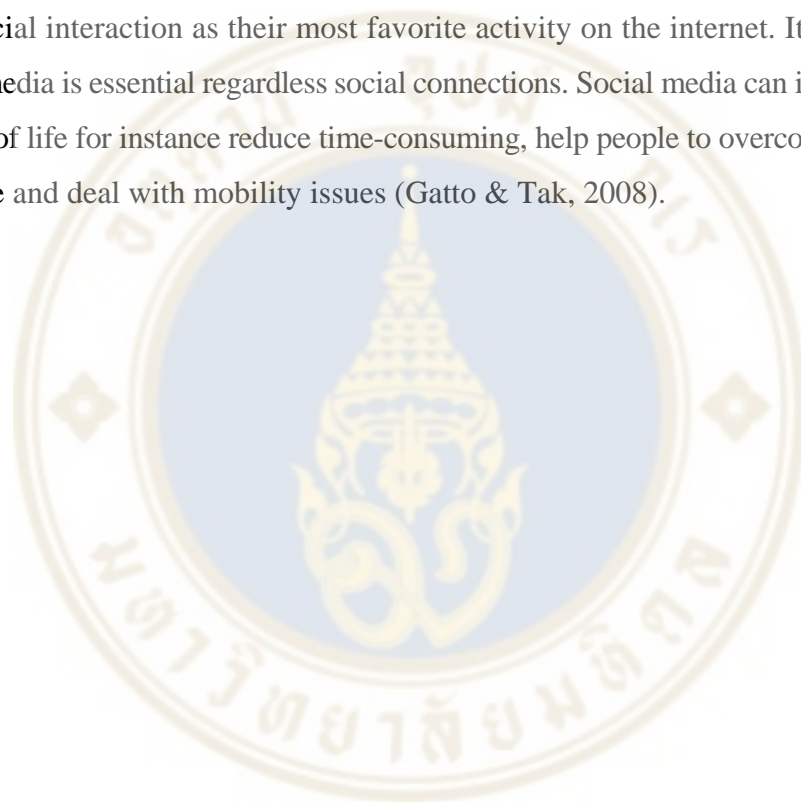
Since elderly people seems to put value on social interactions and leisure activities (Trocchia & Janda, 2000), another EIC's survey also reaffirmed that among different age groups of elderly said they prefer to participate in out-of-home activities. The result has shown that approximately 60% of elderly take part in activities outside of their homes at least once a week, mostly grocery shopping and around 40% of the retirees say they leave home to meet friends.

Zhang and Kaufman (2015) also affirmed a positive relation between senior's online social activity and social belonging and self-esteem. The results describe the connection between amount of use internet and social capital. When seniors interact with new people online they are likely to use internet in a great amount which is associated with social bonding (Zhang & Kaufman, 2015).

Leist (2013) stated the number of older adults who living individually has been growing. The findings suggest that 29.3% which consist of 8.1 million female and 3.2 million are male of older adults live alone due to following reasons; fewer extended

families, geographical separation distance, the difficulty of connectivity and lack of social support. Furthermore, researcher claimed that maintain social connectivity can be viewed as a key component to maintain the aging well (Leist, 2013).

Another research by Gatto and Tak (2008) also reaffirmed that the social support has been aligned with communication and social relationships. The utilization of peers, family and companions can be related as emotional support to promote a healthy mood. The research, conducted with 58 older adults, found that participants were most likely to stay connected with peers, family and companions. The majority of the participants take social interaction as their most favorite activity on the internet. It can be said that social media is essential regardless social connections. Social media can improve people's quality of life for instance reduce time-consuming, help people to overcome geographical distance and deal with mobility issues (Gatto & Tak, 2008).



CHAPTER III

RESEARCH METHODOLOGY

This objective of this study aims to provide new insights on Thai elderly behavior toward the adoption of social media for the user. The study will need to be involved in the details of understanding in form of exploratory research. Furthermore, this descriptive study was conducted by in-depth telephone interview approach with 15 elderly respondents aged above 60 live in Bangkok. The results were used to identify the dependent variable that affecting senior citizen to adopt and use social media. This chapter discusses the methodology adopted in conducting this research which include research design, recruitment, collecting the data and analysis of all data

3.1 Research Design

In this research, a qualitative method is used to define the elderly behavior on the use of social media: the motives, barriers and risks. The telephone in-depth interview method involves the observation which allow interviewers to share their stories, experiences toward the use of social media as well as some risks and barriers which will encourage interviewers to draw out more in depth information.

3.2 Population and Sampling

In qualitative research, purposeful sampling is selected in a systematic way. The sample size is usually small in qualitative work and is achieved through observation of reoccurrences of the same data whilst conducting the interviews. In other words, the sampling size will stop once the point of 'saturation' is reached (Brikci & Green, 2007). For convenience purposes, the population of Bangkok will be observed as this group represent the highest income and purchasing power. And most of them open to try new things and expose to the social media compared to the other provinces. Also, this

province has a good infrastructure with high speed internet. The sample group selected will be elderly segment who age above 60 years and are already the users of social media for various purposes.

