

**THE MAJOR OBSTACLES THAT AFFECT THE USE OF  
ELDERLY HOME SERVICES BY PERSPECTIVE  
OF DIALYSIS PATIENT WHO LIVE ALONE  
IN THONBURI DISTRICT, BANGKOK**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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Thematic paper  
entitled  
**THE MAJOR OBSTACLES THAT AFFECT THE USE OF  
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M.M. (HEALTHCARE AND WELLNESS MANAGEMENT)

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**ABSTRACT**

The elderly status in Thailand will become to super-aged society at the end of 2022. Many families must increase their daily task to take care their parents as a caregiver even if the elderly are the patients from hospital who need to go to the hospital many times a week. The opportunity of elderly care business seems to be good but it's not. In contrast the public elderly care is not popular because of the price, services, and quality concern.

In this research I would like to find the factor that affect using of elderly care in many dimensions from four different background interviewees who are a dialysis patient and elder who live alone in Bangkok. After the interviews I found an insightful data and perspective in different factor from the interviewees such physical need and personal values.

**KEY WORDS:** Elderly / Marketing Mix / Elderly Care / Consumers Behavior /Failure  
Factor of Elderly Care

26 pages

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# CHAPTER I

## INTRODUCTION

### 1.1 The background of the study

Thailand's population who had aged over than 65-year-old situation at the beginning of 2022 is over 12 million, which can count to 18.3% and will increase to over 14 million can count to 20% of the overall population by the end of 2022, which means Thailand will become a super-aged society at the end of 2022 (Department of older persons, 2022, National Statistical Office, 2022). The population's growth ageing rate in Thailand contrasts with the new birth rate, and this situation appears over the world (Alvarez, 2022). These situations have a widespread impact on economic and social development. Many healthcare departments should adapt their strategies and extend the business size for the newcomer elderly (Prakongsai, 2021)

One of the most critical missions for the elderly is going to the hospital at least twice a month. It seems not too much, but the medical appointment date and time are inconvenient and inconsistent with the patient caregivers' daily mission, which is their family member, or the patient must do everything by themselves if they don't have any patient caregiver with them. Taking the elderly to the hospital is not fast and easy for people who are not trained as elderly assistants because they take care of elderly patients in more detail than regular patients.

The writer is the one who has the elderly in the family every third time week, and the writer must wake up earlier than usual, which is around 04.30 AM. During the medical appointment day, every patient and caregiver must go to the hospital before 05.30 AM to get the services from the public hospital earlier than the others. Then I must carry them from bed to wheelchair, push the wheelchair to the car park, and carry them to the car seat. After the patient and caregiver arrived at the hospital, sometimes the hospital assistant staff was lacking, which caused the worst case is the patient needed to help themselves to the bed and wheelchair. Other than that, the patient who is disabled or not able to walk will wait for someone to help them for at least 5-10 minutes,

depending on the hospital crowd traffic on that day. Then, the writer wonders about the patient who doesn't have a family or prefers to stay alone with no assistant can do any routines by themselves if they can't be able to walk what they will do next. Furthermore, most elderly members of Thai society must go to the hospital for services, but the caregiver who doesn't train to take care elderly has burnout. Moreover, the caregiver who is not related closely to the patient will become bored and upset while they are helping the patient, which can cause violence in the violent elderly (Leelapatana, Hattheerat, 2013)

The elderly home can be an excellent answer for regular elderly over the world, but not in Thailand. Private healthcare provides their clients with more excellent services, less time, reasonable assistance, and modern equipment. Still, the service cost is very high and over the regular Thai average income (Sangkanokkul, 2018) . The Elderly home in Thailand has many classes of prices, starting from the cheapest Bangkhae elderly house, which costs from 1,000 THB for one person per month, to the most expensive is provided by Bangkok hospital, which costs 140,000 THB. As the price range shows, the diversity of prices that any customer can afford it. This situation seems to be an excellent opportunity to use the Elderly home.

