



**THAILAND ELDERLY DAYCARE:
THE PERCEPTION AND DECISION CRITERIA
OF THAI PEOPLE**

BY


MISS MOOKAMPHAN LAONGKUL

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2019
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INDEPENDENT STUDY

BY

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ENTITLED

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was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

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(Professor Kenneth E. Miller, Ph.D.)

Member and Advisor



(Associate Professor Nigel Barrett, Ph.D.)

Dean



(Associate Professor Ruth Banomyong, Ph.D.)

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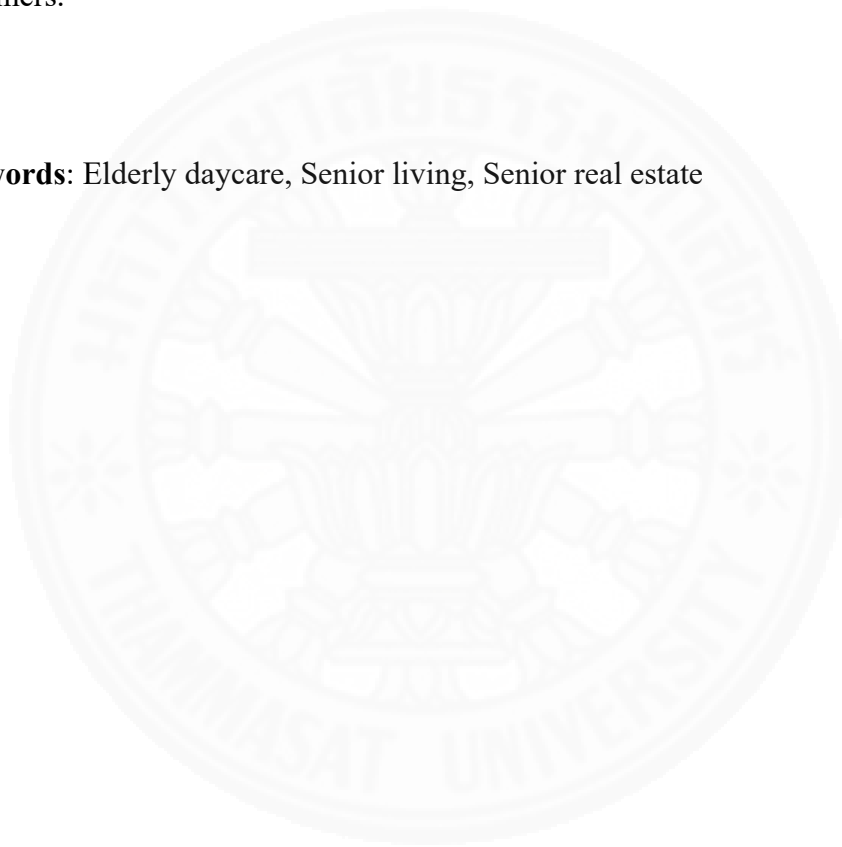
ABSTRACT

Thailand Elderly Daycare: The perception and decision criteria of Thai People determines clarification of the characteristics and services which elderly daycare should provide to Thai senior citizens. Understanding current perception assists marketing managers to make appropriate and direct communication to customer target group. Knowledge of customers' decision criteria is essential to developing the operational part of the business. The first objective of this independent study was to understand Thai social perception of elderly daycare. The second objective was to identify the decision criteria in choosing elderly daycare among Thai people. The third objective was to uncover current elderly daycare in Thailand in order to seek opportunity for new players.

This independent study was conducted by using two research methods which are qualitative and quantitative research. The qualitative method was derived from both secondary data and in-depth interview. The quantitative method was obtained from a survey of 200 respondents. The respondents live in Bangkok and vicinity and divided into three groups of generation which are Baby Boomers, Generation X and Generation Y. Data analysis used the Statistical Package for Social Sciences (SPSS) program to analyze. The analysis determined to summarize data, show relationships between variables and describe differences between groups of data sources.

The results showed that generally respondents that understood the concept of elderly daycare as principally for active elders, had a positive attitude towards this form of care in the community. In addition, they considered that this concept is acceptable in accordance with familial and societal norms in Thailand. To ensure effective communication and targeting as part of a marketing strategy, marketing managers should explain clearly the concept of daycare as a supportive intervention that benefits families and society and promote variety of activities as a factor to influence target customers.

Keywords: Elderly daycare, Senior living, Senior real estate



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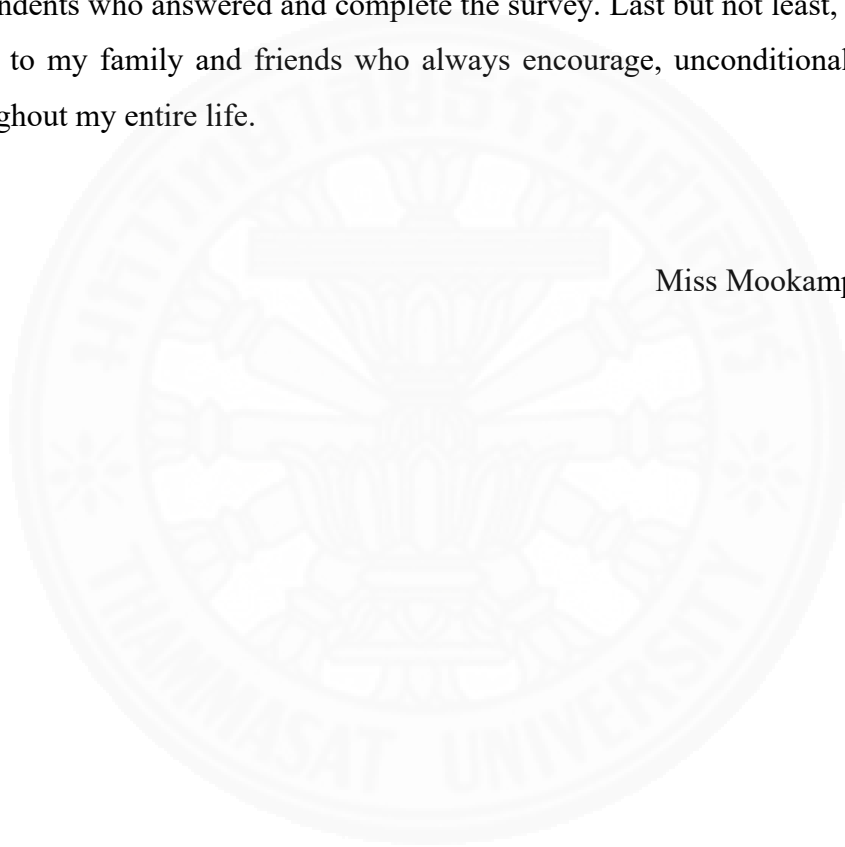


