



**INTERNATIONAL JOURNAL OF
MANAGEMENT STUDIES**

<https://e-journal.uum.edu.my/index.php/ijms>

How to cite this article:

Bhuyan, B., & Kashyap, K. (2023). A reflection on marketing from the elderly people's perspectives: Recognising the hidden needs for elderly health-care products and service. *International Journal of Management Studies, 30*(2), 429-468. <https://doi.org/10.32890/ijms2023.30.2.9>

**A REFLECTION ON MARKETING FROM
THE ELDERLY PEOPLE'S PERSPECTIVES:
RECOGNISING THE HIDDEN NEEDS FOR ELDERLY
HEALTH-CARE PRODUCTS AND SERVICE**

¹Bishal Bhuyan & ²Kinnari Kashyap

¹Faculty of Commerce and Management,

Assam down town University, Guwahati, India

²Department of Psychology, School of Human Science,
Sikkim University, India

¹Corresponding author: vishalbhuyan292@gmail.com

Received: 27/11/2021 Revised: 5/3/2023 Accepted: 12/3/2023 Published: 31/7/2023

ABSTRACT

Ageing in India is exponentially increasing due to the remarkable advancement. However, the limited health care facilities, lack of trained manpower, absence of insurance products and services for elderlies contribute to the neglected components of the health system and thereby, necessitate immediate light to the growing burden. Thus, the present study conducted the in-depth interview method to investigate the products and service-related to the elderly difficulties and challenges. The interview was conducted among 28 participants from the age group 60 years and above in the Nagaon district of Assam, India. While noting the reasons for motivation to demand for the products and services, factors such as bodily fragility, physical

dependence, transportation, financial dependence were identified. Additionally, the need for medication, hygiene needs, mobility needs and caregiving facilities were highlighted along with some physical ailments among participants. Although marketers do not accord a high priority to elderly customers, the study has found that the demand and issues related to the marketing of elderly health care products and services may trigger innovative and creative construction leading to cover marketing to all the generations harmoniously.

Keywords: Ageing, healthcare products, healthcare services, elderly needs, marketing, India.

INTRODUCTION

Ageing is a natural process, presenting a unique challenge for an entire segment of society. Even though the precise definition of the elderly age group is debatable, it is well-defined as a person with a chronological age of 65 years and above (WHO, 2013). Estimation demonstrated that the number of aged people will upsurge to 1.2 billion in 2025 and subsequently to 2 billion in 2050 (WHO, 2013). Additionally, World Health Organisation (2013) has projected that by the year 2025, almost 75 percent of the ageing population living in developing nations will be overburdened with the healthcare system. The Indian Ministry of Social Justice and Empowerment, (2018), has documented a steady rise in the population of the ageing citizen in India, with an increase from 1.98 crores in 1951 to 10.38 crore in 2011, with an indication of growth to 14.3 crores in 2021 and 17.3 crores in 2026. However, with the steady improvement in the delivery of healthcare services and products, the life expectancy has increased, thus augmenting the percentage of the elderly population. Since at least the 1970s, marketing research has focused on the older consumers. Since then, there has been a steady stream of marketing research on senior consumers that is of a moderate magnitude. Due to the rapidly ageing populations in many nations, many researchers in this subject have observed that older consumers now make up a bigger percentage of all consumers than ever before (Guido et al., 2021).

Furthermore, age is characterised as one of the most critical features in influencing customer behaviour (Pratap, 2017) as people's habits

evolve with age, resulting in changing needs for products and services which tend to be different from the younger adults (Carpenter & Yoon, 2015). It is comprehensible that marketers cannot expect people from all the different age groups to have similar desires for products and services. Therefore, the elderly population is gradually becoming an interesting customer group, where the marketers are starting to focus their effort on the unique needs and demands of the older customers. The needs of the older population are distinct from the other segment of society since they often encounter various physical and mental complications. The elderly segments bear a higher burden of diseases as compared to other segments due to the increasing age. Most commonly suffering from chronic, long-term ailments and acute diseases that cannot be cured rapidly. In addition to medical issues, they face non-medical challenges ranging from social, psychological and physical limitations (FICCI, 2014). Along with it, other domestic and social issues such as separation from children, occupation, maltreatment, financial constraints and other psychosocial problems that cannot be secluded increases the risk of health declination among the ageing people thus reflecting an adverse impact on the quality of life (Dommaraju, 2016). Therefore, elderly people often have more complicated needs compared to younger adults.

In India, the needs of the elderly population are equivalent to the global scenario which witnessed a similar upsurge in the elderly population. Furthermore, some factors are relevant especially to India that underlines the importance of addressing elderly needs in the country. Limited health care facilities especially for the elderly, lack of trained manpower geriatric care, the absence of insurance products and services for elderlies contribute to the neglected components of the health system and thereby, necessitating immediate light to the growing burden. Lack of stable income and financial dependency remains a burden for the elderly, as NSSO (2006), highlighted that only 33.5 percent of them were economically independent, 13.3 percent were partially dependent and 51.8 percent were fully dependent on their children. Other issues such as lack of access to benefits such as pension schemes, perks to the elderlies and provident funds added complexities to the financial issues (FICCI, 2014).

Thus, special care and concern should be provided to the elderly customer's needs and preferences which vary from products and

services. To mollify the elderly customers' needs and wants, the marketers could assemble their responses based on the similarity. Instead of going for a uniform marketing approach, the marketers can design different products and services for a specific segment of customers (Moschis et al., 1997). Undoubtedly, marketers are mindful of the ageing marketplace, yet most of them are still not convinced that the elderly consumer market should be appealed differently than the current market of the general population. The idea of marketing to an elderly customer is very novel since for years the marketplace had been intensively absorbed more with the younger customers. Hereafter, there exists a generation gap between the marketers and the target matured audience resulting in ambiguity while making marketing decisions (Moschis et al., 1997). Therefore, the transition necessitates shifting the attention to make available the preventive health-care and medical needs and wants of the elderly population. Moreover, the high cost of aged care services and products is one of the factors that can restrain market growth for products and services for the elderly during the projected period of 2020–2025. Additionally, patients are discouraged from choosing these products and services due to their rising costs, which restrains their future market expansion (Elderly Care Products and Services Market Forecast, 2020). Studies have shown that older consumers are a lucrative target for service providers since they spend more money on services than consumers in other demographics. Researchers have begun to analyse the consequences of this uniform tendency for service research and marketing practise. Because service researchers and managers must pick between three primary age constructs—chronological age, cognitive age and future time perspective—the conclusions of these talks are unclear (FTP) (Kuppelwieser & Klaus, 2021).

The above-highlighted instances showed how the changing matured markets offer plentiful opportunities for the marketers to serve the elderly. Therefore, the marketers must anticipate the trends and identify elderly customer interest. The companies expected to be successful in meeting the needs of the elderly are those who can understand the many shades and facets of this population. Some of the crucial factors that the commercial sectors should take into account include the product, promotion, pricing, place, physical evidence, people and process to serve the needs of the elderly population. Since, the global elderly care market is based on the product type, service

type and application type, the growth among these segments would help in the analysis of the strategies adopted by the marketers (Data Bridge Market Research, 2020).

For any product to be launched in the market, the companies develop new marketing strategies and plans. Nevertheless, before making any strategy, the companies have to gather information on the targeted people and accordingly they can increase the marketing strategies based on their demand. The problem exists with the companies due to their incapability to focus on the needs of all the segments of the population of which some specific groups of people are mostly emphasized and few are overlooked. However, an additional section that comprises a major population is the group of ageing class which remains unnoticed. Another problem which the companies are facing is in identifying the appropriate products and services to offer customer satisfaction to the elderly customers and the application of the appropriate marketing strategies on these segments as numerous approaches and alternatives are depending on the nature of the market.

The previous researches show that healthcare marketers have a significant role in managing and preventing numerous conditions of elderly customers. However, awareness among the marketers is necessary to drive them for the development of innovative and convenient solutions. Therefore, the researchers need to practice different tactics and recognise the specific health care demands of the ageing population which will assist the marketers to develop the strategies accordingly in ensuring healthy ageing for all. The present study focuses on identifying the needs of elderly customers as well as the motives behind their needs and demands. In addition, the study emphasises the issues related to marketing strategies.

LITERATURE REVIEW

Ageing and Marketing for Ageing Group

The World Health Organization (WHO) defines elderly or older adults as individuals aged 65 years and above (WHO, 2020). This definition is widely used in many contexts and serves as a reference point for various research studies and healthcare practices. Bowling (2006)

and Hermalin (2006) emphasizes the variation in terminology and conceptualizations of older age across different societies and cultural contexts the terminology for the term “elderly” varies per country. In many developed countries, the elderly is considered as persons between the ages of 62 to 67, as determined by their retirement period (Barry, 2016). Surprisingly, in some cultures, age is not regarded a criterion for determining somebody is elderly. Another barrier to defining the elderly by age is a dearth of population data and unrecorded birth dates. Furthermore, the World Health Organization has classed ageing societies into three tiers, which are:

1. Ageing society: Nations in which more than 10 percent of the population is over the age of 60, and more than seven percent (7%) is 65 or older.
2. Elderly societies: Nations in which more than 20 percent of the population is over the age of 60, and more than 14 percent is 65 or older.
3. Super-aged societies are those in which more than 20 percent of the population is above the age of 65.