In contrast, many elderly refuses to join the Elderly home for many reasons related to their values. Many of the elderly also talk about their values and details. I will separate them into two groups. The first group is the elderly who live with their family, which includes their siblings. From this group, most elderly would feel betrayed by their family if they sent them to the elderly home because their attitudes about the elderly home are like a jail, and they think they are a problem for their family. The real reason his family try to send the patient to the elderly home is that they don't have time to take care elderly, and they cannot take care elderly well because they have never learned and practiced before. His family also think it is safer and more convenient for the elderly in their home while healthcare specialists can take care of their elders for 24 hours. The second group is the elderly who live alone. This group is at most risk of danger because many elderlies can fall to the ground anywhere, especially in toilets or somewhere wet. The elderly in the second group don't have any children or life partners, so when they get sick, no one can take care of them. The second group should live with a healthcare specialist, and the reason is primarily elderly people go to a hospital for treatment. Still,

after the treatment, they return to the everyday life they need to live an appropriate lifestyle. Many places in Thailand do not support the elderly, even at home.

Most Thai people with a lower income than the average will prefer to use the services from the public hospital when they get sick because it's cheap, and they can use the welfare to reduce the total price of the services (Wongpuaphan, 2018). But the public hospital does not have enough facilities to serve every patient. The elderly home is an optional place to get services with the elders' specialists more than the first group.

As we know, the Elderly home in Thailand is constantly improving to attract more clients. Still stuck for some reason, some people have looked to the Elderly homes for a bad image. Some of the people I have ever talked to from the hemodialysis department at Thaksin hospital said they had seen much news that the Elderly home has been cruel to the elderly by hitting, heavy pulls or other caused violence. Other than the violence, personal values have become crucial in deciding to use an Elderly home. The personal values of each person are different then the customer demand will be different too. For example, some of the elderly prefer to live in their current properties, and they don't want to leave or want to come back to their property once or twice a week, which conflicts with the regular elderly home regulations.

## **1.2 Research question and objectives**

The objective of this thematic paper is to find out factors that have a negative impact on using Elderly homes and know what they expect if they join the elderly services. This case study would benefit people who want to do the Elderly home. Elderly healthcare will be highly competitive soon, according to the increasing elderly rates over the world. This paper will show the elderly who live alone perspective to adapt their strategies by showing consumers the advantages and disadvantages of opinions and customer preferences that benefit the healthcare operation and impose strategy.

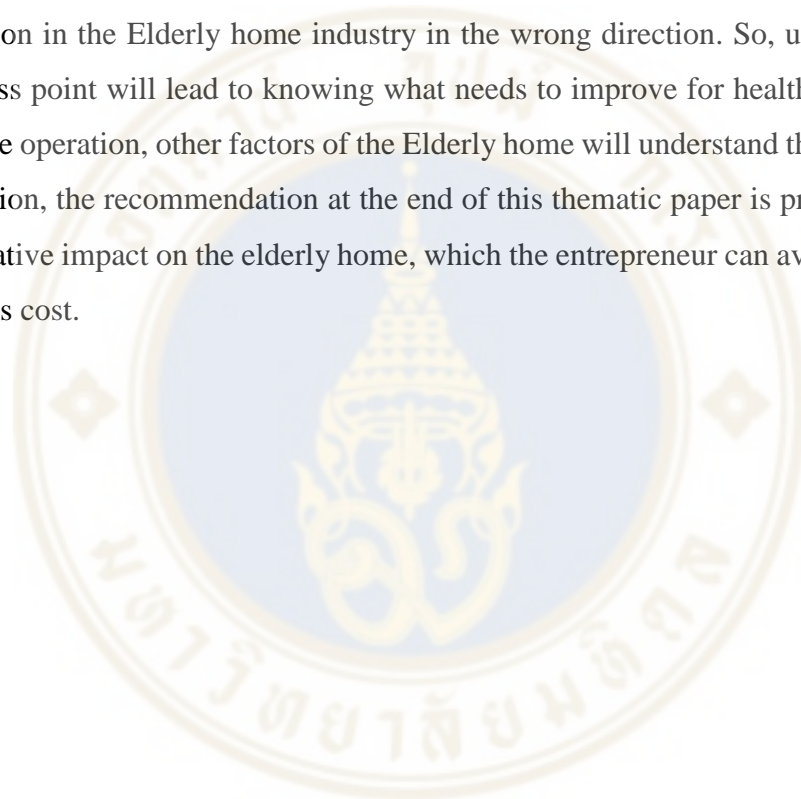
## **1.3 Research Scope**

The qualitative method will be the primary method for this paper by using in-depth interviews. The observation will be an optional tool for the analysis. There are

four respondents for an in-depth interview with different backgrounds. The fourth interviewee is a Thai woman who decided to live with herself after retiring from their work. For the observation, my experience relates to people from the hemodialysis department at Thaksin public hospital will get closely answer from the interviewees.