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CHAPTER 1

INTRODUCTION

According to the United Nations, population ageing is one of the four global demographic megatrends along with population growth, international migration and urbanization. These trends affect the world's sustainable development. At present fertility is declining while longevity is rising across the world. Therefore, the ageing population is growing as a proportion of total population (United Nations, 2019).

The World Health Organization (WHO) and United Nations define older people aged 60 years old and above and divide an ageing society into three levels in order to classify the economy. 1) An emerging ageing society is a society or country where over 10 percent of the population is aged 60 years old and above or over 7 percent of the population is aged 65 years old and above. 2) An entirely aged society is a society or country where over 20 percent of the population is 60 years old and above or over 14 percent of the population is 65 years old and above. 3) A super-aged society is a society or country where over 20 percent of the population is 65 years old and above.

Thailand is becoming an aged society in 2020 following the WHO/United Nations definition. Thailand older population will account for 20 percent of the total population or 13 million people. An economic and social shift associated with this group of the population needs to happen to ensure the country's security and stability. Despite the fact that the Thai government has considered this issue for more than a decade, government support for older people is still weak compared to other developed countries. A few big private companies have launched business activities related to the elderly because the Thai older population is considered as low purchasing power customers.

However, the older population is a good opportunity for investing in business due to the continuing growth of demand. In recent years real estate for elderly has had attention from domestic and international investors. Real estate for elderly is more complicated than typical real estate (for example, the usable area of a house must be designed under safety condition, community management is a key to enhance older people mental health, and other ailments), but it can generate a large amount of revenue.

Elderly daycare is considered to be in the real estate industry where older people are cared for during the daytime. Elderly daycare is the place where active elders meet and do activities together during daytime. The concept is similar to a child nursery. Elderly daycare enhances socializing among elderly and promotes better physical and mental health. The daycare is a good start for the investor who is interested in real estate for the elderly because it does not require a significant amount of capital investment. Daycare facilities are capable of accommodating many elders within a limited space and it is easily scalable to increase the number of facilities locations (Rungruangpol, 2019). The biggest challenge is to overcome Thai societal perception of elderly daycare. Elderly daycare is perceived as a supportive intervention for persons with dementia by family caregivers during the day time (Noimuenwai, 2012).

This independent study focused on societal issues and opportunities as a contemporary topic in applied marketing. The first objective was to understand Thai social perception of elderly daycare. The second objective was to identify the decision criteria in choosing elderly daycare among Thai people. The third objective was to uncover current elderly daycare in Thailand in order to seek opportunity for new players.

In addition, this independent study aimed to augment knowledge of customer decision criteria and perception through elderly daycare. According to Hoffman & Bateson, the customer decision process is used as a model focusing on the pre-purchase stage. The pre-purchase stage includes the phase of stimulus, problem awareness, information search and evaluation of alternatives (Hoffman & Bateson, 2016).

Thailand Elderly Daycare: The perception and decision criteria of Thai People determined clarification of the characteristics and services which elderly daycare should provide to Thai senior citizens. The biggest challenge was to overcome Thai societal perception of elderly daycare. In Thailand, elderly daycare used to be perceived as a supportive intervention for persons with dementia by family caregivers during the day time (Noimuenwai, 2012). Many Thai people perceive that placing elder relations in daycare shows a lack of respect and gratitude. Understanding current perception assists marketing managers to make appropriate and direct communication to customer target group. Knowledge of customers' decision criteria is essential to developing the operational part of the business.

Table 1.1: Elderly characteristics by Activity Daily Living (ADL)

	Characteristic	
	Health	Society
Socialized elderly	Healthy and capable of taking care of themselves. Some may have chronic diseases.	Likely to socialize. Able to help others.
Homebody elderly	Partly capable of taking care of themselves. Some might have chronic disease or disease that affects mobility.	Limited ability to socialize.
Bedridden elderly	Totally dependent on a care giver with complication disease.	Incapable of socializing

CHAPTER 2

REVIEW OF LITERATURE

2.1 World aging society situation

According to the United Nations, population aging is one of the four global demographic megatrends among population growth, international migration and urbanization. These trends impact the world's sustainable development. At present fertility is declining while longevity is rising. Therefore, the aging population is projected to grow as a proportion of the total population (United Nations, 2019).

The World Health Organization (WHO) and United Nations define older people as those who are aged 60 years old and above and divide an aging society into three levels in order to classify the economy. 1) An emerging aging society is a society or country where over 10% of the population is aged 60 years old and above or over 7% of the population is aged 65 years old and above. 2) An entirely aged society is a society or country where over 20% of the population is 60 years old and above or over 14% of the population is 65 years old and above. 3) A super-aged society is a society or country where over 20% of the population is 65 years old and above.

2.2 Aging society in Thailand

Regarding global aging population trends, four countries in Association of South-East Asian Nations (ASEAN) already have an ageing society which are Singapore, Vietnam, Malaysia and Thailand. The 2018 Thailand population is 66 million people and 18 percent of this population or around 12 million people are older people in accordance with the WHO/UN definition. Statistical forecasts suggest that Thailand will become an aged society within 2 years. The 2020 elder population accounts for 20 percent of total population or 13 million people. By contrast, both the working-age population and birth rates are declining. The Thai government is promoting policies to maintain the older population in the labor market as long as possible, because labor force is an important economic indicator. In 2017, 37 percent

of the elder population was in work force or around 4.4 million people (Foundation of Thai Gerontology Research and Development institute, 2019).