All of the interviewees will be Thai nationals. The group of sampling population will be selected for in-depth interview through telephone. A set of predetermined questions, which will be mostly open-ended, allowed the interviewees to fully express themselves.

3.3 Data Collection

According to the methodology, qualitative research is being developed to examine the hidden motives why elderly are interactive in online channels (e.g. Facebook YouTube and LINE). Whereas one share of users focusses on private purposes (e.g. reading news, watching movie clips), others apply it for their work.

Data collection is the process gathering participants about their online usage behaviors, motivation, positive and negative emotion, attitudes and actions from their experiences when engaging in social media sites. How does variable such as usefulness and social interaction are related to the use social media. The questions were asked about the number of hours spent on social media and what are the main reason behind the use. At initial stage the demographic questions was developed to see how relevance of age differences, gender or education level influence to the amount of social media use for instance. The second part is consumption usage to see how much the respondents are exposed to using social media.

In this particular research, the data collection method will come in the form of one-to-one interview. With a set of questions are predetermined to lead the interview. Most questions are open-ended and follow up questions will be asked to elaborate of the key issues.

The questions for the interview was self-administered in Thai languages to investigate the respondents' perception and attitude towards the use of social media. The negative and positive impact as well as the risks and barriers that prevent them from stop using social media. A set of open-ended questions have been designed so that respondents can freely elaborate their full opinion on the questions asked.

3.4 Interview Questions

- Demographic Question (4 questions):
 1. Gender?
 2. Age?
 3. Highest Education?
 4. Do you still work or retired?
- Consumption of Social Media Usage (7 questions):
 5. Do you normally use social media?
 6. How long have you been using social networking sites?
 7. Which social media site do you mostly visit?
 8. When do you usually visit social networking site?
 9. How many times have you visited the site during the day?
 10. Place where you usually access social media?
 11. How do you access your social network account?
- Motivation (7 questions)
 12. Why do you use social media, please describe what's your main purpose of using social media and in what ways could you benefit by using social media?
 13. Are that mentioned benefits lead to the adoption to use social media?
 14. How does social media make you feel?
 15. How social media change the way you communicate and keep in touch with people?
 16. Have you in touch with others more frequently and create a wider circle of friends?
 17. Do you usually meet up with friends like in-person meeting? How do you see the difference between social media and face to face communication and which one do you prefer and why?
 18. Does social media affect the quality of life in both positive and negative way?
- Risks and barriers (2 questions)
 19. What are the issues and barriers have you encountered while using social media?

20. Are these things prevent you from using social media more than you currently do?



CHAPTER IV

DATA ANALYSIS

This research studied of the behavior of older people in Bangkok metropolitan area. The information that getting from interviewees has been analyzed and presented in this chapter about elderly characteristics toward social media use, how valuable of social media are for elderly and the factors and barrier that affecting the adoption of social media for the Thai elderly. The data was collected from telephone in-depth interviews of 15 respondents who are all social media users.

4.1 Demographic Data

The demographics of the respondents can be summarized in Table 4.1. 15 respondents from Bangkok region were interviewed, 8 (53%) were female and 7 (47%) were male. With an average age 69 years old with the combination of different education levels and various occupations. In this study, within 15 participants, 6% have a postgraduate level, 67% have an undergraduate level, and 27% have a high school degree of education. 67% of the participants are retired, 20% are self-employed and the rest 13% are company employees.

Table 4.1 Summary of demographic data of the respondents

Demographic background	Qty. (n)	Frequency percent (%)
Gender		
Male	7	47%
Female	8	53%
Total	15	100%

Table 4.1 Summary of demographic data of the respondents (cont.)

Demographic background	Qty. (n)	Frequency percent (%)
Age range group		
60-65	4	27%
66-70	5	33%
Above 70	6	40%
Total	15	100%
Educational level		
High school or equivalent	4	27%
Undergraduate Level	10	67%
Postgraduate level	1	6%
Total	15	100%
Employee status		
Company Employee	2	13%
Self-employed	3	20%
Retired	10	67%
Total	15	100%

4.2 The Elderly Experience and the Usage of Social Media

According to the result, female elderly showed that they had more experience using the Internet than those male ones by using the social media for more than 3 years (47 %) and the male who had been using the social media 2 years (27%). In addition, a large proportion of the overall elderly sample reported that they are accessing social media sites every day (80%), while the rest of the sample are using the computer at least every couple of days (20%). Most retirees did not have the exact social media using time and the frequency because they mostly use at home and whenever they are free. Also, it was found that the increase of age does not reflect the amount of social media usage. Despite the duration of usage, female retirees appeared to use more of social media than male ones. Female retirees were found to spend more time about 1-2 hours mostly chatting with friends and watching video clip while male retirees reporting

using it for shorter period of time approximately half an hour during each visit to update news and get in touch with friends. Moreover, it demonstrated that those who still working for both genders (27%) seems to be heavy users as they stated that they regularly use social media sites especially LINE for working purpose in the average of 6 hours during working period.