#### **1.4 Expected benefits**

This paper mainly focuses on the elderly opinion and the failure of adaptation in the Elderly home industry in the wrong direction. So, understanding the weakness point will lead to knowing what needs to improve for healthcare operations. After the operation, other factors of the Elderly home will understand the human values. In addition, the recommendation at the end of this thematic paper is practical. It shows the negative impact on the elderly home, which the entrepreneur can avoid and improve with less cost.



## CHAPTER II

### LITERATURE REVIEW

This thematic paper is to find the major obstacles that affect the use of elderly home services. The writer had researched the theory, concept and related research as a framework and adapted it for this thematic paper topic by the detail below.

#### 2.1 Related definitions

**Definition of elderly:** World Health Organization's definition of elderly still does not have a fixed age to classify humans as elderly. The department of older persons of Thailand said most developed country uses 65-year-old to classify as elderly. Still, in the Thailand Elderly Act, article 3 definite of elderly as citizens aged 60 years or more. The United Nations also divided the ageing society into three levels:

1. Ageing society has more population aged over 60 than 10% of the overall population or more population aged over 65 than 7% of the overall population.
2. Aged society has more population aged over 60 than 20% of the overall population or more population aged over 65 than 14% of the overall population.
3. Super-aged society has more population aged over 60 than 10% of the overall population or more population aged over 65 than 20 % of the overall population.'

**Definition of elderly home:** The elderly home definition is a place set for the elderly who suffer from their living to protect to be happy, and prevent the wandering, abandoned be lonely which are both government and private. (To the Social Development Office, n.d.)

**Business Operation:** The business operation is the production and management process of the company resources essential to running the business. The leader or people related to the management section should know and understand their business operation very well because the contribution will show a company's overall and subsequent profits (Indeed Editorial Team, 2021). All the processes and systems

must work together and correlate in each step of production, and management will not be the same operation as the other business. Many of the client's demands will be an excellent element in the running and improve the business operation to reach revenue. Furthermore, in the elderly home, the operation is the most crucial because in this process they are closest to the customers, making them satisfied or unsatisfied.

## 2.2 Related theories and concepts

### 2.2.1 Consumer behavior theory

The consumer behavior definition is the factor that can lead customers to make decisions to buy or use the products (Likitwanich, 2018). The customer will research or show that they are interesting and decide on what the business offers to them (Schiffman, Kanuk, 1994). This thematic paper relates to purchasing decisions by consumer behavior theory, and the elderly will use the service if the service can fulfil their demand. From this point of view, the interviewees will need assistance to take them to the hospital and support their daily activities. The dialysis patients will need help care more than the normal elderly (Puengchompoo, 2014)

### 2.2.2 Marketing Stimulus and Marketing mix (4Ps)

The marketing mix is a crucial component in running the marketing activities in the business. The marketing mix is a market tool to impose the business strategy to respond to customer demand, which can adapt to various businesses (Serirat, 2003) The marketing mixes, including product, place, price, and promotion can call shortly 4P's. All the P must be run together and highlight each important element depending on the strategy and customer demand (Serirat, 2004). Philip Kotler has explained each factor of the marketing mix in the below detail,

**Product:** Product and service is the response to the customer demand and need. In terms of elderly care, the caregivers will provide support and services to the customer. Then the customer will receive the advantage and pay for the services.

**Price:** The value of products and services can calculate to be a price list. Most customers will compare the value and price of the services. If the service quality

does not meet the price set, customers will make the decision harder and look for an alternative instead.

**Place:** Place or channel that customer can buy or use the services. Place and business channel are very important for the business to attract the customer to their places. According to elderly care the location is the good factor to make customer satisfy.

**Promotion:** Promotion is an important marketing tool to boost each business's sales and customer engagement. The purpose of promotion is to attract and persuade the buyers to make the purchase of services.

Each buyer's demand can be different; the service providers should understand the customer demand and improve their services. The marketing stimulus will stimulate and persuade the buyer.

### 2.2.3 Buyer Black box model

Understanding customer demand is a crucial thing in presenting the product and services. The service providers must find the answer to the stimulus which affects the decision to use the services. The information on customer demand can call a Buyer's Black Box because some of the information is too sensitive and hard to understand as a Black box. The black box includes the buyer's characteristics and buyer decision process. (MBA Skool team, 2014).