2.3 Business for elderly care in Thailand

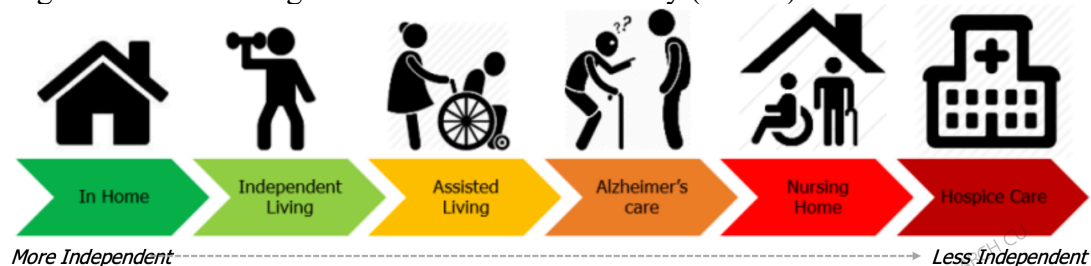
Although Thailand is well ranked for healthcare services, it still lacks medical staff including doctors, nurses, practical nurses, physical therapists, nutritionists and occupational therapists. The statistics show that the growth of the aging care business has slightly increased over the last years but still does not meet current demand (Department of Business Development, 2019).

2.4 Real estate for elderly

Continuing Care Retirement Community (CCRC) is a residential development for older people which offers various accommodation options including services, facilities and health care. CCRC's concept is to avoid moving older people once they have decided to settle down after retirement. CCRC also offers further steps of advanced or more intensive care for the same community as residents age further or become afflicted with chronic disease or reduction of mobility. This maintains the existing relationship among the elderly who live in the CCRC community and reduces stress of moving. CCRC categorizes accommodation for elderly into 2 types; independent living and assisted living (Zarem, 2010)

In Thailand, CCRC is able to establish their real estate project in various housing scenarios. Independent living is the accommodation scenario for active aging or those who are able to take care of themselves. Developments that enable independent living include; home remodeling (to suit specific mobility/care needs), Daycare (looking after the elderly during the day time) and retirement communes (accommodation and community). Assisted living is the accommodation scenario which offers services and facilities for elderly who need assistance with their daily life. Developments for assisted living include; nursing homes, dementia and Alzheimer's care, hospice care (supportive caring in the final phase of life) (Mittaywin, 2018).

Figure 2.1: Continuing Care Retirement Community (CCRC)



2.5 Perception towards elderly daycare among Thai people

In the past, only almshouses were available for the elderly because Thai people prefer to take care of elderly family members themselves. Placing the elderly in an almshouse is considered unacceptable in Thai society. Some of the reasons that the elderly move to almshouses include; 1) no one is capable of taking care the elder 2) disagreement between different generations 3) elders think that they are burden on their children (อันตรเสน, 2015). Furthermore, from Hofstede cultural dimensions, Thailand is a highly collectivist country. In collectivist society people like to be in group and have people's self-image in term of 'we' rather than 'I'. Thai people foster strong relationship within family as a good norm based around love, respect to seniority and taking care of the elderly.

2.6 Elderly daycare

The elderly residential home is viewed as a market for the real estate industry. Currently, Thailand has only a few residential projects for elderly where many developers have pursued opportunities in this market. Elderly daycare is provided as a part of the residential home where old people are cared for during the daytime. Daycare is a good entry point for seniors real estate development because it does not require a large capital investment. Daycare has advantages of requiring less space than residential care and is easily scalable to new locations (Rungruangpol, 2019)

Elderly daycare is provided by both public and private sectors with different purposes. The Thailand Department of Senior Services promotes elderly daycare through elderly schools during daytime while the private sector mainly provides assisted living. Schools for elderly have been developed for over ten years. The school's

concept is similar to a general school but addressing physical and mental health. Curricula are diverse for example social and recreation, nutrition, creative thinking and education. Social and recreation classes aim to promote relationships between students as well as enhancing body movement. All classes are directed by specialists from particular field such as a nurse for nutrition, a physiotherapist for exercise and a monk for meditation and life quality (อุทัยโรจน์ สุงวีย์ศิริ, 2016).

Often, people lose their position in society as they get older. Activity theory of aging proposes that elderly seeks to maintain joining in activities in their same way as adults. Older people need social acceptance and integration to enhance their self-esteem which underpins a positive attitude to life. Other activities also improve their basic skills that are suitable to their age, such as recreation activity, learning activity and social service activities.

Recreation activities boost both physical and mental health and promotes bonding in relationship among elders. The elderly mostly choose the activities they like in recreation activity. Continuous learning activity should be provided to stimulate elderly mental activity. Social activity helps elderly feel personal reward through volunteering activities (Nitivorakunapan, 2008)

2.7 Summary

Summary of literature; 1) research on Thai elderly daycare is very limited, 2) research on real estate for elderly mainly focuses on senior housing or condominium projects and examines intention to buy as a dependent variable and 3) research on real estate for the elderly has not yet examined perception and decision criteria for elderly daycare. This independent study will provide contributions in these three areas.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research objectives

The objectives of this independent study could be summarized as follows:

1. To understand Thai social perception of elderly daycare.
2. To identify the decision criteria in selecting elderly daycare among Thai people.
3. To research current elderly daycare in Thailand in order to seek opportunity for new players.

The first objective was to understand Thai social perception of elderly daycare. One of the biggest challenges of daycare business development is Thai social perception. Elderly daycare was perceived as a supportive intervention for persons with dementia by caregivers during the day time (Noimuenwai, 2012). To overcome this problem, marketing communication should educate give useful information about daycare to Thai people. This study found key triggers and barriers of marketing communication which helped changing the daycare image from the almshouse to the place where active elders meet which nurture and enhance elderly quality of life.

The second objective was to identify the decision criteria in choosing elderly daycare among Thai people. Currently, previous researches had analyzed the decision criteria in real estate for elderly only in accommodation such as housing or condominium. This objective aimed to enhance customer experiences, customer satisfaction and benefit for the investors who are seeking new business opportunities.