Numerous authors have offered a different perspective on the ageing group for the elderly. (Bartos, 1980; Edwards, 1979) defined the older market as those aged 49 and above, whereas (Towle & Martin, 1975) defined the elderly market as people aged 65 and up. Other authors, such as Barak and Schiffman (1980), have suggested using developmental or cognitive approaches to define the term elderly. Yet, there was no feasible means for carefully identifying the elderly (Atchley, 1972).

1. In the United States, the Social Security Administration (SSA) defines full retirement age as the age at which individuals are eligible for unreduced Social Security retirement benefits, and it ranges between 66 and 67 years, depending on the year of birth. Reference: Social Security Administration. (n.d.). Retirement age calculator (<https://www.ssa.gov/benefits/retirement/planner/ageincrease.html>).
2. The European Commission defines older people or older workers as those aged 55 years and above. Reference: European Commission. (2020). Ageing policy (<https://ec.europa.eu/social/main.jsp?catId=751>).

3. In Japan, the legal retirement age is typically set at 60 years, and individuals aged 65 years and above are generally referred to as “kōreisha” or “old people” in Japanese. Reference: National Institute of Population and Social Security Research. (2021). Population projections for Japan: 2021-2070 (http://www.ipss.go.jp/pp-zenkoku/e/zenkoku_e2021/pp_zenkoku2021e.asp).
4. The United Nations defines older persons as those aged 60 years and above. Reference: United Nations. (2021). International Day of Older Persons (<https://www.un.org/en/observances/older-persons-day>).

In India, since the majority of the population is aged less than 30 years, the issues of the elderly population have not been taken into serious consideration (Ministry of social justice and empowerment, 2017). As such, few studies have been conducted to analyse their needs and demands. Moreover, due to the gradual decline of joint families, financial restrictions and rapid changes in the social scenario, some families could no longer manage to take care of the elderly parents. This undoubtedly reveals that ageing has become a foremost social challenge and there is an urgent need to provide healthcare-based needs and services for the senior population, thereby creating a setting that is sensitive to their requirements (Ministry of social justice and empowerment, 2017). It is further important for the marketers as well as researchers to use different approaches to identify the specific needs and demands of the ageing population (Alhammadi et al., 2021). For instance, the elderly population opts for a variety of products than the younger population due to physical deterioration, restricted financial situations, or social changes. Thus, the diversity of products on low sodium and cholesterol and low salt and sugar level can be increased to fulfil the product needs. Nevertheless, the food industry has been slow regarding the transformation of the knowledge of nutritional needs of the ageing population into new food products (Roberts & Rosenberg, 2006). Due to stereotypes associating senior citizens with low-income individuals dependent on their children’s income, the focus of advertisement and promotional campaigns was primarily on younger customers (Prieler & Kohlbacher, 2016). However, recent studies by Burstein (2015) have highlighted that older people are looking for guidance to live longer, healthier and are open to the delivery of marketing messages and products as well as willing to spend money on the products that meet their needs and demands (Leek et al., 2001; Marinangel & Jones, 2013).

The marketing activities of the company have traditionally placed their focus on the youth, kids and ladies' part of the population thereby neglecting the elderly (Meyer-Hentschel & Meyer-Hentschel, 2009). Yet, there has been a significant shift in attitudes towards an underserved portion of the population, namely the elderly. Businesses have recognised the potential in the older market and regard it as a treasure trove of prospects. As a result, marketing to the elderly is quickly becoming an economic requirement for many forward-thinking businesses (Guido et al., 2022). Several authors have presented contrasting views on the marketing strategies for the elderly population. One group recommends that companies should not use specialised approaches for the elderly market, rather they are encouraged to focus on the integrating marketing to ensure that advertising is not geared towards any specific age group. This approach helps the elderly feel included in the society rather than excluded. However, another group advocates for a target marketing strategy, with companies targeting the elderly explicitly to fulfil their needs and requirements. It is important to note that every age group has different tastes, preferences and consumption patterns, hence companies need to tailor their strategies accordingly. When marketing to the elderly, an extra edge of maturity and rationality is required, as they have lived through a long journey of life. It is crucial to understand their perspectives and communication channels to fulfil their actual requirements. Elderly individuals are more interested in forming new relationships with their family, better health, personal fulfilment, and creating new happy memories, rather than materialistic items. Although they have both time and money, they are more cautious with their spending patterns than younger individuals. Moreover, according to the finding sales promotion, perceived value and service quality, all had significant positive influence on the purchase decisions. The perceived value had the greatest influence on purchasing decision among all categories. Therefore, it is crucial in understanding the elements that influence the consumer purchasing decisions, which could lead to increased sales (Majid et al., 2023).

During the projected period of 2020–2025, the market for aged care products and services will be significantly driven by the rising demand for elderly home care services. Globally, the ageing population as well as the rising demand for services among people over 60 who have chronic illnesses will further drive market expansion. Additionally, as a result of increased worldwide population and the need to care for the

elderly, the market is expected to expand in the next years. Another significant driver of the Elderly Care Products and Services Market is the technological development and product innovation. A growing number of innovative products, such as tools for emergency assistance, remote monitoring tools and wearable health monitoring devices, are making it possible to monitor patients more effectively and with less effort. The market is expanding as a result of new items including grab bars, assistive seating equipment, bathroom accessories and others (Elderly Care Products and Services Market Forecast, 2020). It is only recently that social media and digital marketing have been the focus of investigation in relation to elderly consumers (Nunan & Di Domenico, 2019; Pera et al., 2020). Additionally, 209 marketing research publications produced between the early 1970s and 2021 served as the foundation for the literature review. It identified thirteen (13) potential research areas, which were then divided into three themes: (1) defining and describing the older market sector; (2) age changes and the elderly consumer; and (3) marketing reactions from elderly consumers (Berg & Liljedal, 2022).

Therefore, to effectively market to the elderly population, companies must be creative and adaptable in their strategies. They should prioritise empathy towards older customers and recognise that their perspectives and communication preferences may differ from other age groups. Failure to understand these differences may result in companies failing to meet the actual needs of their elderly customers. It is essential to note that elderly individuals are typically less interested in material possessions and prioritise forming new relationships, better health, personal fulfilment and happy memories. While they may have more disposable income and leisure time, they tend to be more cautious about their spending habits compared to younger individuals.

METHODOLOGY

The present study follows the narrative method to understand the needs of health care products and services in the elderly population. To investigate the products and service-related difficulties and challenges that older customer face; a qualitative study approach was used. An in-depth interview approach was chosen for the reason that it offers a great chance for the researcher to understand individuals more deeply. Additionally, it opens up new dimensions of the problem

and secures intense, and rich information that is based on personal experiences (Easterby-Smith et al., 2002). The probing areas focused especially on the marketing mix strategies of 7 Ps.

The interview was conducted among 28 participants (i.e., 15 male and 13 female) from the age group 60 years and above (Mean= 72.5 years). The participants were randomly selected from Nagaon district, Assam, India. Most of the participants were living with their family, some were widows/widowers but were living with their children and a few were living in old age homes.

The interviews were conducted in a quiet and safe space. Initially, a rapport was built and the reason behind the interview was explained. All the participants were interviewed one at a time. The interview was based on the participants' shopping experiences and issues related to the stores. The interview took between thirty minutes to one hour and a half. Overall, the results from the data collected were analysed.

RESULTS

The following section discusses the analysis of the verbatim responses which highlighted specific needs related to the products of the elderly population.

The first three reasons indicated by the participants that might influence and encourage them for demanding specific needs to the companies are documented in Table 1. The result specified that the reason with the highest frequency is due to the medical conditions or health-related issues of the elderly participants (WHO, 2022) and the physical changes occurring with age might encourage the participants to call for nutrient content food for healthy ageing (Shilsky et al., 2017), health care equipment and other related issues. Transportation issues were another reason. With regards to rural and urban, 71 percent of the elderly population resides in a rural area, (GoI, 2016) as such transportation is almost forgotten in rural areas, and research on transportation facilities of the older population in the rural area has been neglected. Poverty among older adults has emerged as a worldwide issue, as indicated in the Madrid International Plan of Action on Ageing 2002 (United Nations, 2002) and due to low income, participants might not be able to spend much on the products

and services. Moreover, advancement in technology is demanding new tech devices that can help the elderly to live a healthier life by promoting social interaction, self-monitoring health status and support their preference for independent life (Dishman et al., 2004) which could support their demand for experiencing healthy ageing. In addition, due to high workload, the children and grandchildren might not get adequate time to assist the elderly member of the family, because of which participants might necessitate for public/private care service which might improve their family member's ability to combine work with care for their parents (Gautun & Bratt, 2017). Kim et al. (2018) reported in their study that economic hardship, availability of services, acceptability of services were the key reasons for unmet health care needs among the elderly.

