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Graceful aging lifestyle of the Thai Generation X by demographic distribution[1]

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(University of the Thai Chamber of Commerce and Boromrajonani College of Nursing, Saraburi)

Abstract This study aimed to explore the graceful aging lifestyle of Thai Generation X people, particularly the activities, interests, and opinions toward a graceful aging lifestyle of Generation X of different sexualities, ages, marital status, occupation, and monthly income. The data from an online questionnaire of 1,145 Thai populations aged 42-57 were analyzed using frequency distribution, percentage, mean and standard deviation, One-way ANOVA, and Post Hoc test. The findings were as follows: (1) The respondents had a graceful aging lifestyle at a high level $\bar{x}$=3.71, SD=0.414), with the highest average mean score on the interest in having a graceful aging lifestyle)$\bar{x}$=3.75, SD=0.531), followed by performing activities contributing to a graceful aging lifestyle)$\bar{x}$=3.50, SD=0.412) and opinions toward having a graceful aging lifestyle ($\bar{x}$=3.50, SD=0.501); (2) Overall, Generation X actively practiced activities conducive to a graceful aging lifestyle. The female respondents aged between 42-45 years old, single, public enterprise employees, and had a monthly income of 50,001 and more, led the pack who actively performed graceful aging lifestyles activities. There was no statistical difference in the average mean score in the activity sub-dimension in a graceful aging lifestyle of the respondents who had different sexualities, ages, marital statuses, occupation, and monthly income at a significant level of 0.05; (3) In terms of interest, the female respondents, aged between 46-49 years old, married, daily basis employee, and had a monthly income of 50,001 and more, were interested in a graceful aging lifestyle. There was a statistical difference in the average mean score in the interest in a graceful aging lifestyle sub-dimension of the respondents who had different sexualities, ages, marital status, occupation, and monthly income at a significant level of 0.05; (4) As far as the opinion towards graceful aging is concerned, the female respondents, aged between 50-53 years old, private business owners, had a monthly income of 50,001 and more, had opinions toward a graceful aging lifestyle. There was a statistical difference in the average mean score in the opinion toward a graceful aging lifestyle sub-dimension of the respondents who had different sexualities, marital statuses, and monthly incomes at a significant level of 0.05.

Keywords: Graceful Aging Lifestyle, Thai Generation X, AIOs of Graceful Aging

Introduction

Thailand is encountering the problem of an "aged society," with registered statistics of 12,071,867 of a person aged 60+ years old and 17,981,108 people aged between 42-59 years old (Office of Registration Administration, December 2022). They are entering an aging society with the working-age and childhood populations decreasing. The average Thai population lives longer when the population is older than the working age, causing an impact on the way of life. For example, the cost of living makes things more expensive. Medical treatment is only costlier and will most likely creep into the savings for the elderly. The average older adult has medical expenses per one-and-a-half hospital visit, which is over 30,000 baht and is about ten thousand baht higher than non-elderly people (Department of Elderly Affairs, 2021). Working people are subject to more burdens, resulting

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in increased spending and fewer savings (Thai Health Promotion Foundation, 2021).

One-third of the Thai elderly population across the country has an income below the poverty line of 2,400 baht. Only 60 percent of the elderly are preparing to become senior citizens with quality in 3 areas: finance, health, and housing, and without a sound management system from the government, the government has to spend more on the state budget, which will be a heavy burden in the future. The social inequality of the elderly, therefore, inevitably affects Thailand's economic, social, labor market, and health.

Currently, Generation X people have no health problems, but soon they will depend on the socioeconomic viability of the nation and society. But if not prepared by practicing appropriately for being a graceful older adult may cause physical and mental problems resulting in the individual, family, and the government sector bearing the costs of caring for the elderly. The economy, access to health care systems, etc., cause stress and ultimately lead to higher yearly suicide rates, especially among Generation X individuals (Department of Mental Health, 2017). This phenomenon indicates the active aging concept of the World Health Organization, which means living a healthy life according to age, stability, and social participation is undermined (Institute for Population and Social Research, 2022).

In the past, problems related to relationships with close people, economic and social issues, mental health problems, and depression (Department of Mental Health, 2020) were appropriate for being a dignified older adult. Government policy formulation deals with and solves issues arising from the effects of aging. Government policies, families, and the elderly were initiated to cope with such changes. These extend the retirement age from 55 to 60 years, encouraging companies to employ the elderly. The Thai government has started to set up service centers for the elderly to enable the elderly to have jobs and earn more income; the corporate income tax exemption for companies that hire seniors 60 years and over must have an income of no more than 15,000 baht. However, there are only 300,000 of these elderly workers, or 2.9 percent of the total elderly population in the country. This policy is, therefore, only helping workers in low-income groups. It does not support the use of skills and experiences of the elderly for maximum benefit (Department of Older Persons, 2021). Organizations that do social marketing communications to tackle this issue include the Department of Older Persons, the Health Promotion Fund, and the Office of the National Health Commission.

The quality of life of the elderly population has not been addressed, and the Thai government still has to bear this problem, thus affecting the nation's development. The preparation for a graceful aging elderly lifestyle of individuals in the Generation X age is therefore essential. This study will be of educational benefit to the public and private sectors because the lifestyle of the elderly is not as good as it should be, resulting in a burden on the government, including drug costs, hospital fees, etc. Studying the lifestyle of the Generation X group will increase an understanding of their behavior, and the related organizations can develop a social marketing plan to communicate with the people in each group.