The third objective was to document and analyze current elderly daycare in Thailand in order to identify opportunities for new players. Daycare business in Thailand is not as popular as other types of real estate for elderly because of low profitability and other reasons. Clarifying the current status of the business would help investors in this industry clearly understand opportunities and risks of businesses involved with elderly daycare.

3.2 Data collection

This independent study was conducted by both qualitative and quantitative methods, exploratory and descriptive research.

3.3 Research methodology

3.3.1 Exploratory research

Secondary data – Secondary data acknowledged the third objective, to research current elderly daycare in order to seek opportunities for new players, and also helped formulate a survey in descriptive research. The data included a market report on real estate for elderly and will be obtained from academic journals, well-established public and private institutions e.g. Office of the National Economic and Social Development Council (NESDB), Colliers International Thailand, Kasikorn Research Centre and others.

In-depth interviews were conducted to understand more about the first and second objectives in order to formulate an appropriate survey in descriptive research. The interview was conducted in Bangkok and vicinity with 3 interviewees. The question covered perception and attitude towards elderly daycare in Thailand. Elderly daycare attributes were obtained from the interview.

3.3.2 Descriptive research

The propose of descriptive research was to find out the first and second objective, social perception and decision criteria toward elderly daycare. Sample size was 200 respondents. Sample was selected by convenience sampling method. The questionnaire launched via online survey, Google Forms.

The recruitment required people who were the age of Baby Boomers (55 – 75 years old), Generation X (40 – 54 years old) and Generation Y (25 – 39 years old) living in Bangkok and vicinity for at least six months. The justification is intentionally made based on the following reasons;

1. Presumably, decision maker and user tended not to be the same person. Baby Boomers were users while generation X and Y were decision makers or information seekers.
2. Generation X and Y would be the potential decision makers in the business.

3.4 Data analysis

Exploratory research, secondary data and in-depth interview, focused on understanding Thai social perception of elderly daycare (objective 1), identifying the decision criteria in choosing elderly daycare among Thai people (objective 2) and uncovering current elderly daycare in Thailand in order to seek opportunity for new players (objective 3). The findings provided guidelines for formulating an appropriate questionnaire.

Data analysis for descriptive research used the Statistical Package for Social Sciences (SPSS) program to analyze frequencies, correlations, percentages and other related statistical analysis. The analysis summarized data, showed relationships between variables and described differences between groups of data sources.

The first objective was to understand Thai social perception of elderly daycare. The key research independent variables consisted of demographic data (such as age, gender, marital status, occupation and economic status). Dependent variables were perception towards elderly daycare in Thailand and tendency to join. The statistical methods that applied were frequencies, cross-tabulations and correlation.

Table 3.1: Dummy table of respondents' demographic

Characteristics of respondents	Data
Age	Mean, range
Gender	Percentages of male and female
Marital status	Single, married, divorced, widowed
Education	High school or equivalent, Bachelor's degree, Master's degree and higher
Current occupation/ Occupation before retirement	Business owner, freelancer, company employee, etc.

The second objective was to identify the decision criteria in choosing elderly daycare among Thai people. Which daycare attributes had an impact on the target respondents when they made a decision. Independent variables were activities in daycare, environment, location, price, service and facility. The dependent variable was

decision making. The statistical methods were frequencies, cross-tabulations and correlation.

Table 3.2: Dummy table of key attributes impacted decision making for elderly daycare

Influencing factors	Data
Activities	Likert scale, value 1 to 5 (level of important)
Environment	Likert scale, value 1 to 5 (level of important)
Location	Likert scale, value 1 to 5 (level of important)
Price	Likert scale, value 1 to 5 (level of important)
Service	Likert scale, value 1 to 5 (level of important)
Facility	Likert scale, value 1 to 5 (level of important)

The third objective was to research current elderly daycare in Thailand in order to identify opportunities for new players. This objective was met from exploratory research including secondary data and in-depth interview.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Key findings from primary and secondary research

2018 Statistics from the Thailand Department of Mental Health showed that 4,000 people committed suicide each year, and elder ranked second place after working-aged people. Older people face many problems from loss of physical health, mental health and distancing from society. The top three reasons for elder suicide are the relationship with close people, chronic disease and depression (Department of Mental Health, 2018). It is essential for the elderly to exercise physically and mentally to enhance their life quality by for example joining an elderly club or school for elderly (แก้วสัมฤทธิ์, 2019).

The intention of elderly daycare is to create a cohesive community for older people. A range of healthy activities enhances greatly their life quality compared to staying alone in their house. Currently, the government promotes and financially supports elderly schools as a daycare provider. Not only do they create a strong community around their area but also teach the elderly how to have a healthy societally integrated life. In contrast with the private sector, most of the daycare provides assisted living with nursing care and facilities for disabled people. A few players provide daycare services which aim to improve quality of life. The existing players are hospital or hospice services. Players from the real estate industry have tried to tap into this business but have not succeeded for many reasons, particularly entrenched Thai norms and perceptions.

The Thailand Department of Older Persons classifies older people by Activity Daily Living (ADL) into three categories which are socialized elderly, homebody elderly and independent elderly (*Table 1: Elderly characteristics by Activity Daily Living*). The socialized elderly account for 80 percent of the total older population, followed by homebody (19 percent) and bedridden elderly (1 percent) (Department of Older Persons, 2018). Socialized elderly is the most interesting group for daycare business in terms of demand size and need. Elderly daycare provides activities to allow the elderly to socially connect with each other.

4.1.1 Thailand elderly daycare market overview

Elderly daycare is provided by both public and private sectors with different objectives. The Thailand Department of Senior Services promotes elderly daycare through elderly schools during daytime while the private sector mainly provides assisted living.

Rangsit is an example of a public elderly school, and has been in operation for over ten years. Rangsit elderly school is perhaps one of the best prototypical examples of elderly school in Thailand. The school's concept is similar to a general high school but addressing physical and mental health as appropriate to elders. According to school staff there are about 60 elder students in the class each year. Conditions to join the school are that students must be over 60 years old and live in the Rangsit area. These conditions of age and local residency apply to every elderly school in Thailand. The school is financially supported by the Thai government so students do not need to pay tuition fees. Generally, classes teach aspects of physical and mental health. Volunteer classes are conducted now and again. Elderly students at the school seem happy and when they graduate still keep contact and meet up from time to time. On Wednesdays, Rangsit elderly school is open only for a half day to allow elders to meet familial responsibility to take care of grandchildren.