Table 1

Reasons for Encourageing the Elderly to Demand Products and Services to the Companies

Factors	Frequency (%)
Medical conditions or health-related problems	24 (17)
Transportation issue	23 (16)
Low income/ no income	22 (15)
Advancement in technology	18 (13)
Better and healthy ageing	16 (11)
Lack of assistance from children	16 (11)
Rural area	12 (9)
One-to-two-person household	10 (7)
Problem in finding care services	6 (4)
Lack of information	6 (4)
Lack of education	4 (2)

The first three physical problems reported by the elderly are shown in Table 2. It highlights that elderly people are suffering from various chronic conditions such as arthritis, cardiovascular problems, digestion-related problems, gastric issues, bowel problems, high blood pressure, diabetes, vision problems, chest pain (Maresova et al., 2019; WHO, 2022). Due to diseases, the burden among the Indian elderly seems to increase which might give rise to disabilities for daily activities such as bathing, dressing, toilet and feeding (Nagananda et al., 2010).

Table 2

Physical Problems Identified among the Elderly People

Physical Problems	Frequency (%)
Arthritis (back pain, neck pain, leg pain, shoulder pain)	26 (14)
Cardiovascular disease (heart problem, blood pressure)	22 (10)
Diabetes	22 (10)
Urinary problem	7 (3)
Bowel problem	10 (5)
Disability in movement	16 (7)
Gastric/ Digestive problems	23 (11)
Sleeplessness	19 (8)
Dental issue	26 (14)
Vision problem	24 (12)
Neurological problems	21 (9)

Table 3 documents the frequency-wise distribution of the needs of specific healthcare products and services among the elderly population which is not easily available in the market. As such, commercial business is still lacking behind in marketing the products and services.

Table 3

Frequency-Wise Distribution of the Specific Needs of Healthcare Products and Services

Theme	Sub-theme	Frequency (%)
Pharmaceutical needs	Ayurvedic	17
	Homeopathic	
	Herbal medicines	
	Aromatherapy	
	Acupuncture	
	Disease tracking device	
Hygiene needs	Reusable bed pads	21
	Forms of diapers	
	Shower mat	
	Shower chair	
	Toilet safety frame	

(continued)

Theme	Sub-theme	Frequency (%)
Mobility needs	Foldable walking stick	18
	Spongy and lightweight shoes	
	Stair climbing wheelchair or step walker	
	Multi-functioned walking aid	
Immobile needs	Customized chair	16
	Customized bed with Customised handle	
	Pressure-relieving mattress as well as cushions	
	Bed/chair raiser	
	Elevated pillow	
	Exercise equipment's for ageing population	
Caregiving facilities	Care co-coordinators (Volunteers) in shopping store	10
	Mobile health services	
	In-house caretakers	
Need for Food products	Low cholesterol and sugar	14
	Alternative protein source for meat	
	Innovative and delicious foods	
	Nutritional and organic food	

Pharmaceutical Needs

Since ageing population are the most vulnerable group, their health consciousness is one of the most important factors which affect the utilisation of health care products and services (Soni et al., 2016). Hence, complementary and alternative medicines such as Ayurveda, homeopathic, herbal medicines and natural therapy are more practiced by the elderly population due to various age-related medical conditions (Sharma et al., 2017).

Hygiene and Mobility Needs

A recent study showed that in India, 21 percent of falls occur at home, out of which 18.9 percent of them occurs in the bathroom due to slippery floor, sharp edges, unavailability of rubber mat and grab bar (Joshi & Dsouza, 2015). In addition to this, the urinary related issues are also under-reported by the ageing group despite suffering from urinary infections/irritations, and skin rashes (Preminger, 2022).

Therefore, the companies should take the opportunity and familiarise the emerging adults with bed pads which could be reused and with versatility such as pant type, pad types and tape type as well as bathroom equipment in the market.

Mobility Needs

Mobile aids are necessary for older people for alleviating movement impairment thereby providing greater freedom and independence. Although there are popular aids available such as a walker, walking stick, wheelchair, crutches (Arefin et al., 2020), elderly people require customised and improvised equipment, for better assistance. A study has reported that the current walking aid is inefficient and unsustainable, therefore there is an urgent need for designing a simpler as well as cheaper walking aid, which could be easily adaptable (United Nation Enable, 2007). A case study on evolvable walking aid kit explored how the modular system could be incorporated and assembled into different forms such as walking sticks, crutches, walking frames, and variations depending on the individual's difficulties (Nickpour & Sullivan, 2016). Moreover, Behera and Gupta (2018), conducted a study to introduce a novel mechanism and design for a stair-climbing wheelchair that could be adjustable with height. Therefore, companies introducing the modern equipment in the market would be an effective step for the elderly population.

Immobile Needs

Smart furniture can integrate functionality. A study provided a methodological approach for developing modular furniture such as smart chairs and smart beds which encourage the elderly customers to become healthy by increasing the level of activity and independence level. The hypothetical design of the smart bed resembled the normal bed, thereby integrating a thermal sensor for breath detection. The bed could be adjustable thus making it possible to work at a height higher or lower. The bed consists of modules providing additional functions for the toilet, physical exercise, transfer, and mobility (Hu et al., 2019). Moreover, sleep is often associated with musculoskeletal problems, including chronic pain, back pain, shoulder pain and arm pain. Although pain and sleeping mattress association has been identified, the evaluation has been ignored (Caggiari et al., 2021).

Wong et al. (2019) reported that the mattresses should be customised based on the individual differences. These researches have provided innovative smart home solutions along with the shreds of evidence from the present result for the company to satisfy the needs of the elderly section.

Need for Food Products

The need for nutritious, organic, soft and digestible food is in demand in addition to innovative and tastier foods. Agewell (2022) and WHO (2019) explored the needs of the ageing population and the findings revealed that in today's scenario, the elderly population wants to enjoy food including taste, smell and looks. Moreover, new protein sources such as plant proteins, insects and protein shakes could have been launched by the company for older people. Studies have shown that keto and paleo-friendly diet has been commercialised among the elderly segment such as avocado oil mayo, unsweetened tomato ketchup that decreases the risk of diabetes, improves cholesterol level. Also, dark chocolates have been consumed by older people which are organic, free from preservatives, sugar and other chemical additives. Therefore, such kinds of innovative food products can be manufactured specifically for the older generation which will meet their needs for consuming innovative and delicious food.

Caregiving Facilities

The elderly reported several health care's services apart from requirements of health care products product such as mobile health care service, volunteer's service in the shopping store and in-house care service. The participants agreed that mobility is a challenge for them, therefore, companies should provide bus or vehicle facilities to travel regarding health check-up, as well as travel long distances for shopping necessary products. Moreover, the need for volunteer service had demanded by the elderly population in the shopping store, which would assist them in carrying the heavy bags, locating items as well as transfer them to the respective place of residence relieving burden and discomfort. This was highlighted in the study by Lambart (1979). Therefore, there is an urgent market potential to tackle the problems by introducing these innovative ideas for encouraging healthy ageing.

Table 4 displays the issues related to the marketing strategies of health care products and services. Themes, sub-themes and their frequencies are highlighted below, along with the graphical depiction of the themes identifies in Figure 1.

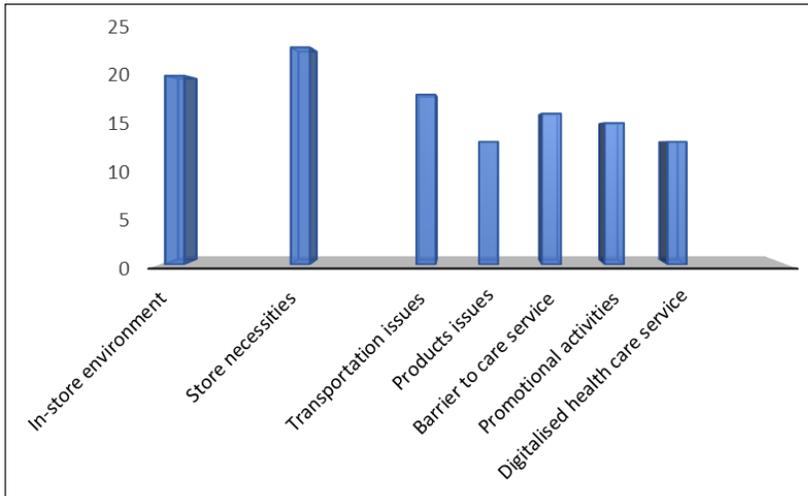
Table 4

The Issues Related to the Marketing Strategies of Health Care Products and Services

Themes	Sub-themes	Frequency %
In-store environment	Seating space	20
	Shopping support service	
	Magnifying glasses	
	Segmentation (baby's segment, female part, electronic, but no segment for elderly)	
Store necessities	Necessity of specific healthcare stores	23
	Importance of social and pleasurable part of healthy life	
	Multi-health care store	
	Senior citizen discount	
Transportation issues	Journey between home and store	18
	After shopping	
Products issues	Unavailability of nutritional products	13
	High price	
Barrier to care service	Underdeveloped Professional Caretaker service	16
	High price for home care facility service:	
	Categorization of caretaker service based on active, semi-disabled, and disabled elderly	
	Integration of medical and care service	
Promotional activities	Product advertisement	15
	Homecare advertisement	
Digitalised health care service	Specific health-oriented applications for elderly people like amazon or Flipkart and Teleshopping	13

Figure 1

Graphical Depiction of the Issues Related to Healthcare Marketing Strategies



Although most of the elderly population experience and enjoys health care products as well as a healthy outcome, other experience “worst conditions” (Patel et al., 2011). Unfortunately, the older adults reported issues that do not seem to be in harmony with meeting the specific needs and wants. The issues related to discontentment within the elderly customers with regards to marketing of healthcare products and services are expressed as:

In-Store Environment

This theme encompasses some of the challenges faced by the older people in the store and found the environment discouraging.