**Buyer's characteristics:** The characteristic of buyers had influenced by many factors from cultural, social, personal, and psychological which make the different demands of buyers. (Holbrook, 1977) The black box model will affect the buyer response during the purchase decision by many factors (Claessens, 2015)

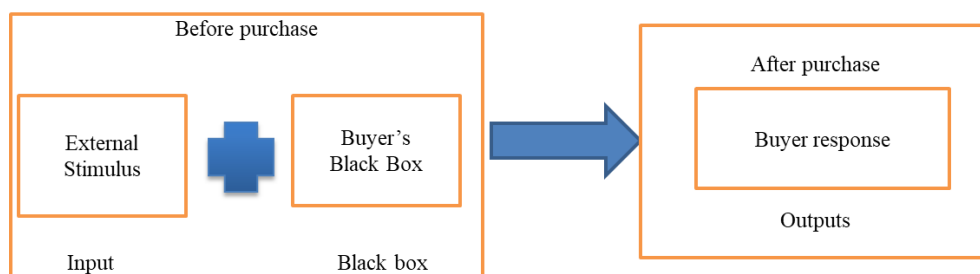
**Buyer decision process:** the process of the buyer before purchasing the services. Before customers purchase the services and products, they will have five steps before making the payment (Kotler, Keller, 2009). When customers decide to purchase the services and products, they will have five steps before making the payment. Further detail will show below.



**Figure 2.1 Buyer's decision process**

#### 2.2.4 Buyer's Response

The buyer response is the buyer decision happen after the purchase the product or services. The buyer usually decides with 5 factors. 1. Product choice 2. brand choice 3. Dealer choice 4. purchase choice 5. Purchase amount. (Yusiri, 2021)



**Figure 2.2 Stimulus respond model**



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research design framework**

The objective of this thematic paper is to find the single dialysis patients' opinions and personal value factors that affect the decision of using to the elderly home. This Thematic paper focuses on the negative impact on customer behavior from the interviewees' external and internal environmental factors. So, qualitative research can be an in-depth interview to get in-depth information from the interviewees. Furthermore, the benefits of qualitative research are not limited by the interviewer's choice and guidance. The answer can be a new perspective, opinion and personal value which will benefit entrepreneurs and caregivers who are interested in the elderly home industry.

#### **3.2 Data collection and methodology**

There will be four respondents as the sample group for an in-depth interview. The interviewees were patients in the hemodialysis department from Thaksin hospital with different backgrounds. Observation aims to know the negative impact. First, we must discover the interviewees' backgrounds and environments before selecting them. I enjoyed this interview and observation very much because all the interviewees were open-minded in talking about their backgrounds and clearly understood my interview objective.

To find the key factor that negatively impacts the use of elderly homes in Thailand. The objective is to find the negative aspect that will negatively impact the elderly home. In contrast, the personal values factor I got from the interview will improve consumer behavior by reducing the weakness and turn into a strength for an elderly home to be more successful in Thailand. The number of interviewees is four, including the disabled, Thai-US retiree, electrician and cook in the hospital, which covers the male, female, and LGBTQ+.

### **3.3 Interviewees selection criteria**

To understand the obstacles before purchasing the service elderly home, the writer interviewed four elderlies with good money profiles who live alone without married status. Each in-depth interview takes approximately 30 minutes to one hour, depending on the detail the interviewee gives to the writer. The question must get to the point and know the interviewee's background before because some of the questions may be too sensitive for the interviewees.

### **3.4 The research Instrument**

The writer designed the questionnaire to be useful information to analyze each interviewee's information and create the research instrument for the interview. The qualitative research instruments in this paper are in-depth interviews based on the framework to gain insight information of each interviewee who is eventually unable to use the service from an elderly home.

#### **3.4.1 Primary data Demographic**

1. Can you tell me about your background?
2. How much of your living?
3. Have your relative invited you to use the elderly home services?
4. How many times you must go to the hospital in a month?

#### **3.4.2 Part II secondary data: Elderly home Consumer behavior and marketing mix factor to non-using the services**

1. Please tell me why you prefer to stay at home alone than go to use the services from the elderly home?
2. What are the things you are concerned about in the elderly home services?
3. If you using the elderly home services, what do you expectation from using the elderly home services? (Please specify at least two)
4. If the elderly home reduces pain points, will you use the services or not? Please give me the reason?