Private elderly daycare facilities in Thailand mostly provide assisted living for elders with chronic mental health illnesses such as dementia and Alzheimers and associated services. Elderly daycare facilities for active elders are rare across Thailand (and SE Asia). The elderly daycare centers for active elders that exist are often developed with accommodation in order to create social cohesion amongst users. This kind of development can be found in Bangkok and some provincial vacation cities for example; Chiang Mai, Hua Hin and Phuket. Chiang Mai has the greatest number of centers followed by Korat, Hua Hin and Phuket. The average capital project investment in these centers was around 1.5 billion Bahts and occupancy rates are moderately high.

Table 2.1: Senior living with elderly daycare service market value in Thailand

Location	Project value (THB)
Bangkok and vicinity	316 million
Chiangmai	911 million
Hua Hin/ Phuket	206 million

Table 4.2: Senior living with elderly daycare rental rate and occupancy rate

Accommodation type	Rental rate (THB/ month)	Location	Total units	Occupancy rate
Housing/ villa	50k – 75k	Chiang Mai	57	60%
	75k – 100k	Chiang Mai	14	36%
	> 100k	Chiang Mai	3	40%
	Total		74	41%
Condominium	10k – 20k	Korat	36	30%
	20k – 30k	Bangkok/ Korat	62	34%
	30k – 50k	Bangkok	140	34%
	50k – 75k	Chiang Mai, Bangkok	153	32%
	Total		391	32%
Grand total			465	35%

4.2 Key findings from in-depth interview

In-depth interviews were conducted with 3 interviewees; 29-year-old female, 40-year-old female and 62-year-old female living in Bangkok, and revealed the following insights:

4.2.1 Understanding of elderly daycare

Two interviewees had previous knowledge of elderly daycare through past experience; “I have been to the place like daycare aboard which is part of a senior living place.” (*Female, 62 years old, retiree*). Same as another interviewee; “Elderly daycare is the place where we can take our elders to the place in the morning and pick them up in the afternoon.” (*Female, 29, officer*). The other interviewee seemed to misunderstand the concept; “I think the service of elderly daycare is to provide a care giver at the

elder's house and take care of them when they need...including taking an elder to bath and getting them food and medicine" (*Female, 40, officer*).

4.2.2 Perception towards elderly daycare

All of the interviewees had positive opinions on the concept of elderly daycare. "My mother has nothing to do and that makes her feel empty and lonely. If a daycare was available for her to take part in activities during the day, I will definitely take her to the place." "And when I get older, I would love to see the development of elderly daycare in Thailand" (*Female, 62 years old, retiree*). "The daycare will relieve elders' loneliness. Elderly daycare is good for elders not only those who want to socialize but also those who have nothing to do." (*Female, 29, officer*). The other interviewee gave the opinion that compare elderly daycare to Thai almshouse "The concept is different to the almshouse. Thai almshouse is the place where elders just sit and do nothing. But elderly daycare concept sounds more interesting." (*Female, 40, officer*).

4.2.3 Elderly daycare service providing

Activity was the first thing that three interviewees mentioned. "The brain-booster activity is important. Elders are getting dementia every day, to prevent this the elder should have something to do to develop the brain." (*Female, 62 years old, retiree*). Environment and location are also important "The place should have indoor and outdoor area in order to do activities." (*Female, 29, officer*). "I don't mind paying more for my parents. But the service should be appropriate to them. Also, the center would be nice if it is a shady place" (*Female, 40, officer*). The facilities that all interviewees suggested to have were a shuttle bus and a care giver who is able to do first aid in event of an unexpected emergency.

4.3 Key findings from the questionnaires

4.3.1 Respondents profile

The survey was conducted via the online platform Google Forms, from February 1st to February 12th, 2020 with 200 respondents. 100 Baby Boomer respondents and 50 respondents each for generation X and generation Y. All respondents live in Bangkok. Baby Boomers and some of generation X were considered

to be potential users of daycare while generation Y was considered to be a decision maker.

Majority of the respondents were female across generations; 72% in generation Y and 68% in generation X. Baby Boomers had similar proportions of male and female with 49% and 51% respectively.

Table 4.3: Respondents profile by generation and gender

Generation		Count	Column N %
Generation Y	Male	14	28.0%
	Female	36	72.0%
Generation X	Male	16	32.0%
	Female	34	68.0%
Baby Boomers	Male	49	49.0%
	Female	51	51.0%
Total		200	100.0%

The majority (45.5%) of the respondents had been educated to Bachelor's degree level followed by Master's degree at 42%. The respondents mostly worked as company employees at 41.5% and most had income above THB 90,001 per month (30.5%).

Table 4.4: Respondents demographics

Education	Count	Column N %
Secondary school	8	4.0%
Bachelor's degree	91	45.5%
Master's degree	84	42.0%
Higher than Master's degree	17	8.5%
Total	200	100.0%
Occupation	Count	Column N %
Company employees	83	41.5%
Government officers	33	16.5%
Business owners	58	29.0%
Freelancers	5	2.5%

Occupation	Count	Column N %
Housewives	18	9.0%
Students	3	1.5%
Total	200	100.0%
Monthly income	Count	Column N %
Equal or less than THB15,000	8	4.0%
THB15,001 – 30,000	29	14.5%
THB30,001 – 45,000	42	21.0%
THB45,001 – 60,000	33	16.5%
THB60,001 – 75,000	18	9.0%
THB75,001 – 90,000	9	4.5%
Above than THB90,001	61	30.5%
Total	200	100.0%

4.3.2 The understanding of elderly daycare concept

The respondents were asked if they had knowledge of elderly daycare. From a total of 200 respondents, 129 respondents said they had heard about elderly daycare before and 71 respondents had never heard of elderly daycare. In summary 64.50% of the total respondents had previous knowledge of elderly daycare.

