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Study on the Influencing Factors of Silver-aged People's Willingness to Buy Health Care Products in the Aging Era -- A Case Study of Chengdu, Sichuan Province

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Abstract: Driven by the huge health care consumption market for the elderly, the sales models of some health care products are constantly "upgraded", and various means such as false propaganda, experts bringing goods, emotional offensive and so on emerge one after another, which leads to the social problems that infringe on the rights and interests of the elderly, such as health care consumption traps and health care fraud cases. As a result, the society's questioning or criticizing attitude towards the health care consumption of the elderly group has increased, which leads to the fact that the health care consumption behavior of the elderly is not fully recognized, the reasonable health care consumer guide is missing, and their main role in health care consumption is ignored. Therefore, at present, it is urgent to carry out targeted investigation and study on the health care consumption behavior of the elderly in China, analyze the stage characteristics of the health care consumption behavior of the elderly and its possible problems and reasons, so as to provide relevant countermeasures and suggestions for ensuring the consumption safety of health care products for the elderly.

Keywords: Silver-aged people; Willingness to buy; Kangyang products

1. Introduction

China's aging degree is rapidly deepening, and the continuous expansion of the aging population has stimulated the expansion of the health care consumer market. The demand for health care products by the elderly in China is in a high state, so now the health care product industry is also known as the global sunrise industry. More and more enterprises have begun to invest in the health care product consumer market, which has become one of the advantages for businesses to develop this industry because of the continuous expansion of their consumer groups.

2. Research significance and value

2.1 Theoretical significance and value

At present, the existing research on the consumption of the elderly is mainly concentrated in the fields of marketing and commercial services, with commercial data as the mainstay, and the research data for the elderly's health care products are scarce, and there is a lack of consumer research perspective. On the one hand, from the perspective of consumers, this paper uses the theories of consumer sociology, consumer behavior and emotional consumption to make an empirical investigation and analysis on the consumption behavior of kangyang products for the elderly, and theoretically explains and verifies the consumption behavior of kangyang products for the elderly. On the other hand, through empirical research, this paper focuses on the characteristics and influencing factors of the consumption behavior stage of the elderly health care products, puts forward scientific suggestions to solve the consumption problems of the elderly health care products, guides the elderly to establish a correct consumption concept, and provides empirical research evidence for the government to solve the problems in the consumption of the elderly health care products.

2.2 Practical significance and value

In view of the problems of consumer fraud and infringement of consumer rights and interests in the field of consumption of health care products for the elderly, this study attempts to analyze the reasons behind these problems on the basis of empirical research results, and seek corresponding solutions and schemes to help the elderly form scientific and reasonable consumption behavior of health care products.

3. Theoretical basis

3.1 Consumption experience theory

Regarding the definition of consumer experience, scholars Holbrook(1982) and Hirschman(1982) think that it is the expression of the

overall feeling, knowledge and self-awareness that customers get during the purchase process^[1]. Consumer experience has both perceptual parts and some rational thinking elements, which belong to consumers' subjective evaluation and natural reaction^[2].

3.2 Theory of planned behavior

Planned behavior theory (TPB) originated from rational behavior theory (TRA) and was put forward by scholar Ajzen and others (1991) in 1988^[3]. Based on the rational behavior theory (assuming that the individual can completely control the behavior), the planned behavior theory adds the process of perceptual behavior control, and considers the influence of external factors on the individual.

3.3 Responsible environmental behavior theory

The model of responsible environmental behavior was put forward by Hines et al. in a paper entitled "Analysis and Comprehensive Research of Responsible Environmental Behavior Based on Meta-analysis"^[4]. Hines and others summarized the theory of responsible environmental behavior into the conscious behavior of personal responsibility and values aimed at solving environmental problems by analyzing the relevant literature of environmental behavior theory.