Seating Space

Similar concerns were raised by the participants where they thought that more seating areas in the store should be made available for older people. One of the participants said that the “*innovative store design should be considered for people like us to have seating areas in the store since there is less seating space in the store. Specific seats*

should be kept reserved for older people. Moreover, seating space will help us to spend more time around the store". The issue identified is by no means unique, as the study by Yung et al. (2016) and White et al. (2015) indicated the need for seating space in public places. Additionally, the studies explored issues such as the requirement of armchairs, padded chairs, low-level chairs in the supermarket and other public spaces.

Shopping and Health Care Support Service

The participants suggested that companies should take some initiatives to offer shopping support services/assistance to older people who need help. Elderly people should get help while shopping in locating items, carrying bags, checkouts, etc. This will reduce the overall obstacles among the elderly people during shopping for their self-care products. One participant reported, *"When I go shopping and see a variety of items for my daily needs such as dairy products, nutritious biscuits, honey, flavoured tea, I really get excited. But, you know, because of my poor sight, I keep on troubling people all around. So, if the company provides a support service to do the shopping for me or assist me personally while shopping it would be of great help"*. The Nielsen survey (2014) reported that more than one-third of the global elderly respondents experienced difficulties while carrying shopping bags, finding ageing specific products and finding shopping carts. Therefore, a "shopping buddy" scheme can also be initiated for the elderly customers where volunteers can provide a helping hand to the older people. Young people and adolescents can voluntarily work and provide services to the older population as a part of their extra-curricular activities. Additionally, if the buddy system is implemented in a workplace then the partners can assist the fresh recruiters for tutoring unfamiliar task, provide insight about the organisation and involve the employees in new activities (Cooper & Wight, 2014).

Segmentation

Many older participants shared that they had to walk around the general store to find a specific product which turns out to be quite challenging and tedious. They suggested a solution that would make shopping easier in the stores (like Big Bazar) by grouping specific items for the elderly such as, the dairy products, cosmetics products and others

in front of the store. Another participant reported, *“Whenever I go shopping for my self-care supplies to Vishal Mega-Mart or Big Bazar, I have to go through different departments such as bakery, beverages, pulses, personal hygiene. All the products are at a distance from one another along with the products for the general population. There are no seating areas as well which sometimes intensify my ankle pain and back pain. I believe segmentation of the elderly products could be done just as categorization is done based on infants, male, female and youngsters in the store”*. Bitner et al. (1997) revealed that if the products in the store were easily accessible with spending minimum time than the customers would develop a positive feeling in their purchasing behaviour.

Magnifying Glasses

The participants found it challenging to read the information available in small font on the packaging of the products. Occasionally, they even struggled to find the price of the items in the stores as well as their ingredients. Therefore, some participants stated that the provision of magnifying glasses could help them during shopping.

Store Necessity

The Necessity of Specific Stores/Multi-Store Complex

There are no specific health care stores available for elderlies. The initiative should be taken by some companies to construct supermarkets specifically for elderly people. One participant said: *“there are no specific stores for us, we have to move from one place to another in search of different products. Instead of separate stores, just like malls and other supermarkets, stores of different health care products for the older people should be collaborated such as a medical store, hygiene store, mobility products, etc. which will be helpful for us, as all the products will be available at the same place”*.

While discussing the health care market and stores, the participants claimed that there were stores in the big cities at a distant place which made it difficult for them to travel. As such, they had to rely on the smaller shops with limited items and at a higher price.

One participant said, *“There are no proper stores where I can get the necessary equipment like silicon cathedral, foldable walking stick, steamer, electric beds, muscle stimulation or comfortable shoes. Although few products are available, we have to rely on the shop nearby our locality which are too expensive and the quality seems to be inferior. So, if a proper store for the older people is made where all the products and types of equipment are available it will be of great help”*.

An area of opportunity has been identified for marketing in therapy, rehabilitation and elderly exercise equipment for senior health care. Sitao et al. (2018) found that there was an intense demand for elderly health care equipment such as the training chairs for walking, multifunctional parallel bars, electronically adjustable beds and other related therapy machines in the business sectors. Marketers could provide and sell senior-friendly equipment and products to the home, community and care centres.

Importance of Social and Pleasurable Part

Some of the participants expressed the need to explore their social life to lead a better healthy life. As older people have a limited friendship group, they believed that a store for elderly people could benefit them to socialise with other older people. This could decrease their mental distress and will eventually help in enhancing their well-being state. One participant said: *“A specific store for older people will help us to socialise. I often stay at home, but sometimes when I go out to the market to get my health care products and on the way, I met other people which makes me feel stress-free. But due to my old age, I can't walk for a long time from one place to another, so a specific store for older people will be helpful, as we can meet a lot of people, talk to them, ventilate our feelings, as well as buy all the necessary products required from a single place like medicines, earbuds, food items, cosmetics, etc.”*

Therefore, the supermarkets and multi-purpose stores for the elderly should provide a wide range of supplies including food items, hygiene products, mobility products for the senior citizens who search out to meet their basic health care needs and demands. Moreover, the spacious supermarkets would be a physical space where the older customers can interact with one another (Celeski et al., 2017).

Transportation Issue

The participants also reported that there was limitation in the transportation services available for elderly people. Access to the health centres as well as to different stores would always be a challenge due to the dependence on the family members to drive them and limited mobility on their part.

Mobile Service

A few of the participants preferred walking, whilst others preferred bus services and some of the participants travelled by private cars with drivers. Since most of the stores and health care centres were at a distant place, accessibility was an issue for many older people. This became more challenging when they faced difficulties with the vision, health issues; using the public transportation was also a struggle. Providing a mobile service by the companies could be a solution. One of the participants said: *“There are tempos and e-rickshaws but we need to pay every time we visit the market or hospitals. We have no means to travel so I am dependent upon my children for certain visits. If the companies could arrange some form of transportation for people like us, such as local taxi or bus services it would be of great support. Further, traveling in public transportation is a hectic task.*

Another participant said: *“I think the government could take the charge of transportation for the older people to carry them to the stores, markets, and health centres”.*

According to Hare et al. (1999), a significant number of older individuals reported negative experiences in terms of store convenience when it comes to transportation. On a similar note, Bhan et al. (2017) reported the importance of mobile service facilities among elderly people. However, Meneely et al. (2009) claimed that most of the older people above 80 years in the western countries drive to the stores for shopping, which is difficult to find in the Indian scenario, as the elderly were mostly dependent on their family members. The provision of effective transportation for the elderly would contribute to social interaction, access to goods, services and medical facilities that would promote independence and self-dependence (Glasgow & Blakely, 2000).

Personalized Home Delivery Service

The participants identified that all the stores should have a specific provision of delivering the purchased products to the respective places through offline service for the elderly customers. One participant said: *“I don’t have a car, so whenever I go shopping, I usually take local transportation or ride a cycle. Cycling turns out to be an exercise for me but sometimes I get tired so I have to pause for some moment if my carrier becomes heavy with bags. I like shopping by visually looking into the products, and choosing the right quality. Therefore, I believe that the companies should have the provision of home delivery service, specifically for the aged people. This will increase our longevity by reducing enough stress. Furthermore, I have seen my friends staying in other states enjoying this service”*

Product Issues

Non-User-Friendly Products Related Characteristics

The participants complained about the difficulties in finding products and picking up products from the top shelves. For example, one participant said: *“I can’t walk around searching for products because of my inability to walk and delicate vision. The shelves were too high, and it is also not possible for me to pick up items from too high places”*.

In discussing the solutions, the participants felt that the stock of products should be available at a reasonable height and should be assembled at the beginning of the store. One participant suggested that: *“Items for the elderlies should be kept at the beginning of the store, which could be easily reachable. Items for the older people such as food items (oatmeal, porridge), hygiene items (napkins, sanitary diapers), and cosmetics items could be grouped and placed near the entrance of the store which will be more convenient for us”*.