According to the inspection of responses to these questions, it appears that LINE, Facebook and YouTube were the top three most popular sites that being used regularly by seniors, especially LINE for the majority of the time that participants are online. Mobile phone appear to be the most popular device that being used when accessing online among the participants as 60% of all respondents stated that convenience in term of use as the biggest influence on social media adoption as they can access social media anywhere and anytime including at office or even during the commute.

4.3 Motivation

This study examined the use of social media and its effects on older adults. Then senior participants were asked why they used social media, there were came up with a wide range of reasons that stimulate them to the use of social media. The findings indicate that people join in this online platform for several motives which are perceived usefulness, belongingness, self-competency and entertainment. The primary ones have been positively linked to usefulness and belongingness. The results of the interview were shown as below:

4.3.1 Perceived Usefulness

Usefulness is a significant factor that drive the demand of Thai elderly to the use of social media among Thai elderly. The results claimed that belonging to the social media was associated with certain benefits that also lead to the use of social media tools. Today, business people are commonly use social media as a business tool to help the company improve the speed of service and increase higher level of customer satisfaction as well as improve sales and profitability.

Social media can help to improve the responsiveness and also eases the process of providing and receiving feedback. If your customers have any concerns they

can let you know in a timely manner. Social media facilitate customers a convenient and accessible way to give companies a chance to respond and express what they feel. Along with that business are able to solve the complaints and assure that customer problems are being fixed.

The research found that social media is a convenient tool for business people. Especially LINE that was being used regularly by seniors who are still working and was considered to have the greatest utility and flexibility where it can enhance communication and facilitate daily work in more convenient way. *“Social has made my life a lot easier. It is the regular channel where I receive customer complaints. I can actively answer to customer’s questions promptly via chat or even call, it enable me to work faster and respond to customer in timely manner, I can rectify and solve their problems promptly and manage a good customer relationships and deliver a superior service” (male, 72, self-employed).*

Additionally, social media can be viewed as a tool to access to global markets for business which increase the ability to reach international suppliers for a very low cost. It has become a very useful resource for a company that allow anyone in the world to get accessed and to interact with many suppliers worldwide at a low opportunity cost. *“I want to extend the product line. I can source product from the website then contact with my Chinese suppliers via Wechat which allow me to communicate with them right away. I got feedback promptly along with product specification and price list as per my request. It such a convenient to use, less time-consuming and of course it is free. I am kind of satisfied with the great utility of Line application (male, 72, self-employed)”*.

Now networking seems to be very important for business people especially in growing your company. This research indicated that social media can be a useful tool that help on building a mutual beneficial relationship. *“For me, social media has a truly beneficial for working purpose. Social media seems like the community where people can create professional networking. I am a member within construction group so I was given a partner price and some special offer like free product sampling. Also, we are kind of helping each other whenever I leave questions in line chat my partner would try to help out with guidance and useful solution” (male, 70, self-employed).*

The findings suggest that usefulness has positively influenced social media usage in numerous aspects including business and education, such as a meeting with global partners can be completely online without in-person meeting. Social media has been proven to be beneficial for busy business people in many ways; customer inquiries can be promptly responded and urgent meeting can be made without the waste of precious time and money. They are able to access and join online meeting anytime and anywhere from multiple devices. Thus, there is no denying that social media has brought enormous benefits for improving quality of everyone's lives in many ways.

As has been noted, the more people perceived the usefulness, the longer hour people are likely to spend on social media. Seniors are more likely to use social media when it possess certain benefits that meet their specific needs. Especially when elderly perceived that social networking websites are useful, then they have more interest in using them in the future and tend to spend longer hour using it.

4.3.2 Belongingness

Social media can be viewed as a tool for strengthening social bonds. From the observation, belongingness is determined as dominant factor affecting social media use by Thai elderly. Participants perceived that the social media can enhance their ability to keep in touch with their existing social contact. Social networking is particularly help to reconnect with people from one's past. And by forming and maintaining satisfying relationships can boost self-esteem and also helps us to feel good about ourselves. This research finding this statement to be true. *"In the past, I had less chance to meet old friends after adopting line can bring old friends back by gathering as a group like we used to in old days we can talk and update our stories I feel enjoyable and refreshing"* (female, 65, retired).