4. Conceptual framework of research

4.1 Purchase intention

The process of consumers' purchasing behavior includes five stages: confirming needs, collecting information, evaluating and selecting solutions, making purchasing decisions and evaluating after purchasing. Purchase intention corresponds to the stage when consumers make purchase decisions, and it represents an important motivational factor of whether consumers are willing to make purchases.

4.2 Perceived value

Zeithaml (1988)^[5]With regard to the summary research on the connotation of customer perceived value, he put forward four connotations of customer perceived value: (1) low price of products; (2) the quality or characteristics of the product or service can meet the needs of customers; (3) The customer has made a trade-off between the monetary cost and the perceived quality; (4) all the benefits that customers get from all their efforts.

4.3 Perceived trust

Perceived trust refers to the consumer's trust feeling to the merchant or platform, which is based on the evaluation of the behavior and commitment of the merchant or platform.

4.4 Purchasing attitude

Consumers who have a preference for a commodity or brand name will buy it at an appropriate time, while those who have an aversion to a commodity or brand name will not even look at it again. Attitude has a great influence on consumption behavior at some time, and sometimes it even plays a decisive role.

5. Factors influencing the purchase intention of health care products among silver-aged people.

5.1 For the "silver age group"

The first is to learn the knowledge related to the health care industry. For the elderly, with the gradual increase of age, their physical functions gradually decline with age, so their memory declines and their discrimination ability is poor. Therefore, they have no clear understanding of the authenticity of the health care industry and the real purpose of the promoters. The second is to actively participate in community activities. In today's society, the aging trend is becoming more and more serious. To complete the socialization of the elderly, it is necessary for the elderly to regain their new identities and roles through their own efforts, which requires the elderly groups to actively participate in community activities to enhance their self-worth recognition.

5.2 For the community and "silver-aged people" families

The first is to carry out community pension and increase the proportion of pension. How to realize healthy aging and healthy old-age care in an all-round way, the community should realize its functions and shoulder the burden of the great cause of old-age care, which undoubtedly has a positive effect on the physical and mental health of the elderly. The second is to set up an information consulting service center. Not grasping the information in time or even being unable to grasp it leads to the fact that the elderly have no place to obtain information, so the community needs to realize this function and carry out information service consultation for the elderly. The third is to organize recreational activities suitable for the elderly. As the elderly get older, their spiritual life is empty, and they are prone to daydreaming. They are eager for colorful cultural activities, chatting with others, and have strong spiritual and cultural needs. The fourth is to accompany and care for the elderly. As children, they should do more filial piety, actively pay attention to the living conditions of the elderly, and get to know their psychological state in time. Children who live together should talk more at ordinary times, pay attention to the physical condition of the elderly, and

understand the ideological trends of the elderly. Children who do not live with their parents should also take up family responsibilities, visit the elderly, and care about their physical health as much as possible to meet their emotional needs.

5.3 For kangyang products enterprises

Kangyang products enterprises should first distinguish the main market segments and concentrate on the consumers who are most likely to be satisfied with the products, rather than decentralized marketing. In addition to positioning the elderly, we should also regard the descendants of the elderly and other people we know as propaganda targets. The market reputation and reputation of kangyang products enterprises are also very important, so we should also pay attention to brand effect and establish brand image.

6. Conclusion

Compared with ordinary products, kangyang products are completely different in the founding purpose, operation concept and operation mode, and the value they bring to the elderly lies in the high-level hardware conditions and professional concept of providing for the elderly. Studying the characteristics of providing for the elderly and exploring the mechanism of their formation of consumer willingness will help us understand the formation mechanism of consumer willingness in depth. This paper will grasp the current situation of pension consumption and the factors affecting the development of pension consumption to a certain extent through investigation. Through on-the-spot investigation and in-depth thinking of typical cases, we can basically grasp the purchasing characteristics of elderly consumers, in order to put forward practical opinions and suggestions for the development of kangyang products industry and the improvement of the quality of old-age care.

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