In-store shopping-related issues were also highlighted where a study reported that stores ought to place the products on a lower shelf to be reachable among the older people (Angell et al., 2012). A study claimed that older people were not able to reach the higher shelves because older people tend to be shorter than the younger ones due to

the generation difference in height and likewise people tend to lose height as they shrink with age (Pettigrew et al., 2005).

Smaller Price/Label Size

The participants complained about the inconsistency on labels, ingredients list and price tags which were too small to read. Therefore, the product labelling is another issue which is faced by the elderly where the marketers are paying less heed. The Nielsen survey (2014) reported that half of the elderly population faced difficulty in finding the label that could be read easily by the young population.

Unavailability of Products

While discussing the unavailability of products, one participant said, *“Besides, there are stores but the health care equipment such as foldable walking sticks, wheelchair, toilet equipment is mostly unavailable. Also, nutritional food products or organic or natural food products are difficult to find in the market. There are packet or processed foods with a high number of preservatives. I think companies are not willing to emphasize natural products that are useful for the older people”*.

Another participant said, *“the stores mostly do not have a wide range of products. As such, we need to specifically order it online which are sometimes not up to the mark. Therefore, the stores should have the availability of products exclusively prepared for older. This will help us to physically examine the product before purchasing”*.

The participants suggested that as there were many items available online, but a variety of items should also be offered by the store. Some of the participants were not equipped enough to use any mobile application due to the lack of knowledge and weaker vision, as such, they faced problems in ordering items online.

Barriers to Care Services

Unavailability of Personal Caretaker Service Facility

Several participants displayed information about the unavailability of caretaker services in their locality. They had to be dependent upon the family members for the care needed. To solve this issue, the marketers

can provide home care services in the form of professionals who can assist the elderly customers in cleaning, cooking and other household activities. A 67-year-old participant mentioned: *“I was searching for some helping hand who could be a constant assistant for me as I am a widower. I like to do physical activities like gardening, walking and shopping but I need help in carrying my gardening equipment or accompanying me while walking or carrying my shopping bag as I am getting older and cannot do this stuff alone. Moreover, my children and grandchildren use to be busy with their life so I need someone to talk to. If the companies are initiating some home care service facilities in my place, I will immediately contact them”*.

When the family members look after the needs and requirements of the ageing people, they may perceive them to be a burden. The elderly people have to be dependent on their children and grandchildren for their activities of daily living such as eating, shopping, bathing, dressing and others (Hoyert et al., 2005). Therefore, the older people need some home caretaker service personals who might assist them daily, thereby decreasing their mental and physical distress.

High Price for Personal Caretaker Facility Service

Some of the participants mentioned about the availability of home caretaker service facilitated by some private companies. However, the service centres were at a distance place which were away from their hometown. They charged a higher rate which was unaffordable for the family members or the elderly participants. A participant said, *“While searching for some support services, I found a couple of them but not in my home town but far away from my locality. Thus, they were charging Rs. 15,000 per month which I cannot effort to pay as I am a retired person, and have to spend most of my money in buying medicines, paying the electricity bill, and sometimes help my son to get groceries”*.

Categorisation of Caretaker Service

Since home care facilities are categorised based on the needs of the elderlies, participants documented that home caretaker service should be categorised based on the physical state of the elderly people. One participant mentioned, *“Health care facilities are available only for the people who are chronic suffers or are disabled or are extremely*

old. Now, I am in a position where although I am suffering from arthritis and heart problems yet, I can do most of my work. But, every so often, I need someone to help me with my exercises and accompany me while going for a walk. However, there are people who are extremely sick for whom the care-taking activity is intense and immediate. So, the company should segregate the service for elderly based on active population, semi-active or fully disabled". A similar study identified that care need classification for the elderly people such as no needs requirement, minimum need requirement and maximum need requirement by identifying their functional needs. This classification allowed the elderly to approach the caregiver and health professionals accordingly (Nunes et al., 2018). The present care need classification would provide a pathway for the marketers to analyse the caretaker service and reflects the demand of the elderly for a caretaker based on the hierarchy.

Home Health Care Facility

Home health care usually involves licensed professional or professional caretakers who provide medical assistance to recover from illness or met their daily needs. Elderly people mostly suffer from chronic conditions and require constant professional medical help (Reid et al., 2015). Although hospitals provide care services, it is restricted only to the hospital. Many participants in the present study have mentioned that a few of the professional in-home care facilities are available in their hometown. For example, a male participant of age 73 years old said that, *"I am suffering from a chronic condition since 2007. I can't walk as I am bedridden. I need a part-time home care service to fulfill my needs. A professional laboratory assistant often visits my home for a regular check-up such as to collect my blood sample, urine sample, check my blood pressure and sugar level. Physiotherapists also regularly visit to assist me with exercises. I am somehow happy with their service. However, a doctor or a nurse has never visited me even when I suffered from a serious problem. Last year, in 2018 I was suffering from serious urine infection and fever, but no doctor was willing to visit my home. Hence, I had to officially visit the hospital"*.

Integration of Medical and Care Service

The combination of medical care service personnel such as specialist, physiotherapist, and psychologist with home care service professionals

would altogether provide a holistic life assistance service to the elderly people (Jain, 2017). Although home care is an essential component of the post-hospitalisation recovery process, the patient requires some level of regular physical assistance. The elderly participants felt that those in-home care facilities are not provided to the required elderly patients.

Promotional Activities

Insufficient Promotional Activities Directed towards Elderly Products

A company cannot make its dream to be well renowned, until better investment in promotional activities is directed. Hence, effective advertisement is required for the elderly population based on their medium of communication and preferences. It could be well documented that the companies are paying less attention to promote elderly products and services from the current analysis. Moreover, the TV advertisements are failing to make an impact on the elderly population. A participant said that they cannot relate to the TV advertisements as there are few numbers of advertisements specifically targeting the older generation. A Participant said, "*ads mostly try to capture the attention of youngsters, women, and infants. Just because I am 70 it is not paying much attention, but it should focus on all the generations. Just say, sanitary pads are easily advertised, but why can't adult diapers be advertised. I have seen just a couple of advertisements on pain killers showcasing knee pain, back pain relief, and Baba Ramdev on medicinal properties among the older generation. Amitabh Bachchan can also be seen doing ads of Jewellery and infant's cloth, but none of the ads are highlighting the needs for elderly people*". But a contrasting result had been explained by Kirkeby (1980), indicating that elderly people would not prefer advertisements that specifically pointing to their needs; rather, they would prefer to use the products that were advertised for the general population and happened to meet their needs. This study highlights how ageing people have started to accept their specific needs and are open to specific advertisements that could meet their necessities.

Multichannel Advertisement for senior Citizens

The advertisements about the products offered by the companies have evolved from those printed in the newspaper, broadcasted on the radio, printed in the form of banners, pamphlets to distribute through mails,

social media, phone calls, online video and on television in order to reach the prospective customers (Kumar, 2013). However, when asked to describe how the participants would prefer their products to be advertised, two different responses yielded. Half of them indicated their preference for a traditional form of advertisements such as television, newspaper, radio and direct messages. While the remaining portion of the older generation embraced social media and new online technology with a positive outlook, some individuals from the older generation are also active on various technological platforms. Consequently, participants expressed their inclination towards marketing channels such as e-newspapers, Facebook, mobile apps, and YouTube. A few of the participants favoured text messages and phone calls. But they were against mails, and frequent advertisements, which sometimes irritate and annoy them. Therefore, using both online and offline modes of advertising would be effective for the elderly population. Burstein (2015) explored how emails and text messages, social media, in-person conversation. Phone calls and various applications could be the channel for communicating with the elderly.

Digitalised Health Care Service

Digital health care technologies can reduce the cost to companies, might help in providing eminence products with proper quality control and assist in creating a justifiable model for elderly care.

Telehealth Application

Telehealth or health care applications for the elderly is one of the most impactful technologies in helping the elderly with home care. Although healthcare applications that have been linked with smartphones have already begun to work for the elderly care, however, these application need to be more user friendly with specific customisable features designed specifically for senior use; for instance, receiving an alert for medication, regulating health check-up notification, diagnosis result viewer, monitoring diet and a routine exercise plan (Meola, 2019). Nevertheless, these facilities are not equally accessible by the people from all the different regions due to lack of information and technological constrains. The participants repeatedly reported the unavailability of information regarding the use of various applications available. In addition to this, they demanded applications where they could access the health care facilities by staying at home since visiting

the health care centres frequently would lead to additional costs including transportation and medical check-up.

Online delivery Service for the Elderly

The elderly people are willing to adapt online delivery services which might help in reducing the obstacles faced by them. The Nielsen survey (2017) reported that 37 percent of the global online users are ordering grocery products for home delivery, while 57 percent are willing to try if available. Older adults are often viewed as fragile and dependent and are often judged by their in-capabilities (Mattar & Khan, 2017).