"It has changed the way I keep in touch with my friends, I get in touch with friends more frequently while having a reunion and doing some activity together such as morning exercise. What's more, I can update how my friend life is going from their photos that were posted on Facebook, it actually allows me to reconnect the relationship with some long lost friends by exchanging daily messages sharing photos and videos that were taken together" (Female, 67, Retired).

Nevertheless, the research claims that the majority of respondents actually use social media as a way to maintain social interactions mainly with those who have been acquainted with them offline. When asking respondents they claimed that social media does not help them increase a wider circle of friends. *“I never accept friend request from any strangers because I feel unfamiliar with and mainly due to lack of trust I always feel more comfortable in familiar surrounding with beloved family and a couple close friends”*(female, 63, company employee).

However, social media is suitable for increase more interaction among existing relationships rather than forming new relationships. Senior respondents claimed that they tend to stay in touch with only a well-acquainted people they familiar with but deny to welcome a new people into their life due to lack of trust with strangers. Besides, social media can be used to bridges generational gaps along with the support communication between people of different ages.

“Now I find social media as an excellent way of watching over the kids. Since I want to know what is going on with my kids so I use social media to keep an eye on them. I can observe their posts with friends and the pictures that were taken. By stepping into their world can bring a closer relation (female, 65, retired)”.

Geographical distance family are making effort to stay connected with their children. Social media also play a big role in long-distance relationship can help to create emotional closeness and the peace of mind. *“I usually make a video call with my daughter who live abroad reduce my worrisome and anxiety by having social media it offer a convenient way for me to see my daughter face and create a peace of mind (female, 66, retired)”*.

As was previously stated, participants perceive value of the use of social media so they commonly use it as a tool to strengthen social bonds and to bridge the geographic gap. Due to lack of trust with stranger. For this reason, social media is used to reconnect with real-life friends rather than develop a new relationship.

4.3.3 Learning and Self-competency

According to the observation, participants also claimed that they are interesting in using new technologies to keep their minds and memory active. Social media can be a useful tool to improve their cognitive capacities, which therefore would create a sense

of self-competence and positive feeling of high self-esteem. Self-esteem can determine how well we measure ourselves towards the performance and appearance (Tafarodi & Swann, 1995).

Thus, people actively seeking higher self-esteem and chasing for success because when they have done something that we think is important and useful. It will increase a positive feeling toward themselves (Stangor). So, that is why older people still keep actively developing self-competency and keen for new knowledge because they want others to think they are good and worthy as some participant stated below. The study also found that social media use could be beneficial to elderly cognitive ability which positively impact to their overall health.

“I don’t want to sound or to be looked as old person so I keep develop self-capacity by learning something a little more on YouTube; I love learning and keep developing a new skills such as English skills and electricity knowledge which could help to support my work. I frequently update news on Facebook pages since there are many good contents sharing. Everyday I’m learning something it make me feel good and worthwhile” (male, 70, self-employed).

“While my memory is deteriorating, social media would help me deal with my cognitive ability and prevent me from memory loss because I seem to forget things easily it can be used as a reminder by keeping important note so I can check it later on. Also, I’m able to feed and practice my brain with quality news and useful information” (male, 74, retired).

4.3.4 Entertainment

Apart from the factors discussed above, enjoyment was considered to be a strong factor towards the adoption to the use of social media by Thai elderly. The research indicated that feelings of loneliness are associated with enjoyment. Social media interactivity contributes to enjoyment in social media usage which can be enhanced by integrating games online. In fact, the elderly who live by themselves they tend to be isolated. From this, senior would feel a sense of pleasure and overcome loneliness at night time. *“Whenever I get bored I will watch YouTube as it can provide a sense of relief and help me overcome boredom and loneliness. Since I am living on my own, at night time I usually play game on social media to entertain myself to cope with loneliness. It*

bring me sense of joy and relieve while watching funny clip on YouTube social media is the activity till I fell asleep”(female, 71, retired).

Besides, social media can be viewed as a tool to foster contact with relatives or to cultivate their interests. *“Social media allows me to learn on specific topic that I'm interested in for example food tutorial clip learn how to cook which easy for me to follow through (female, 63, retired)”*

It is notable that now sharing memories becomes easier than ever through social media. People can keep life stories memorable and keep track the moment from their uploaded photos.

This result is showed that when senior perceived enjoyment, they are likely to share photo through social media. The result also supported by Kang and Schuett (2013) where they stated that enjoyment influences travelers to share their travel experience on social media (Kang & Schuett, 2013). *“While travelling, I often post photo and check-in the place and restaurant I visited I like to keep my memorable experience that would cultivate sense of joyful anytime I look back”*

In summary, entertainment factors were related to interest in and use in and use of social networking websites. It can be summarized that when participants felt social networking websites provide the emotional support benefits, they were more likely to use them.