## **CHAPTER IV**

### **FINDINGS ANALYSIS**

#### **4.1 Findings**

Afterwards, the writer conducted the interview question and gathered personal information from depth interviews. This thematic paper had four interviewees who grew up in the Thonburi district in Bangkok, Thailand. The interviewees included two females, one male and one LGBTQ+ aged from 59 - 70 years old. The daily activities they need to do as elderly are many lists to do, and some of them will forget some activities such as taking a pill and meeting the doctor monthly. Furthermore, their living environment does not support the elderly lifestyle such as floor level, toilet bar for elderly, and even the regular tiles which cause them to fall to the floor at any time.

The interviewees have a stable money status with no debt and still have retirement money and low-risk investment profit for daily use. All interviewees have the condition that they cannot live alone soon and must go to the hospital weekly. Therefore, the interview questions are to collect specific information, and the writer found helpful information to improve the healthcare operation and services.

Furthermore, all interviewees were invited to use an elderly home by their relatives and siblings because of health conditions. Each relative and sibling already has married status and moved out to live separately.

#### **4.2 Profiles and background of selected interviewees**

##### **Selected interviewees**

##### ***Interviewee 1: Ratchanee (Female)***

Dialysis treatment 3 times per week.

Interview date: June 14, 2022, and July 9, 2022

Location: Amazon café, Big C Itsaraphap for both interviews

Duration: around 40 minutes and 10 minutes

**Personal information:** Ratchanee is 64 years old. Her main job before retiring was as a seamstress in the Thonburi district. She is a handicap since she was 13 in a heavy car crash, she still able to work and live like a normal person, but her leg is not strong. She can't stand and walk for more than 30 minutes approximately. Every time she goes to the public hospital, she must take more time than the others, which is often late. She lives alone with her cat and always refuses the invitation to the elderly home.

***Interviewee 2: Somsri (LGBT)***

Dialysis treatment 3 times per week.

Interview date: June 11, 2022, and July 11, 2022

Location: Amazon café, The Mall lifestyle Tha-Phra and Thaksin hospital

Duration: around 30 minutes and 10 minutes.

**Personal information:** Somsri is 63 years old; she is coming back to Thailand in 2020 after retiring from her career in the United States as a waitress and kitchen assistant. Although she is an American citizen, she still has the intention to come back to her hometown. For almost 30 years, she has lived alone since she moved to the United States. After their retirement, she continues dialysis treatment in Thailand public hospital, but if her home is too far away, she needs to wake up before 4 A.M. to get the services earlier than the others. She has plenty of money from her US tax retirement payback but still refuses to use the service from an elderly home.

***Interviewee 3: Amorndej (Male)***

Dialysis treatment 3 times per week.

Interview date: June 20, 2022, And July 13, 2022

Location: Amazon café, Makro Charansanitwong for both interviews

Duration: around 30 minutes and 10 minutes

**Personal information:** Amorndej is 70 years old. He still worked as a freelance electrician before his retirement. He went to work at the metropolitan electricity authority for 20 years and freelance after. He still has his retirement money to spend on daily life and gives it away to his grandchild every time he meets. He must go hospital ten times a month for dialysis and congenital disease treatment. Every time he goes to the hospital, it's tough because the distance and location do not support his elderly status.

***Interviewee 4: Phangsri (Female)***

Dialysis treatment 2 times per week

Interview date: June 23, 2022, and July 14, 2022

Location: Food court at Thonburi hospital and food court at Bangkok Naval Base

Duration: almost 1 hour and 15 minutes

**Personal information:** Phangsri is 59 years old. She has been a cook at Thonburi hospital for ten years. She has an offer about the elderly house special price from the nurse in Thonburi hospital, but she refused. She briefly said that she had read much cruel management in the news and her real-life experience in her workplace. Furthermore, she prefers to travel around Bangkok more than live at her home. She had to take more than six pills after every meal, but sometimes she forgot to take medicine after the meal, which caused her chronic kidney disease to get even worse.

### 4.3 Cost of living

The interviewees have different lifestyles that come with different cost. Besides the normal living cost, the elderly expense each month more than the younger generation because the interviewees are dialysis patients who require consumables for support activities in daily life, such as diapers, antiseptic liquid or gel, and monthly prescription medicine. If they got infected bloodstream during the dialysis treatment, the cost would increase higher.