Online Delivery Medicine Service

Most of the participants complained about the medicinal and pharmaceutical facility. They needed urgent medicinal delivery services in their locality as no such services were available. They had to travel a long distance in search of certain medicines hence they wanted the pharmaceutical companies to offer an online medicines or initial home delivery of medicines service in their home towns. One participant stated, *“just see! There are so many online e-commerce facilities like flip-cart, amazon, Myntra and so on. So why the healthcare can't companies start supplying medicines online either through local stores or website? Even local stores could initial home delivery of medicines. Some of them have started home delivery of food products, but medicine is much more important than fast food”*.

DISCUSSIONS AND IMPLICATIONS

The primary objective of the present study was to understand the needs and requirements of the healthcare products and services among the elderly population offered by the companies. The study also examined the various medical conditions of the elderly participants and the reasons behind their demands for the needs of products and services.

However, it is understandable that the marketers could not expect people of all ages to have similar desires, as such needs change with the evolving age habits (Broeckhoven et al., 2021). The needs of the

elderly customers are different from the rest of the population. That is why marketers should keep this into consideration while contemplating the commercial business. The results in the present study have provided some guiding importance for practical implementations for marketers. Although marketers do not accord a high priority to elderly customers, the study has found that the demand and issues related to marketing of elderly health care products and services may trigger innovative and creative construction leading to cover marketing to all the generations harmoniously. Moreover, in what appears to be called quality, value-added services and customer support, the service quality has a significant impact on client loyalty as well. Additionally, switching expenses such as loss cost, move-in cost and human relationships, had a significant impact on customer trustworthiness (Achour et al., 2011).

While noting the reasons for motivation to demand products and services, few of the factors such as bodily fragility, physical dependence, and transportation, financial dependence was identified (Bhan et al., 2017). The physiological changes due to ageing can reduce nervous function, energy production and regulation, mobility disorder and sensory disorder which might be experienced by a person even though he/she may not suffer from any specific disease (Choi et al., 2015). Although the result has portrayed several medical conditions among the participants, these problems are nearly overlooked and such inequalities could lead to the demand for innovative medicinal products, nutritional food products and health care services. Moreover, the existing companies and stores might have limited items with limited outreach. However, there are geriatric care programmes in India such as “National Programme for the Health care of the elderly”, where the sponsors and stakeholders should spread awareness related to risk factors and disease management (Bhan et al., 2017). Along with it they need to deliver adequate information and counselling related to the intake of products and facilities available in the market specifically for the elderlies.

Older people are expected to maintain a healthy lifestyle, as a result, they consider healthy food, relying mostly on organic, and nutritious food. Customers are aware of the negative impact of the popular junk food in the market and therefore, there is a growing demand for healthy products to lead a healthier life (Jayasuriya, 2016). However, people are too concerned about the taste of the food, as such demands

for innovative, healthier and tasty food products should be taken into consideration. As the results have implied that elderly customers have negative experiences regarding the current marketing strategies, therefore through the analysis the strategies for promoting well-being among the elderly in the marketing stores are obtained. From this, possible solution and adaptation of the elderly customers to reframe the structure of the store, such as resizing the shelves, limited mobility by proving seating facility would be effective (Celeski et al., 2017) thus, categorising the products based on similarity and providing service facilities and equipment is required.

Marketers in the elderly care sector may influence technologies to innovate the elderly products and services for dualistic improvement: health of elderly as well as added-value and profit of the marketers. At present, there are vital applications of technologies in the elderly sector, for instance, the development of innovative food products, elderly care equipment (mobile and immobile apparatus), advanced hygiene products and digitalised technological services. In the upcoming future, with the accommodation of health issues and records of related marketing needs, marketers may classify the elderly customers and offer targeted health care products and services based on their health conditions, need preferences, service preferences and financial circumstances. For institutions, it is important to upgrade the elderly health care information system, by initiating the home caretaker service facility and integrating with the medical system. In addition, telecare technology and telemedicine technology are of immense importance to home care as well as the community care. As chronic conditions among the elderly are increasing, there is a significant demand for chronic illness management by developing various technological tools and applications that will assist in remote health monitoring, remote diagnosis and telecare of the elderly health (Sitao et al. 2018).

Therefore, whether the organisation is new or existing, private or government, local or international, business managers have a great role in making the right choices and setting their strategic priorities to allocate the resources in any situation of changing customer expectations for efficient business success. Due to this, the commercial business should develop tools, concepts and strategies to cope with the chaotic and stormy marketing environment (Haftu, 2019).

CONCLUSION, LIMITATIONS, AND DIRECTIONS FOR FUTURE RESEARCH

The older adults do not perceive being targeted by companies and receiving products tailored specifically for them as a negative thing; on the contrary, they embrace it. Despite what some may seem to be more negative stereotyping in television advertising, there is evidence that older customers do not view these advertisements as insulting and disrespectful. They are informed and cautious shoppers. Finally, the research on the elderly paints a very positive picture of an ageing population that is active, healthy and full of specific wants and needs. With a better understanding of the elderly, we will be able to serve this very important market segment more effectively and efficiently. Research on matured customers has given much significant contribution to the increasing business economy. Unfortunately, research on matured markets is still nascent, specifically in identifying the needs and demands of health-related products and services. This research, although is exploratory, reflects an effort to fill the gap identified in the works of literature by providing theoretical grounding for future research.

Interviewing the elderly is not a problem, according to research by Zelan (1969). However, relatively little research has been done on the purchasing habits of senior citizens. The utilisation of a captive audience as the study population is a key flaw in many studies. The elderly in one or two cities or residents of a single building do not provide representative samples from which generalisations can be made. Additionally, the amount of study on the aged to yet has tended to barely scratch the surface of this significant market category. The survey method has been used in almost all studies with small, local populations. There is a strong need for large-scale, national surveys of purchasing influences and behaviour. It has been decided against using experiments, even though they might be useful. It is necessary to utilise laboratory techniques to investigate the inner workings of the older buyer's mind in greater detail.

Future studies should concentrate on matching the products to the physical abilities of the elderly, their willingness to take risks, brand loyalty and preference, information search and processing, evaluative criteria as well as the package size and label print size. The topic of fashion-consciousness among seniors and how it relates to product

dissatisfaction, requires further investigation. Future research should examine ways to manage shelf space to accommodate the physical limitations of the elderly, the significance of store image and loyalty, the promotion of non-store retailing, in-store amenities, and transportation to and from stores and the education of the elderly on unit pricing, coupons, food stamps and open-code dating. Future research should explore the context of advertisements, the attention-getting value of different appeals, the credibility of older spokespersons, the preferred characteristics of product endorsers, the perception of advertising deception and the effect of trans-generational advertisements. Research is also required on the roles of sales clerks, effective sales promotional incentives and innovative promotional techniques for the elderly. Additionally, future research is necessary to comprehend the elderly's price sensitivity, the influence of income and privilege, credit card usage, the association of price and quality, price segments, the effect of odd-even pricing, brand price differences and the use of generics, discounts, food stamps and coupons. Research should also investigate the acceptable price range for various products and the influence of long-time buyer rewards and print size of price tags.

ACKNOWLEDGMENT

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

REFERENCES

- Achour, M., Md. Said, N. P., & Boerhannoeddin, A. (2011). Customer loyalty: The case of mobile phone users in Universiti Utara Malaysia. *International Journal of Management Studies*, 18(2), 43–66. <https://e-journal.uum.edu.my/index.php/ijms/article/view/10347>
- Agewell (2021). *Changing needs of old people in India. With special focus on current old age care & support scenario*. <https://social.un.org/ageing-working-group/documents/Changing-Needs-of-Old-People-In-India-March-2021.pdf>
- Alhammadi, K., Santos-Roldán, L., & Cabeza-Ramírez, L. J. (2021). A theoretical framework on the determinants of food purchasing behavior of the elderly: A bibliometric review with scientific