4.4 Preferences Towards Face-to-Face Interaction And Social Media

First, the senior participants were asked about how do they see the difference between social media and face to face communication and which one do you prefer and why. According to the finding, convenience seems to be the driving force to the use of social media. Nevertheless, most respondents (60%) said they would prefer face to face communication rather than communicate via social media because when seeing each other in real person and express feeling through actual face and voice it create a sense of engagement and pleasure much more than just a text and sticker. *“To meet in-person seem difficult when they live are apart and faraway. It's good to have social media because I can communicate and keep in touch more easier with my sister who live abroad I can see how is she doing and ensure that she live well”(female, 71, retired).*

“I communicate via line to check whether they are busy or not they can respond to this promptly when make an appointment in group line everyone acknowledge can count number of participants (female, 63, company employee)”.

One last thing, the result indicated that the majority of respondents would prefer interactive face-to-face meetings rather than social media where it only allows people to see good things through their posts and text that being decorated in the way they want others to see. So, in this way people cannot measure their actual feeling unlike meeting in-person which allow people to feel deeply connected with their loved ones.

“I want to meet in-person because I am able to see their real face and express my thoughts and feeling through my interactive face and voice which makes conversation sound more fun (female, 61, retired)”.

“For me, I would choose face-to-face interaction I’m feeling more closeness that was never possible with social media (female, 65, retired)”.

4.5 Impact of Social Media

The result finds that social media could help to improve quality of life amongst elderly which can enhance the communication and facilitate elderly life in more convenient way. As some participants stated that *“Social media is suitable for me as it can save a lot of my time during the jam while I can work without leaving office (male, 74, self-employed)”*.

“Social media has totally changed the way I communicate with others. It is also facilitate my life with more convenient. Especially when I can interact with friends, watching movie online, sharing post online and reading useful articles, my life is full of joy and happiness (female, 63, retired)”.

Furthermore, social media allow older people to share all good stuff with friends such as some source of health related information and how to maintain well-being that can be beneficial for elderly and was found to lead people with a higher life satisfaction.

As some claimed that “I always make interaction with multiple group chats like high school, some colleague, so every day I received a very useful health related information from my friends regarding exercise tips and how to maintain good health.

What should people eat to reduce a high level of SGOT. After I followed the instruction, it provided me with such an amazing result. SGOT decrease from 64 decrease to 27. I found this information to be very beneficial to my health (male, 76, retired).

“Social media provide a new activity for me to pass the time with knowledgeable. I found many good stuffs which is entertain and educated and inspired (female, 66, retired)”

On the other hand, some respondents also indicated the negative views and some consequences associated with social networking use which is also important to consider while their uses are unfavorable and people are addictive.

“Every day I received overloading messages from friends resulting in too much time consuming. If read them all I don't have to do anything. Having said if prolonged the use of social networking sites may negatively impact to my body I will stuck and has no movement (female, 67, retired)”.

From the above mentioned, ‘social ignoreism’ can cause major problems in relationships. When people are overuse social media it may have a negatively impact on relationship and resulting in the risk of obsession. *“After observation my kids behavior on social media usage, she tends to have less interest in interacting with family especially while she was playing game, she usually locked herself inside her room (female, 61, retired)”*

Besides, one participant also raised the concern about the news that spread from the social media cannot be 100% trusted *“For me, I don't trust news that spread over across social media we probably receive fake news and rumors world outside is horrible with a group of people who have not good intention (male, 72, retired)”*.

In this study, participants felt that social networking website social provide a very useful benefits which facilitate life to be more convenient. On the other hand, it also indicates that the use was associated with negative consequences such as the social ignoreism and the trust in the reliability from the source of online information.

4.6 Risks and Barriers

The results findings suggest the main barriers for older people have been complexity and physical limitations. Smartphone overuse may damage eyesight and cause difficulties with calibrating hand movement while watching or playing social media too much.

“It’s found the settings is difficult to navigate and use at the beginning after my kids taught me and later I can use it by my own (female, 63, retired)”.

“If reading articles on social media sites too much it may affect with eyesight and cause hand pain, however, it won’t prevent me from using it (female, 65, self-employed)”.

Even though many elderly may suffer from physical disabilities in such sight problem, hearing difficulties and limited memory, however, this research revealed that physical disability may not necessarily deter and impact to social media use.

The privacy is another thing to be considered due to lack of trust with a new stranger.

So, that is why they are not more open up to new relationship.

“I am afraid of the stranger when they add me I just reject since there are so many hackers they can easily access to my data and information (female, 63, retired)”.

“I am concerned about the privacy (female, 63, office employee)”

4.7 Analysis Summary

The research found that there are four main motives which are perceived usefulness, belongingness, self-competency and entertainment all are positively related to social media usage for Thai elderly.