**Table 4.1 Interviewees income**

Interviewees	Cost of living per month
Ratchanee	18,000 THB
Somsri	25,000 THB
Amordej	14,000 THB
Phangsri	17,000 THB

## 4.4 Interview specific question

The interview questions collect specific information, and the writer found useful information as the writer divide in four factors below.

**4.4.1 Related question:** What are the things you are concerned about in the elderly home services?

The intention of this question is to find the things that make them not to choose the elderly home services. The results I got from four interviewees can be divided into four main factors.

**1. Physical needs,** Physical needs, in this factor, are the four requisites which include Food, safe living places, clothing and medical treatment. Food is the most crucial factor for one of the interviewees because she has a medical issue and needs to eat by following the medical instruction. Three interviewees who answered these factors need safe living places for the elderly with the elderly equipment, and the areas should be set for the elderly. Other than safe living places, the interviewees also need staff who can take care of them when they get the trouble. Clothing is not that crucial, but they are concerned about the diapers that some interviewees change more often than the normal elderly. The last physical need is medical treatment, and all interviewees are dialysis patients at Thonburi hospital. Normally they must go for dialysis treatment third times a week and take 4 hours for each treatment. Besides the treatment in the hospital, the dialysis patient needs special care and preparation, such as cleaning equipment to prevent bloodstream infection.

**2. Personal Value,** the interviewees are the leader and seniors in the organization before their retirement. They need to receive respect from younger people. Other than respect, they also need to empathize and understand them because normal elderly activities are slower, and someone is being forgetful now.

**3. Social atmosphere,** there have been no friends or any relatives living in the elderly home before. The big obstacle at this point is they don't know who they can talk with. They prefer not to move out of their home because of the location, decoration, and personal stuff. All of the interviewees have trees and cats in their homes, and they know that some of elderly home is not permit them to bring pets and trees with them.

Furthermore, from the interviewee's attitude, the elderly home can't guarantee their client's personality goes well with them.

**4. Economic**, Nowadays the elderly home services have many places to choose from with different prices and services. The money status still is the big obstacle to joining elderly home services. Even the interviewees with stable money status but the interviewees are still concerned about the services price. The interviewees always thought that if they are longevity and money are run out, they will kick out from the services and no living places left. Most of the elderly care in the city center prices are much more expensive than the other provinces elderly care. The interviewees are townspeople who are familiar with the city environment. Furthermore, most of their friends only live in Bangkok, which may be difficult to deal with if they must move to other provinces.

**4.4.2 Related question:** If you using elderly home services, what do you expect from using elderly home services? (Please specify at least two)

The interviewee's most expected responses are qualities of service, but they also gave an opinion about improving the elderly home if they use the elderly home services. Fortunately, the interviewee's responses the different answers which we can gather helpful information for readers.

**Quality of services**, the quality of services should start before their purchase. The information should be complete with the most asked question. The elderly home should have the customer assistant explain the package carefully and speak slower than usual to make the elderly fully understand. After they move to the elderly home, they need respect and empathy from the staff because when they work, they are the seniors in the organization, which is always satisfied when people respect and empathy with them. During the services, they also hope the standard needs in daily life such as changing diapers, medicine reminders and always checking their health status. Furthermore, the quality of review and advertisement should be real and trustful for them. Most elderly homes do marketing by showing a good image photo to attract new clients. The interviewees expect the marketing should be real if they join the service.

**Affordable price**, two of four interviewees are expecting the full-price service without add-ons. Some of the elderly homes try to offer a discount for them in

the first year, but it does not meet their demand. Furthermore, the interviewees do not expect the add-on service on their purchase because sometimes they must consume elderly things like diapers or cleaning stuff more than usual depending on the daily medicine side effect. Lastly, the interviewees also expect the one-stop service to be convenient for their daily routine. The daily routine of interviewees as dialysis patients must go to the hospital more than the normal elderly. They expect the transportation fee to be included with the price package.

**Great social atmosphere**, two of the interviewees also expect a good atmosphere in the elderly home because they are living in their current asset for their life. If they must move to elderly care, they don't need to adapt their lifestyles too much. In addition, the interviewees also expect that they don't live alone they need some things to make them feel energetic. Furthermore, their emotions are not the stable cause of the elderly effect they also expect professionals with good experience to support the elderly and keep the atmosphere in elderly care not to stress for them.