- mapping in Web of Science. *Foods*, 10(3), 688. <https://doi.org/10.3390/foods10030688>
- Angell, R. J., Megicks, P., Memery, J., & Heffernan, T. W. (2014). Older shopper types from store image factors. *Journal of Retailing and Consumer Services*, 21(2), 192–202. <https://doi.org/10.1016/j.jretconser.2013.07.010>
- Arefin, P., Habib, M. S., Arefin, A., & Arefin, M. S. (2020). A comparison of mobility assistive devices for elderly and patients with lower limb injury: Narrative review. *International Journal of Ageing Health and Movement*, 2(1), 13-7.
- Atchley R. C. (1989). A continuity theory of normal ageing. *The Gerontologist*, 29(2), 183–190. <https://doi.org/10.1093/geront/29.2.183>
- Barak, B., & Schiffman, L. G. (1981). Cognitive Age: A no chronological age variable. In K. B. Monroe (Ed.), *Advances in Consumer Research*, 08, 602-606. Association for Consumer Research.
- Barry, P. (2016). *Medicare eligibility requirements—How to qualify for Medicare*. AARP Everywhere. AARP.
- Bartos, R. (1980). Over 49: The invisible consumer market. *Harvard Business Review*, January/February, 140–8.
- Behera, P. K., & Gupta, A. (2018). Novel design of stair climbing wheelchair. *Journal of Mechanical Science and Technology*, 32(10), 4903–4908. <https://doi.org/10.1007/s12206-018-0938-6>
- Berg, H., & Liljedal, K. T. (2022). Elderly consumers in marketing research: A systematic literature review and directions for future research. *International Journal of Consumer Studies*, 46(5). Special Issue: Systematic Literature Reviews, pg.1640-1664. <https://doi.org/10.1111/ijcs.12830>
- Bhan, N., Madhira, P., Muralidharan, A., Kulkarni, B., Murthy, G., Basu, S., & Kinra, S. (2017). Health needs, access to healthcare, and perceptions of ageing in an urbanizing community in India: A qualitative study. *BMC Geriatrics*, 17(1). <https://doi.org/10.1186/s12877-017-0544-y>
- Bitner, M. J., Faranda, W. T., Hubbert, A. R., & Zeithaml, V. A. (1997). Customer contributions and roles in service delivery. *International Journal of Service Industry Management*, 8(3), 193-205. <https://doi.org/10.1108/09564239710185398>
- Bowling, A. (2007). Aspirations for older age in the 21st century: What is successful ageing? *International Journal of Ageing*

- & *Human Development*, 64(3), 263-297. [https://doi: 10.2190/L038-LARW-6VCT-9DG9](https://doi.org/10.2190/L038-LARW-6VCT-9DG9)
- Broeckhoven, I., Verbeke, W., Tur-Cardona, J., Speelman, S., & Hung, Y. (2021). Consumer valuation of carbon labelled protein-enriched burgers in European older adults. *Food Quality and Preference*, 89, 104-114. <https://doi.org/10.1016/j.foodqual.2020.104114>
- Bursetin, D. (2015). *Marketing research chart: Do different age groups prefer different channels? Marketing Sherpa*. <https://www.marketingsherpa.com/article/chart/channels-preferred-by-age-groups>
- Caggiari, G., Talesa, G. R., Toro, G., et al. (2021). What type of mattress should be chosen to avoid back pain and improve sleep quality? Review of the literature. *Journal of Orthopaedics and Traumatology*, 22, 51. <https://doi.org/10.1186/s10195-021-00616-5>
- Carpenter, S. M., Yoon, C. (2015). Chapter 17: Ageing and consumer decision making. In Hess, T. M., Strough, J., Löckenhoff, C. E. (Eds), *Ageing and decision making* (pp 351–370). Academic Press.
- Celeski, J., Porto, A. M. D. S., Bortolan, G. M. Z., Oliveira, R. P. C. D., Nickel, E. M., & Reis, A. A. D. (2017). Analysis of the supermarket environment for elderly: A case study. *Human Factors in Design*, 6(11), 57–71. <https://doi.org/10.5965/2316796306112017057>
- Choi, E. Y., Kim, H. L., Park, H. J., Sim, Y. H., Byun, A. R., Chun, H., ... & Lee, H. S. (2015). Functional assessment of the elderly with comprehensive geriatric assessment. *Korean Journal of Family Practice*, 5(3), 534-540.
- Cooper, J., & Wight, J. (2014). *Implementing a buddy system in the workplace*. Paper presented at PMI® Global Congress 2014. North America, Phoenix, AZ. Newtown Square, PA: Project Management Institute.
- Data Bridge Market Research. (2020). *Global elderly care market – Industry Trends and forecast to 2029*. <https://www.databridgemarketresearch.com/reports/global-elderly-care-market>
- Dishman, R. (2004). Self-efficacy partially mediates the effect of a school-based physical-activity intervention among adolescent girls. *Preventive Medicine*, 38(5), 628–636. <https://doi.org/10.1016/j.ypmed.2003.12.007>

- Dommaraju, P. (2016). Perspectives on old age in India. In R. Tripathy & S. Prasad (Eds.), *Handbook of research on globalization, investment, and growth-implications of confidence and governance* (pp. 367-383). Springer. https://doi.org/10.1007/978-3-319-24783-0_19
- Easterby-Smith, M., Thorpe, R., & Jackson, P. R. (2012). *Management research*. Sage Publications..
- Edwards, R. H. T. (1979). Book review: Ageing in muscle. *Journal of the Royal Society of Medicine*, 72(6), 475-475. <https://doi:10.1177/014107687907200624>
- Elderly Care Products and Services Market Forecast 2020-2025. (2020). *Research and Markets*. <https://www.researchandmarkets.com/reports/5231239/elderly-care-products-and-services-market>
- FICCI 7th Annual Health Insurance Conference, India. (2014, December). *Ensuring care for the golden years – Way forward for India*.
- Gautun, H., & Bratt, C. (2016). Caring too much? Lack of public services to older people reduces attendance at work among their children. *European Journal of Ageing*, 14(2), 155–166. <https://doi.org/10.1007/s10433-016-0403-2>
- Glasgow, N., & Blakely, R. M. (2000). Older nonmetropolitan residents' evaluations of their transportation arrangements. *Journal of Applied Gerontology*, 19(1), 95–116. <https://doi.org/10.1177/073346480001900106>
- GoI. (2016). *Elderly in India*. Ministry of Statistics Programme and Implementation, Government of India. <https://mospi.gov.in/publication/elderly-india-2016>.
- Guido, G., Ugolini, M. M., & Sestino, A. (2022). Active ageing of elderly consumers: Insights and opportunities for future business strategies. *SN Bus Econ*, 2(1), 8. <https://doi.org/10.1007/s43546-021-00180-4>
- Guido, G., Pichierri, M., Rizzo, C., Chieffi, V., & Moschis, G. (2021). Information processing by elderly consumers: A five-decade review. *Journal of Services Marketing*, 35(1), 14–28. <https://doi.org/10.1108/JSM-09-2019-0368>
- Haftu, W. (2019). *The effect of marketing mix tools on customer satisfaction case study for Wegagen bank* (Unpublished master's thesis). Addis Ababa University.
- Hare, C., Kirk, D., & Lang, T. (1999). Identifying the expectations of older food consumers. *Journal of Marketing Practice: Applied Marketing Science*, 5(6/7/8), 213-232. <https://doi.org/10.1108/eum000000004575>

- Hermalin, A. I. (2006). The well-being of the elderly in Asia: A four-country comparative study. *The Gerontologist*, 46(1), 1-12. <http://doi: 10.1093/geront/46.1.1>
- Hoyert, D. L., Kung, H., & Smith, B. L. (2005). *Deaths: Preliminary data for 2003*. National vital statistics reports. National Center for Health Statistics. www.cdc.gov/nchs/data/nvsr/nvsr53/nvsr53_15.pdf
- Hu, R., Kabouteh, A., Pawlitza, K., Güttler, J., Linner, T., & Bock, T. (2019). *Developing personalized intelligent interior units to promote activity and customized healthcare for ageing society*. Proceedings of the 36th International Symposium on Automation and Robotics in Construction (ISARC). <https://doi.org/10.22260/isarc2019/0032>
- Jain, S. (2017). *Home healthcare in India-need and further prospects*. Proceedings of International Conference. TMIMT Moradabad. <http://tmimtjournal.org/Pdf/Proceedings2017/delegates/16.pdf>
- Jayasuriya, N. A. (2016). Sri Lankan consumer attitudes towards healthy meals. *Journal of Marketing and Consumer Research Journal*, 24, 69-79.
- Joshi, R., & Dsouza, S. (2015). Bathroom hazards among older adults in western India: A cross-sectional study. *Asian Journal Gerontology Geriatric*, 10(2), 83-91.
- Kim, Y. S., Lee, J., Moon, Y., Kim, K. J., Lee, K., Choi, J., & Han, S. H. (2018). Unmet healthcare needs of elderly people in Korea. *BMC Geriatrics*, 18(1). <https://doi.org/10.1186/s12877-018-0786-3>
- Kirkeby, M. (1980). The maturity market is coming of age. *Advertising Age*, 25.
- Kumar, P. D. (2013). The role of advertising in consumer decision making. *IOSR Journal of Business and Management*, 14, 37-45. [10.9790/487X-1443745](https://doi.org/10.9790/487X-1443745).
- Kuppelwieser, V. G., & Klaus, P. (2021). Revisiting the age construct: Implications for service research. *Journal of Service Research*, 24(3), 372-389. <https://doi.org/10.1177/1094670520975138>
- Leek, S., Szmigin, I., & Carrigan, M. (2001). Older consumers and food innovation. *Journal of International Food & Agribusiness Marketing*, 12(1), 71-89. https://doi.org/10.1300/j047v12n01_04
- Majid, M., Ramli, M. F., Badyalina, B., Roslan, A., Che Mohd Hashim, A. J., & Mohd Nadzri, W. N. (2023). Consumer purchase