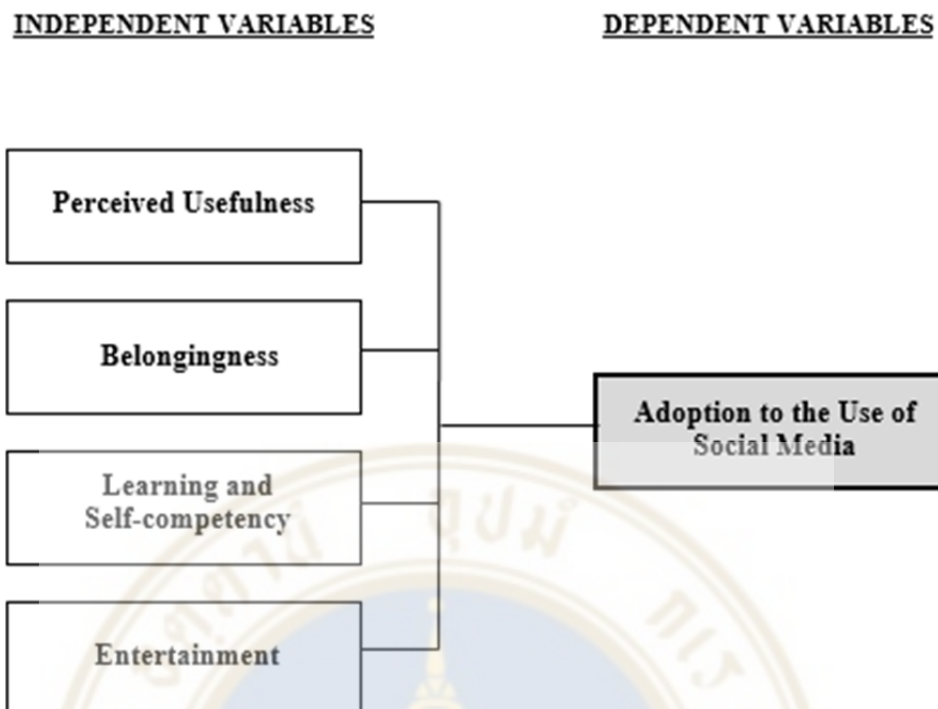


Figure 4.1 Framework

- H1 “Usefulness” variable has a “very positive” influence on social media adoption of Thai elderly

This research indicated that “Usefulness” is a significant factor that drive the demand of Thai elderly to the use of social media among Thai elderly. The results claimed that belonging to the social media was associated with certain benefits that also lead to the use of social media tools.

- H2 Need for belongingness has a “very positive” influence on social media adoption of Thai elderly

Research found social media was positively associated with “bridging social capital” it also appears to indicate that engaging with old friends has relationship with the amount of social media use. So, by making interaction with friends is relevant with higher level of belongingness.

In addition to that, social media allow senior people to foster communication and make interaction more frequently with other people. The higher frequency of interacting with friends was connected with higher level of belongingness. By making a connection it create sense of pleasure and joyful which can lead to life-satisfaction.

- H3 Entertainment variable has a positive influence on social media adoption of Thai elderly

“Enjoyment” was considered to be another factor towards the adoption to the use of social media by Thai elderly. The research indicated that feelings of loneliness are associated with enjoyment. Social media interactivity contributes a sense of pleasure by cultivating their interests and sharing memories of their travel photos. It could be summarized that when elderly felt social networking websites provide the emotional support benefits, they were more likely to use them.

- H4 Self-competency has a positive influence on social media adoption of Thai elderly

Social media could have a beneficial to elderly cognitive ability which positively impact to their overall health. Participants are interesting in using new technologies to keep their minds and memory active. Social media can be a useful tool to improve their cognitive capacities, which therefore would create a sense of self-competence and positive feeling of high self-esteem.

- H5 Physical disability has become the barrier that impact to the use of social media for Thai Elderly

Even though participants may suffer from physical disabilities such as sight problem, hearing difficulties and limited memory, however, this research revealed that physical disability may not necessarily deter and impact to social media use. Despite the physical disability become the barriers, however, these won't impact to the amount of social media usage and prevent them from using it.

All in all, research can be concluded that potential reasons for engaging with this kind of technology by older people is that to stay connected with friends and family which is the biggest reason for older adults to use a social networking site to maintain intergenerational communication with younger family members. Social media has played a great role in mediating everyday activities for the elderly and this can lead to an improvement in the quality of life in various aspects. People use social media to build and extend relationships with friends and family, obtain information and access health-related knowledge. There are 5 major attributes in senior citizens' lives such as entertainment, social interaction and need for support, and lifelong learning which could lead to the improvement of well-being and quality of life.

CHAPTER V

CONCLUSION

For the initial section, the researcher will discuss the summary that can be applied to the business that wish to grow business through elderly segment. The second part of this section points out the recommendations and limitations of the study and suggestions for future research.