From 129 respondents, most understood the general concept of elderly daycare with answers such as; ‘the place that take cares of elders during the daytime’. Only a few respondents could explain exactly what elderly daycare involved and some of the respondents misunderstood of the concept thinking that elderly daycare is targeted at inactive elders with chronic illnesses.

Table 4.5: Respondents basic knowledge towards elderly daycare

Question: Have you heard of ‘elderly daycare’ before?		
	Count	Column N%
Yes	129	64.5%
No	71	35.5%

Baby Boomers were the generation who had had the most previous knowledge of elderly daycare with the proportion of 77% followed by generation Y and generation X.

Table 4.6: Respondents basic knowledge towards elderly daycare by generation

Question: Have you heard 'elderly daycare' before?					
		Yes		No	
		Count	Row N %	Count	Row N %
Generation	Generation Y	29	58.0%	21	42.0%
	Generation X	23	46.0%	27	54.0%
	Baby Boomers	77	77.0%	23	23.0%

The results show that females, and those educated to Master's degree level and company employees tended to have heard of elderly daycare before. The monthly income of company employees' respondents who are likely to have knowledge of elderly daycare was more than 90,000 Baht.

Table 4.7: Respondents basic knowledge towards elderly daycare by demographic data

Question: Have you heard of 'elderly daycare' before?					
		Yes		No	
		Count	Column N %	Count	Column N %
Gender	Male	46	35.7%	33	46.5%
	Female	83	64.3%	38	53.5%
Education	Secondary school	3	2.3%	5	7.0%
	Bachelor's degree	54	41.9%	37	52.1%
	Master's degree	57	44.2%	27	38.0%
	> Master's degree	15	11.6%	2	2.8%
Occupation	Company employee	52	40.3%	31	43.7%

Question: Have you heard of 'elderly daycare' before?					
		Yes		No	
		Count	Column N %	Count	Column N %
	Government officer	28	21.7%	5	7.0%
	Business owner	33	25.6%	25	35.2%
	Freelancer	3	2.3%	2	2.8%
	Housewife	11	8.5%	7	9.9%
	Student	2	1.6%	1	1.4%
Monthly income (THB)	<15k	5	3.9%	3	4.2%
	15k-30k	16	12.4%	13	18.3%
	30k-45k	30	23.3%	12	16.9%
	45k-60k	20	15.5%	13	18.3%
	60k-75k	11	8.5%	7	9.9%
	75k-90k	3	2.3%	6	8.5%
	>90k	44	34.1%	17	23.9%

4.3.3 Perception and attitude towards elderly daycare

4.3.3.1 Different perceptions of elderly daycare customers towards elderly daycare across three generations

Cross-tabulations were used to reveal the different perceptions across generations. The results indicate that there are differences across generation groups of the perception of elderly daycare customers as wealthy elders while the other perceptions showed no notable significances.

The generation group which disagreed that customers were wealthy elders was Baby Boomers with 85%. Conversely, 34% of generation agreed with the statement that customers were wealthy elders.

Table 4.8: Respondents who agreed that wealthy elders are the customer of elderly daycare

Wealthy elders are the customer of elderly daycare	Generation Y	Generation X	Baby Boomers	Total
Agree	34.0% (17)	18.0% (9)	15.0% (15)	20.5% (41)
Disagree	66.0% (33)	82.0% (41)	85.0% (85)	79.5% (159)
Total	100.0% (50)	100.0% (50)	100% (100)	100.0% (200)

The differences between generation groups are significant at 0.05 level.

4.3.3.2 Different perception towards elderly daycare across three generations

Four variables of perception; ‘Elderly daycare is suited to active elders’, ‘Elderly daycare enhances elder’s quality of life’, ‘I will not be lonely if I join elderly daycare’ and ‘People might think I am a bad person if I take my parents to daycare.’ were significantly different across the three generations with the p value less than 0.05.

When comparing within each generation, the statistical result showed that for the variable ‘Elderly daycare is suited to active elder’ generation Y and Baby Boomers had significantly different perceptions. For ‘Elderly daycare enhances elder’s quality of life’ and ‘People might think I am a bad person if I take my parent to daycare.’ generation X and Baby Boomers had different perceptions. For ‘I will not be lonely if I join the daycare’, generation X had different perceptions to generation Y and Baby Boomers. (See table12: Comparison for means difference of the perceptions among three generations)

Table 4.9: Comparison for means difference of the perceptions among three generations

Dependent Variable	Generation (I)	Generation (J)	Mean Difference (I-J)	Sig.
Elderly daycare is an interesting concept	Gen Y	Gen X	.040	.944
		Baby Boomers	.130	.449
	Gen X	Gen Y	-.040	.944
		Baby Boomers	.090	.681
	Baby Boomers	Gen X	-.130	.449
		Gen Y	-.090	.681
Elderly daycare is suited to active elder	Gen Y	Gen X	.260	.370
		Baby Boomers	.510*	.007
	Gen X	Gen Y	-.260	.370
		Baby Boomers	.250	.294
	Baby Boomers	Gen X	-.510*	.007
		Gen Y	-.250	.294
Elderly daycare enhances elder's quality of life	Gen Y	Gen X	.180	.373
		Baby Boomers	.330*	.014
	Gen X	Gen Y	-.180	.373
		Baby Boomers	.150	.401
	Baby Boomers	Gen X	-.330*	.014
		Gen Y	-.150	.401
I will not be lonely if I join daycare	Gen Y	Gen X	.360*	.025
		Baby Boomers	.420*	.001
	Gen X	Gen Y	-.360*	.025
		Baby Boomers	.060	.869
	Baby Boomers	Gen X	-.420*	.001
		Gen Y	-.060	.869
I feel like joining the daycare is acceptable according to Thai norms.	Gen Y	Gen X	.160	.586
		Baby Boomers	.210	.295
	Gen X	Gen Y	-.160	.586
		Baby Boomers	.050	.932
	Baby Boomers	Gen X	-.210	.295
		Gen Y	-.050	.932
People might think I am a bad person if I take my parent to daycare.	Gen Y	Gen X	.300	.359
		Baby Boomers	.510*	.021
	Gen X	Gen Y	-.300	.359
		Baby Boomers	.210	.511
	Baby Boomers	Gen X	-.510*	.021
		Gen Y	-.210	.511

4.3.4 Factors that influence decision criteria in choosing elderly daycare

According to the correlation analysis between the important factors for choosing elderly daycare and tendency to join daycare, the only variable that has a

significant positive relation to tendency to join was variety of activities (Pearson Correlation of .142 with p value less than 0.05). The results showed that customers give importance to variety of activities as an influence factor in deciding to join the elderly daycare.