- decision in the Malaysian retail market: A study of RM2 Stores. *International Journal of Management Studies*, 30(1), 93–120. <https://doi.org/10.32890/ijms2023.30.1.4>
- Maresova, P., Javanmardi, E., Barakovic, S., Kuca, K. (2019). Consequences of chronic diseases and other limitations associated with old age – a scoping review. *BMC Public Health*, 19, 1431. <https://doi.org/10.1186/s12889-019-7762-5>
- Marinangeli, C. P. F., & Jones, P. J. H. (2013). Gazing into the crystal ball: future considerations for ensuring sustained growth of the functional food and nutraceutical marketplace. *Nutrition Research Reviews*, 26(1), 12–21. <https://doi.org/10.1017/s0954422412000236>
- Mattar, S., & Khan, F. (2017). Personality disorders in older adults: Diagnosis and management. *Progress in Neurology and Psychiatry*, 21, 22–7.
- Meneely, L., Strugnell, C., & Burns, A. (2009). Elderly consumers and their food store experience. *Journal of Retailing and Consumer Services*, 16(6), 458–465. <https://doi.org/10.1016/j.jretconser.2009.06.006>
- Meola, A. (2019). *Future demand for elderly care services like assisted living & in-home care are rife for digital disruption*. <https://www.businessinsider.in/science/news/future-demand-for-elderly-care-services-like-assisted-living-in-home-care-are-rife-for-digital-disruption/articleshow/71599033.cms>
- Meyer-Hentschel, H., & Meyer-Hentschel, G. (2009). *Senior marketing. Generational-appropriate development and marketing of products and services*. BusinessVillage.
- Ministry of Social Justice and Empowerment. (2018). *Handbook on social welfare statistics*. <https://socialjustice.gov.in/writereaddata/UploadFile/HANDBOOKSocialWelfareStatistic2018.pdf>
- Ministry of Social Justice and Empowerment. (2017). *Year end review of 2017: M/O social justice and empowerment*. Press Information Bureau.
- Moschis, G. P., Lee, E., & Mathur, A. (1997). Targeting the mature market: Opportunities and challenges. *Journal of Consumer Marketing*, 14(4), 282–293. <https://doi.org/10.1108/07363769710188536>
- Nagananda, M. S., Sengupta, A., Santhosh, J., Anand, S., Rehman, K., Khan, M., & Das, L. K. (2010). Design and pragmatic studies of bathroom for elderly people in India. *WSEAS Transactions on Biology and Biomedicine*, 4(7), 287-305

- National Sample Survey. (2006). *Schedule 10 - Employment and Unemployment*. India: Ministry of Statistics and Programme Implementation. <https://catalog.ihnsn.org/index.php/catalog/2595>
- Nickpour, F., & O'Sullivan, C. (2016). Designing an innovative walking aid kit: A case study of design in inclusive healthcare products. *Designing Around People*, 45–54. https://doi.org/10.1007/978-3-319-29498-8_5
- Nielsen (2014). *The age gap as global population skews older, its needs are not being met*. <http://www.nielsen.com/content/dam/nielsen-global/kr/docs/global-report/2014/Nielsen%20Global%20Aging%20Report%20February%202014.pdf>
- Nielsen Survey. (2017). *Global responsibility & sustainability*. <http://www.nielsen.com/content/dam/nielsen-global/kr/docs/globalreport/2014/Nielsen%20Global%20Aging%20Report%20February%202014.pdf>.
- Nunan, D., & Di Domenico, M. (2019). Older consumers, digital marketing, and public policy: A review and research agenda. *Journal of Public Policy & Marketing*, 38(4), 469–483. <https://doi.org/10.1177/074391561985893>
- Nunes, D. P., Brito, T. R. P. D., Corona, L. P., Alexandre, T. D. S., & Duarte, Y. A. D. O. (2018). Elderly and caregiver demand: proposal for a care need classification. *Revista Brasileira de Enfermagem*, 71(suppl 2), 844–850. <https://doi.org/10.1590/0034-7167-2017-0123>
- Patel, V., Kumar, A. K. S., Paul, V. K., Rao, K. D., & Reddy, K. S. (2011). Universal health care in India: The time is right. *The Lancet*, 377(9764), 448–449. [https://doi.org/10.1016/s0140-6736\(10\)62044-2](https://doi.org/10.1016/s0140-6736(10)62044-2)
- Pera, R., Quinton, S., & Baima, G. (2020). I am who I am: Sharing photos on social media by older consumers and its influence on subjective well-being. *Psychology & Marketing*, 37(6), 782–795. <https://doi.org/10.1002/mar.21337>
- Pettigrew, S., Mizerski, K., & Donovan, R. (2005). The three “big issues” for older supermarket shoppers. *Journal of Consumer Marketing*, 22(6), 306–312. <https://doi.org/10.1108/07363760510623894>
- Pratap, A. (2017). *Effect of demographic factors on consumer behavior: Age, sex, income, and education*. <https://aim-blog.com/effect-of-demographic-factors-on-consumer-behavior-age-sex-income-and-education/>

- Preminger, M. G. (2022). *Effects of ageing on the urinary tract*. MSD Manual. <https://www.msmanuals.com/en-in/home/kidney-and-urinary-tract-disorders/biology-of-the-kidneys-and-urinary-tract/effects-of-aging-on-the-urinary-tract>
- Prieler, M., & Kohlbacher, F. (2016). *Advertising in the ageing society: Understanding representations, practitioners, and consumers in Japan*. Palgrave Macmillan.
- Reid, M. C., Eccleston, C., & Pillemer, K. (2015). Management of chronic pain in older adults. *BMJ (Clinical research ed.)*, 350. h532. <https://doi.org/10.1136/bmj.h532>
- Roberts, S. B., & Rosenberg, I. (2006). Nutrition and ageing: Changes in the regulation of energy metabolism with ageing. *Physiological Reviews*, 86(2), 651–667. <https://doi.org/10.1152/physrev.00019.2005>
- Sharma, E., Dubey, A., Malhotra, S., Manocha, S., & Handu, S. (2017). Use of complementary and alternative medicines in Indian elderly patients. *National Journal of Physiology, Pharmacy and Pharmacology*, 7(9), 1. <https://doi.org/10.5455/njppp.2017.7.0411401052017>
- Shlisky, J., Bloom, D. E., Beaudreault, A. R., Tucker, K. L., Keller, H. H., Freund-Levi, Y., Fielding, R. A., Cheng, F. W., Jensen, G. L., Wu, D., & Meydani, S. N. (2017). Nutritional considerations for healthy ageing and reduction in age-related chronic disease. *Advances in Nutrition: An International Review Journal*, 8(1), 17.2-26. <https://doi.org/10.3945/an.116.013474>
- Sitao, X., Chen, L., & Keyu, L. (2018). *Trends in integrated elderly care and medical services in China*. DeloitteResearch. <https://www2.deloitte.com/content/dam/Deloitte/cn/Documents/life-sciences-health-care/deloitte-cn-lshc-the-last-mile-of-senior-care-en-181024.pdf>
- Soni, S., Shukla, M., & Kumar, M. (2016). A study on health consciousness among the elderly in a rural population of Katihar, Bihar. *International Journal of Scientific Reports*, 2(9), 233. 10.18203/issn.2454-2156.IntJSciRep20163111.
- Towle, J. G., & Martin, C. R., Jr. (1976). The elderly consumer: One segment or many? In B. B. Anderson (Ed.), *Advances in Consumer Research*, 03 (463-468). Association for Consumer Research.
- United Nations (2002). *Political declaration and Madrid International plan of action on ageing*. Second World Assembly on Ageing, Madrid, Spain.

- White, R., Toohey, J. A., & Asquith, N. (2015). Seniors in shopping centres. *Journal of Sociology*, 51(3), 582–595. <https://doi.org/10.1177/1440783313507494>
- Wong, D. W. C., Wang, Y., Lin, J., Tan, Q., Chen, T. L. W., & Zhang, M. (2019). Sleeping mattress determinants and evaluation: A biomechanical review and critique. *Peer Journal*, 7, e6364. <https://doi.org/10.7717/peerj.6364>
- World Health Organisation (WHO). (2019). *Addressing the needs of ageing populations*. <https://www.who.int/westernpacific/news-room/feature-stories/item/addressing-the-needs-of-ageing-populations>
- World Health Organisation (2022). *Health and ageing*. World Health Organization <https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>
- World Health Organization. (2013). *Towards policy for health and ageing*. World Health Organization. http://www.who.int/ageing/publications/alc_fs_ageing_policy.pdf
- World Health Organization. (2020). *Ageing and health*. World Health Organization. <https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>
- Yung, E. H. K., Conejos, S., & Chan, E. H. W. (2016). Social needs of the elderly and active ageing in public open spaces in urban renewal. *Cities*, 52, 114-122. <https://doi.org/10.1016/j.cities.2015.11.022>
- Zelan, J. (1969). Interviewing the Aged, *Public Opinion Quarterly*, 420-424.