5.1 Summary

Over the past a couple year social media has experienced the rapid growth and widening adoption in Thai society. The group that has seen the large increase in adoption rate is over 60 years which commonly defined as elderly in Thailand. Social media has revolutionized the way family connect with their beloved ones. Especially for the elderly people can keep in touch with their kids and have a conversation with people who they thought they would have never see them again.

Based on this research, there were significant difference on the attributes of the adoption by gender where most male elderly adopted because they perceived usefulness whereas female retirees mainly use for emotional and social purpose. There is no denying that social media has become an essential part of older adults' lives. The study also found that LINE, Facebook and YouTube rank among the top three social media platforms that have been adopted by Thai elderly where LINE has been adopted mostly by self-employed for working purpose.

Moreover, usefulness and social belonging are the most relevant factors for older adults in engaging social media. It is perceived as a part of their lifestyles and that older adults perceive positive outcomes of the useful benefits. So, if social media can possess certain benefits for both functional and emotional that meet their specific needs. Older adults are likely to use social media more.

Apart from usefulness, social media usage was associated with “belongingness” which lead to the adoption by most retired elderly, where most female elderly perceived social media are useful in term of social benefits. Further to this, social capital can improve older adults’ mental health and wellbeing. By engaging in both socially and mentally active can help older adults maintain a healthy cognitive function which can lead to the improvement of quality of life.

At present, Thailand demographic shift toward an aged society so there will be a lot greyer people in the coming decades. Therefore, aging population will become extraordinarily important to domestic consumption and command an outsize share of purchasing power. Thus, stakeholders should keep an eyes closely of the graying of Thai society which will bring about a huge business opportunities in the near future.

5.2 Recommendations

For marketers that aim to use social networking to successfully market to this growing demographic, the following recommendations are offered.

First of all, the most important things to be considered is how your encouragement can emphasize on the benefits by promoting benefits of how useful and convenience to the use of social media. Senior people nowadays are indeed more willing to purchase things that improve a better quality of life and make lives more convenient.

Furthermore, develop a product with a specific feature for elderly who perceive barriers such as eyesight and calibrating of hand movement with “TalkTyper” which can type with their voice and probably create a bigger Keypad that support elderly to cope with cognitive disability.

One last thing, highlight that social networking websites purpose that are not for connecting with strangers, but instead are best for communicating and with family and friends. Firm needs to respond to privacy concerns and make sure and talk about privacy. To make social media personally relevant with that proper privacy settings enable user to select which information to share, there is no risk in using social networking websites.

By using these suggestions will allow stakeholders to better approach the seniors with more appropriate social media strategy and acquire new customers which also allow stakeholders to become successful through social commerce.

5.3 Limitations of Study and Suggestion for Future Research

This research paper has been conducted through in-depth telephone interviews with 15 respondents of residents living in the Bangkok region which did not include those who live in other provinces in Thailand. This might affect the study result and could not represent the picture of the entire country. Thus, for the future research, the study should involve more participants from other parts of the country to be able to address the topic of factors affecting the adoption to the use of social media because the result may vary from province to province.

Secondly, the sample size of 15 respondents is limited which can affect the reliability of a survey results. Therefore, more interviews can be carried out to explore other elements that can have an effect on elderly behavior toward the likelihood of how online advertising (in Facebook) influence elderly intention to use healthcare service and how peers recommendation influence their decision making.

Lastly, as this study was done mostly with elderly respondents who age over 60 years old, it would be interesting to investigate baby boomer segment who soon will represent one fourth of Thai population so by understand the usage consumption of social media. Characteristic and motivation variable may also differ from different generation as they were born in different period of time so the functional and emotional benefit may differ. Therefore, more in depth study should be conducted around these topics to obtain a clearer results that can be beneficial for the usage of social media to carry out an action plan to attract wider range of users.