**Good location**, one of the interviewees mentioned the good location because if the elderly home is too far away, they will feel farther from their relatives and friend. Still, the public elderly care with a good location price is too high and they must book in advance for at least three years before they are being elderly. Conversely, if the interviewees have no choice to use the elderly services, they will expect the central services of an elderly home instead. The central services should be worth the price and various activities to do such as the aerobic floor, reading room and physical room for muscle recovery.

**4.4.3 Related question:** If the elderly home reduces pain points, will you use the services or not? Please give me the reason?

Three of four interviewees say yes to using the services if the quality meets their demands. The quality should show or tell by the real customer to make a trust for future customers. The high standard level with reasonable prices will lead the interviewees to make an easier decision.

The interviewee who answered NO, the reason is money even if the interviewee has a good money status the money issue still be the things. The interviewee is afraid that the retirement money policy will change in the future then they prefer to



live in their home instead of an elderly home. The interviewee insisted that although the interviewee wanted to use the service because money status is unstable for them.

## 4.5 Analysis

### 4.5.1 Marketing stimuli (Marketing Mix 4ps)

Aside from the interviewee demographic, the writer tries to gather detail from each interviewee which is very privacy and sensitive to them and the results from each interviewee are satisfy to the writer very much. According to the customer behavior theory buyer the elderly as dialysis patient needs more special care than the other especially in elderly who unable to walk or move their body.

In addition, the analysis on customer expectations toward marketing mix by each 4Ps are showing in below.

**Product or service**, from elderly homes needs to be full of information while they are searching for easy to compare with other services. From the interviewee's experience with elderly care is, the staff talked too fast and used a different style of language which made the interviewee hard to understand. Secondly, respect and empathy are needed for the interviewees refer to rank from their previous work. Thirdly, the normal activities of each dialysis patient need special care, such as cleaning and attention, then empathy is needed. Lastly, the advertisement of the elderly home should go as real as possible because elderly care is a long-term stay for each customer if the advertisements are fake, the customer will quit the service and find new alternatives.

**Price**, Affordable price is one of the factors which can persuade the customer to using the services. Three of the interviewees don't mind paying more if the quality of services can meet their demand. In addition, the full price must cover all standard services such as, diapers, transportation, and food.

**Place**, the interviewees are the townspeople who used to live in a town atmosphere close by their relatives and friends. If they must move to the other province, they will not prefer to move out. But if the interviewees have no choice but to move out of their homes, they will expect a good atmosphere and high-standard central services

instead. On the other hand, the interviewees hope they can bring their personal things with them, such as pets and trees to adapt to the elderly home being their previous home.

**Promotion**, one of the interviewees is still concern about the money. The interviewee expects the long-term price that they can get discount for the services.

#### 4.5.2 Buyer's characteristics

The buyers' characteristics can create a negative impact to using the elderly home service. Both of internal and external factors influence the buyer's characteristics. According to the interview, there is a general question that asks the interviewee about their background, which goes deep into their characteristics, as the detail below.

**Cultural factors**, according to the interviewee's background, who lived alone since their parents passed away. All interviewees had no family because they must be a caregiver for their parents and work hard to get the money for their parent's treatment too, which means they have no time to have their own families. Living alone makes them more strongly to live, and their physical health still able to do anything by them but still have the activity that risk their health. Moreover, one of the interviewees who used to live in the United States was afraid to adapt her life to the Thai culture, which can cause misunderstanding of the communication and lifestyle. All the interviewees were also strict about their religion to hold their minds if they joined the elderly services, they were afraid that they couldn't go to the temple as their wants. In summary, each interviewee had a strong mind to living alone, but their strong mind also needed something to hold. All interviewees want to continue their religious activities, and one of the interviewees still prefers to live alone because of her lifestyle used to live in aboard.

**Social factor**, all interviewees have no family, and their friend already has their own families, which their kids can take care of as caregivers. Three of four interviewees are used to living with the other elderly because the dialysis treatment takes time around 3-4hours which the patient can talk and share their life experiences together as a discussion topic. One of the interviewees mostly went to her favorite karaoke place at The Old Siam, which she can enjoy with her elderly friend. Therefore, most of the interviewees do not mind if they have to join the new society at the elderly home because it's good if there can live with people in the same condition.

**Personal factor**, All the interviewees' ages are over 59, which had an age requirement for access to elderly homes. Three of the interviewees are enjoy with the home activities such as decorating their garden and playing with homeless cats that come to her house every morning and evening.