In addition, the correlation analysis between perception towards elderly daycare and tendency to join daycare revealed that three variables had a significant positive relation. The three variables are; ‘Elderly daycare is an interesting concept’, ‘I will not be lonely if I join the daycare’ and ‘I feel like joining the daycare is acceptable according to Thai norms’ (Pearson Correlation of .236, .145 and .156 respectively with p value less than 0.05). ‘Elderly daycare is an interesting concept’ was the variable that had the strongest relation to the tendency to join among the three variables.

Table 4.10: Correlation between the important influence factors for choosing elderly daycare and tendency to join the daycare

Influence factors for choosing elderly daycare		Tendency to join
Variety of activities	Pearson Correlation	.142*
	p value	.045
Interesting activities	Pearson Correlation	.091
	p value	.200
Activities which develop personal skills and learning	Pearson Correlation	.025
	p value	.729
Activities which boost physical health	Pearson Correlation	.092
	p value	.193
Good social cohesion	Pearson Correlation	.009
	p value	.898
Possibility to make new friends in same age group	Pearson Correlation	.036
	p value	.615
Possibility to relieve loneliness	Pearson Correlation	.097
	p value	.173
Good customer services	Pearson Correlation	-.002
	p value	.982
Location close to home	Pearson Correlation	-.006
	p value	.934
Facilities appropriate to my needs	Pearson Correlation	-.021
	p value	.770
Cost of membership	Pearson Correlation	-.019
	p value	.785

Table 4.11: Correlation between perception towards elderly daycare and tendency to join the daycare

Perception towards elderly daycare		Tendency to join
Elderly daycare is an interesting concept	Pearson Correlation	.236**
	<i>p</i> value	.001
Elderly daycare is suited to active elders	Pearson Correlation	-.031
	<i>p</i> value	.666
Elderly daycare enhances elder's quality of life	Pearson Correlation	.123
	<i>p</i> value	.083
I will not be lonely if I join the daycare	Pearson Correlation	.145*
	<i>p</i> value	.041
I feel like joining the daycare is acceptable according to Thai norms.	Pearson Correlation	.165*
	<i>p</i> value	.020
People might think I am a bad person if I take my parent to daycare.	Pearson Correlation	-.061
	<i>p</i> value	.393



CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The recommendations are based on the research from this study only and have some limitations. For example, the 200 interviewees live in Bangkok and are mainly female, and as such do not fully represent the total population in Thailand.

5.1 Thailand elderly daycare market

Elderly daycare is provided by both public and private sectors with different objectives. The Thailand Department of Senior Services promotes elderly daycare through elderly schools during daytime while the private sector mainly provides assisted living. Private developers are increasingly interested in elderly daycare since it has been recognized that these centers can form relationships within a community. However, there are very few examples of privately developed and operated elderly daycare centers in Thailand. The researcher considers that with a rapidly ageing society there are significant opportunities to tap into this market.

5.2 Thai social perception towards elderly daycare

The results show that generally respondents that understood the concept of elderly daycare as principally for active elders, had a positive attitude towards this form of care in the community. In addition, they considered that this concept is acceptable in accordance with familial and societal norms in Thailand. To ensure effective communication and targeting as part of a marketing strategy, marketing managers should explain clearly the concept of daycare as a supportive intervention that benefits families and society.

5.3 Decision criteria in selecting elderly daycare

Variety of activities was the decision variable that had the most positive relation to customer intention to join the daycare. Results from in-depth interviews also indicated that activity in the daycare influenced interviewees to join. Furthermore, the respondents mainly agreed that elderly daycare was an interesting concept and they considered that participating in the daycare center would relieve loneliness.

Since elderly daycare is considered acceptable in Thailand society, marketing managers should also clearly communicate the concept to the right target group, and in order to influence target groups to join daycare, should promote the variety of activities available at the center.



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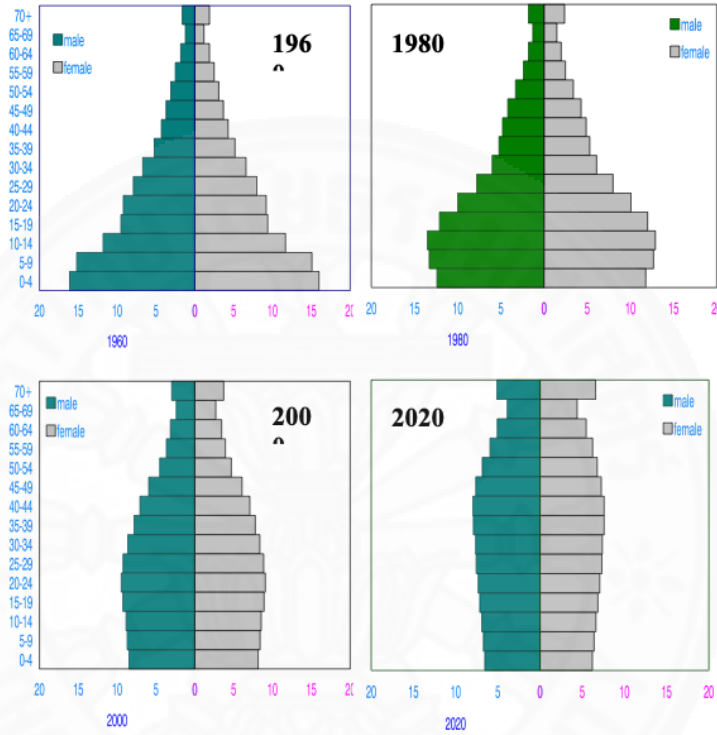