REFERENCES

- Anantachart, S. (2013). *Discovering Thai Senior Consumers' Patterns of Consumption in Bangkok*. 85-91.
- Anita Kamiel, R. M. (2016). *A Hot Trend: The Internet, Social Media & The Elderly*. Retrieved February 15, 2017, from http://www.huffingtonpost.com/anita-kamiel-rn-mps/older-people-social-media_b_9191178.html
- Anja K., L. (2013). *Social Media Use of Older Adults: A Mini-Review*. Luxembourg: Faculty of Language and Literature, Humanities, Arts and Education, University of Luxembourg.
- Brikci, N., & Green, J. (2007). *A Guide to Using Qualitative Research Methodology*. Retrieved March 3, 2017, from https://evaluation.msf.org/sites/evaluation/files/a_guide_to_using_qualitative_research_methodology.pdf
- Cohen S, W. (1985). Stress, social support, and the buffering hypothesis. *Psychological Bulletin*, 98:310-357.
- Coughlin, J. (1999, November 6). Technology needs of aging boomers. *Issues in Science and Technology*, 53-60.
- Dean, L. (1962). Aging and the decline of affect . *Journal of Gerontology* 17, 440-446.
- Electronic Transactions Development Agency (Public Organization). (2016). *Thailand Internet User Profile*.
- eMarketer Inc. (2009 , July 28). *Why People Use Twitter*. Retrieved February 20, 2017, from <https://www.emarketer.com/Article/Why-People-Use-Twitter/1007193>
- Foundation of Thai Gerontology Research and Development Institute (TGRI). (2014). *Situation of the Thai Elderly*. Bangkok.
- Gatto, S. L., & Tak, S. H. (2008). Computer, internet, and email use among older adults: Benefits and barriers. *Educational Gerontology*, 800-811.

- Gordhamer, S. (2009, October 16). *5 Ways Social Media is Changing Our Daily Lives*. Retrieved March 27, 2017, from Mashable: <http://mashable.com/2009/10/16/social-media-changing-lives/#UJxGor3vsOq3>
- Jannatul, B. F. (2014). Factors Affecting the Adoption of Social Network: A Study of Facebook Users in Bangladesh. *The Journal of social media in society*, 137-159.
- Kang, M., & Schuett, M. (2013). Determinants of sharing travel experiences in social media. *Journal of Travel & Tourism Marketing*, 30(1), 93-107.
- Kritsch, A. (2014). *The State of Social Media in Thailand*. Retrieved April 3, 2017, from Hootsuite: <https://blog.hootsuite.com/social-media-in-thailand/>
- Leesanguansuk, S. (2016, May 18). *Thai Firms Lead Region for Clever Use of Social Media*. Retrieved February 13, 2017, from <http://www.bangkokpost.com/tech/local-news/977249/thai-firms-lead-region-for-clever-use-of-social-media>
- Leist, A. (2013). *Social media use: A mini-review*. Retrieved from Karger: <http://www.karger.com/Article/Pdf/346818>
- Little, W. (2014). Aging and the Elderly. In *Introduction to Sociology – 1st Canadian Edition* (p. 400). Retrieved from opentextbc.ca: <https://opentextbc.ca/introductiontosociology/chapter/chapter13-aging-and-the-elderly/>
- McLeod, S. (2016). *Maslow's Hierarchy of Needs* . Retrieved March 5, 2017, from <https://www.simplypsychology.org/maslow.html>
- Mirowsky , J., & Ross , C. (1992, September). Age and Depression. *Journal of Health and Social Behavior*, 187-205.
- Morton, T., & Genova , A. (2013). *Activating and guiding the engagement of seniors through social media: AGES 2.0* . European Commission .
- Nimrod, G. (2011). The fun culture in seniors' online communities. *Gerontologist*, 51(2): 226-237.
- SCB Economic Intelligence Center. (2015). *Insight Staying Ahead of Thailand's Graying Society*. Bangkok.
- Stangor, C. (n.d.). The Feeling Self: Self-Esteem. In C. Stangor, *Principles of Social Psychology - 1st International Edition* (p. Chapter 4). Minnesota: University of Minnesota.

- Statista Inc. (n.d.). *Social Network User Penetration in Thailand from 2015 to 2021*. Retrieved February 13, 2017, from <https://www.statista.com/statistics/490405/mobile-messaging-user-reach-thailand/>
- Tafarodi, R., & Swann, W. (1995). Self-liking and self-competence as dimensions of global self-esteem: Initial validation of a measure. *Journal of Personality Assessment*, 65(2), 322-342.
- The World Bank Group. (n.d.). *Thailand Economic Monitor - June 2016: Aging Society and Economy*. Retrieved March 18, 2017, from <http://www.worldbank.org/en/country/thailand/publication/thailand-economic-monitor-june-2016-aging-society-and-economy>
- Trocchia, P., & Janda, S. (2000). A phenomenological investigation of internet usage among older individuals. *Journal of consumer marketing*, Vol. 17 No. 7, 605-16.
- Warburton, S., & Hatzipanagos, S. (2013). *Digital Identity and Social Media*. IGI Global.
- We are Social Ltd. (2016). *Digital in 2016*. Retrieved February 13, 2017, from <http://wearesocial.com/uk/special-reports/digital-in-2016>
- Worldometers. (n.d.). Retrieved May 17, 2017, from: <http://www.worldometers.info/world-population/thailand-population/>
- Wright, K. (2000). Computer-mediated social support, older adults, and coping. *Journal of Communication*, 110-118.
- Zhang, F., & Kaufman, D. (2015). Social and Emotional impact of internet use on older adults. *European Scientific Journal*.