**Psychological factor**, in this factor there are three psychological factor that affecting the consumer behavior.

**1. Perception of customers**, from the interviewees, perceive elderly homes as place that have elderly support in normal activities, which have many rules and restrictions to follow. In each activity support, the interviewee also expects the best service, affordable price, good location and great social atmosphere. Three of the interviewees have received a negative comment from the news but are not concerned about it. The other interviewees who are not good at Thai communicate background also know the bad news which causes by violence and doesn't want to take risks. On the other hand, the perception of each interviewee is quite the same that some relatives such as brothers, sisters and friends suggest using elderly care.

**2. Motivation** is the reason that customer does something and behaves in a particular way (Hornby, 2000).). In this paper, the writer focuses on the motivation of the elderly to use the services of elderly care. The first thing that can motivate the interviewees is their health condition because they are dialysis patient who needs special care and supports more than normal patient. The second things are quality of living, as the interviewee's response that if they must move to an elderly home, the services and basically need should be better than living at their home.

**3. Belief and attitude**, two of the interviewees showed their attitude by mention the elderly home is like a jail and has many restrictions to follow. One of the interviewees has a good attitude toward the elderly and thinks it can make his life quality better if they do a good service to him. For the other interviewees also have a good attitude about elderly care than before because she has watched the video of elderly home on YouTube and satisfy with the elderly care and services, but she still believes that it will cost them very high.

### 4.5.3 Buyer's response

If the stimulus meets their demand, the customer will become less concerned about using the services. Nowadays, digital marketing and reviews are very important to the buyer's response and also important to attract the new customer while they make the decision through their reviews and suggestion because the good reviews from current customers will make trust and confidence in the new customers.



## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### 5.1 Summary of finding and analysis

The finding from the last part is from the in-depth interview in which the writer can't give them a clear directory and let the interviewees show their truly opinion. The writer found that all factor was crucial to know and understand. Start with the primary objective of this thematic paper, the main obstacle which affects the use of the elderly home. From the interviewee's perspective, the writer can divide into four factors that affect using the elderly home. As the detail below

**1. Physical need.** The most concern factor for the interviewee because they are a dialysis patient who needs physical need more than the other elderly, which includes 1. Foods which need to follow medical instructions (less sodium). 2. Safe living place to stay, the interviewees are not trusted the elderly home safety regulation. 3. Medical treatment, each interviewee has concerns about the cleanliness during the medical treatment, which can cause the bloodstream to be infected. 4. Clothing, in this factor is the less concern but they are concerned about the adult diapers which need to change often.

**2. Social atmosphere.** The second thing that the interviewees were concerned about because, at the elderly home, the interviewees had no friends inside. The atmosphere was unlike their home because the interviewee had pets and trees. Furthermore, they don't know the requirement to be the customers then they are not sure that the other elderly inside the elderly home will go well with them.

**3. Personal value.** the interviewees used to be a leader in the organization, which needed respect and empathy from the staff who are younger because their acts are slower than the others, which caused the fuming emotional caregivers

**4. Economic reason.** This factor is the less concern, but one of the interviewees still thinks that if they're longevity the money will run out and there is no place to live left even though they have a stable money status. The other interviewees

said they are acceptable with paying more expensive costs if the services meet their demands.

Other than the obstacle factors, improving the business operation by following the customer expectations is the key to imposing strategy for the elderly home. Firstly, the leader needs to know and understand the customers. The interviewees are not just dialysis patients but also the elderly who need more support for their medical requirements. Secondly, each buyer's characteristics are different, but all of them have a common point which includes the good quality of services, location, affordable price, and great atmosphere.

In conclusion, good quality of services, location, affordable price, and great atmosphere is the key answer to imposing marketing strategy and reaching customer demand. Furthermore, the interviewees also less concerned if the elderly home reduces the pain point of buyers, which they will make the decision easier to join.

## **5.2 Recommendation**

Every business has the operation cost that they need to decide which factor is the priority of their target customers to reduce the costs of adaptation. Furthermore, the current customer in their elderly home is the key to running the advertisement review. The elderly home can invite the celebrity elderly to join the services then they can do a good review to persuade the buyer who still decides to join the elderly home. Moreover, money still is a problem for the elderly home industry. The writer's suggestion is the elderly home can find a small job which can do from the elderly home to generate the elderly income by their willingness. The small job will prevent the elderly Alzheimer too.

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