APPENDICES

APPENDIX A

AGE PROFILE OF THE POPULATION OF THAILAND IN 1960, 1980, 2000 and 2020



APPENDIX B

RESULT OF PERCEPTION TOWARDS ELDERLY DAYCARE

(1 = Strongly Disagree, 5 = Strongly Agree)

Dependent Variable	Mean	Median	Mode	Min.	Max.
Elderly daycare is an interesting concept	4.21	4	4	1	5
Elderly daycare is suit to active elder	3.46	4	4	1	5
Elderly daycare enhances elder's quality of life	4.17	4	4	1	5
I will not be lonely if I join the daycare	4.16	4	4	1	5
I feel like joining the daycare is acceptable following the Thai norm.	3.98	4	4	1	5
People might think I am a bad person if I take my parent to the daycare.	2.57	2	2	1	5

APPENDIX C

QUESTIONNAIRE



Perception and decision criteria of Thai people toward elderly daycare

The questionnaire is conducted for the independent study of Master's Degree Program in Marketing (MIM) at Thammasat University. The objective is to identify key decision criteria, expectation and perception in which elderly and decision maker decide to select the daycare service. The following questionnaire will require approximately 10 minutes of your valuable time to complete. Please truly answer all the questions upon your preference. Your answers will be confidential and for educational purpose only. Your time and participation are highly appreciated.

Screening Question

1. What is your age range?
 - Below 25 years old (end of survey)
 - 25 – 39 years old
 - 40 – 54 years old
 - 55 – 75 years old
 - Above 75 years old
2. Do you live in Bangkok and surrounding area?
 - Yes
 - No

Part1: Knowledge and perception toward elderly daycare

3. Have you ever heard of ‘elderly daycare’ before?
 - Yes
 - No
4. If your answer is ‘Yes’ what is your understanding of elderly daycare?

5. Who in your opinion uses elderly daycare? (check all that apply)
 - Active/healthy elders
 - Wealthy elders
 - Elders with poor mobility or disabilities
 - Elders with mental health issues i.e. depression
 - Elders who do not have a daytime care giver
 - Elders who wants to socialize with people in the same age group
 - Others. Please specify _____

*Elderly daycare is the place where **active** elders meet and do activities together during daytime. The concept is similar to a child nursery. Elderly daycare enhances socializing among elderly and promotes better physical and mental health.*



6. From the definition above, what is your opinion on the following statements.

(1 = Strongly Disagree, 5 = Strongly Agree)

	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
Elderly daycare is `an interesting concept					
Elderly daycare is suited to active elders					
Elderly daycare enhances elder's quality of life					
I will not be lonely if I join daycare					
I feel joining the daycare is acceptable according to Thai norms.					
People might think I am a bad person if I take my parent to daycare.					

Part2: Decision criteria for choosing elderly daycare

7. What type of activities should elderly daycare provide? (check all that apply)

- Physical exercise
- Lecture classes, for example nutrition for elders
- Technology/ IT class including social media
- Cooking
- D.I.Y. workshop
- Singing/ dancing
- Day excursions
- Others. Please specify _____

8. What type of environment and facilities should elderly daycare provide? (check all that apply)

- Clean place
- Many trees/ shady place
- Open space
- Air conditioning
- Television
- Karaoke
- Others. Please specify _____

9. What type of other services should elderly daycare provide? (check all that apply)

- Shuttle service to/from home or BTS/MRT
- A care giver service
- Others. Please specify _____

10. What is an appropriate time to spend in the daycare?

- Morning (9:00 – 12:00)
- Afternoon (13:00 – 16:00)
- All day (9:00 – 16:00)

11. What is your preferred day of the week to join? (check all that apply)

- Monday
- Tuesday
- Wednesday
- Thursday

- Friday
- Saturday
- Sunday

12. How important are these factors when choosing elderly daycare.
(1 = Extremely Unimportant, 5 = Extremely Important)

	1 Extremely Unimportant	2 Unimportant	3 Neutral	4 Important	5 Extremely Important
Variety of activities					
Interesting activities					
Activities which enhance personal skills and learning					
Activities which boost physical health					
Social network					
Possibility to make new friends in the same age group					
Possibility to relieve loneliness					
Good services					
Location close to home					
Facilities appropriate to my needs					
Cost of membership					

13. In the future, if elderly daycare that follows the above concepts becomes available in your area, would you like to join?

- Yes
- No
- Not sure (Go to 13.1)

13.1 If you are not sure, say your interest to join as a percentage (100% very interested)?

14. How much are you willing to pay for elderly daycare per day?

Part3: Behavior and personal information

15. What kind of person do you consider yourself?

- Outgoing
- Prefers to stay at home

16. How long do you usually spend in your home in a day?

- Less than 6 hrs.
- 6 - 12 hrs.
- More than 12 hrs.
- Usually stay at home all day (more than 12 hrs.)

17. What is your age?

18. What is your marital status?

- Single
- Married
- Widowed
- Divorced

19. How many people do you live with (excluding yourself)?

20. Who do you live with? (check all that apply)

- Grandfather
- Grandmother
- Father
- Mother
- Sibling
- Daughter
- Son
- Niece/ Nephew
- Others. Please specify _____

21. What is your gender?

- Male
- Female

22. What is the current level of education you have completed?

- Less than primary school
- Primary school
- Secondary school
- Bachelor's degree
- Master's degree
- Higher than Master's degree

23. What is your occupation? (If you are retired, apply the latest occupation)

- Company employees
- Government officers
- Business owners
- Freelancers
- Housewives
- Students
- Others. Please specify _____

24. How much is your monthly income? (If you are retired, how much do you plan to spend per month?)

- Equal or less than THB15,000
- THB15,001 – 30,000
- THB30,001 – 45,000
- THB45,001 – 60,000
- THB60,001 – 75,000
- THB75,001 – 90,000
- Above than THB90,001

- End of the survey -

BIOGRAPHY

Name	Miss Mookamphan Laongkul
Date of Birth	December 24, 1993
Educational Attainment	2012: Faculty of Commerce and Accountancy, Thammasat University
Work Experiences	Senior Property Analyst, Colliers International Thailand