Literature Review

People's way of life given consumer behavior can be understood by analyzing three dimensions: activity, interest, and opinion (Engel, Blackwell & Miniard, 1993). This study was conceptualized on two significant lifestyle concepts and the graceful aging process. The lifestyle is used by people, groups, and nations and is formed in specific geographical, economic, political, cultural, and religious texts. It is referred to the characteristics of inhabitants of a region in a particular time and place. It includes day-to-day behaviors and functions of individuals in jobs, activities, fun, and diet (Farhud, 2015). Since 1963, William Lazer developed and refined the methods of measuring lifestyle patterns and their relationship to consumer behavior. Kotler (1997) indicated lifestyle as how a person lives in the world and is expressed through activities, interests, and opinions.

The most widely used approach to lifestyle measurement has been AIO (Activities, Interests, and Opinions) rating statements (Wells & Tigert, 1971), and it was used in lifestyle segmentation research to measure people's activities in terms of (1) how they spend their time; (2) their interests, what they place importance on in their immediate surroundings; (3) their opinions in terms of their view of themselves and the world around them; and (4) some essential characteristics such as their stage in the life cycle, income, education, and where they live (Plumer 1977). Lifestyle segmentation is the marriage of two concepts into a single system, lifestyle patterns and the market segmentation concept. AIO marketing data increase understanding of what drives consumers. These data help create a psychographic profile of different customer segments to target them more effectively. Although the concept of lifestyle is

focused on consumption and leisure, it also refers to other factors such as family background, level of education, taste, culture, and spheres of life such as occupations or politics (Ahlfeldt, Maennig, & Ölschläger, 2014).

In the first dimension, activity, Dunn, Anderson & Jakicic (1998) indicated that lifestyle physical activity interventions are effective at increasing and maintaining levels of physical activity that meet or exceed public health guidelines for physical activity of an individual. Lifestyle physical activity was defined as "the daily accumulation of at least 30 minutes of self-selected activities, which includes all leisure, occupational, or household activities that are at least moderate to vigorous in their intensity and could be planned or unplanned activities that are part of everyday life (Dunn, 2009). The second and third dimensions, interest and opinion, are psychographic characteristics studied in social psychology. The interest dimension (I) attempt to identify the environments that are of interest to and are vital to a person, whereas the opinions dimension (O) focuses on how he thinks about himself and the world around him (Dhipapal, 2003).

The concept of 'quality of life' (QoL) is gaining widespread attention, and several scholars described its assessment criteria. Wallace (1974) indicated seven dimensions of QoL: (1) having health and welfare; (2) having communication in one's environment; (3) being human resources; (4) being able to contact all people; (5) having good physical and emotional intelligence; (6) economic development; and (7) Security. Other dimensions include the satisfaction and hope of an individual with the current situation (Campbell, 1976), good health, sufficient income, no physical or mental disorders, and relationships with others (Barrow and Smith, 1979). Likewise, Buamee (2017) found that an individual's QoL includes physical, mental, emotional, social, and environmental and building relationships with people in society to be accepted under basic human needs. The QoL is related to the cultural context, social values, and the surrounding environment, which can be changed accordingly, whether the quality of the individual or the society.

Schlitz (2017) conducted the Grateful Aging Program (GAP) at the California-based Institute of Noetic Sciences to introduce a set of transformative steps to promote QoL and well-being and to shift the fear of aging into inspiration for living well. The project applies an empirically derived naturalistic model of transformation to aging in designing a set of nine transformative steps to expand awareness of healthy, mindful, and meaningful aging, promote individual and social well-being, and facilitate a supportive atmosphere for personal enrichment and shared learning of the individuals. The nine steps to grateful aging include (1) answering the call to transformation, (2) cultivating curiosity, (3) formalizing a grateful aging practice, (4) setting an intention for grateful aging, (5) paying attention to the gifts of aging, (6) building grateful aging habits, (7) finding guidance, (8) moving to acceptance, and (9) transforming the self and society.

This study aimed to explore the graceful aging lifestyle of Thai Generation X people, particularly focusing on the test activities, interests, and opinions toward a graceful aging lifestyle of Generation X of different sexes, ages, marital statuses, occupations, and monthly incomes.

Methodology

This survey research collected data from 1,145 Thai generation X population born between 1965 and 1980, which complies with Comrey and Lee (1992), who suggested a minimum sample size of 1,000 samples. An online questionnaire was distributed to a nationwide network. The 45 items in the questionnaire were constructed to measure the AIO contributing to a graceful aging lifestyle of the respondents using a 5-point Likert scale. The data of the respondents' profiles include sex, age, marital status, occupation, and monthly income. The IOC test was performed by five experts in related fields for the validity test of the questionnaire items. The reliability test using Cronbach's alpha calculation yielded 0.876. The frequency distribution, percentage, mean, and standard deviation were used to describe the data. The level of lifestyle was measured on the sum mean score in five groups (1.00-1.50 = lowest, 1.51-2.50 = low, 2.51-3.50 = moderate, 3.51-4.50 = high, 4.51-5.00 = highest). The one-way ANOVA was used to analyze the hypotheses. The Scheffé method of multiple comparisons applies to contrasts, of which pairs are a subset.

Results

The results of the analysis of general personal data of the 1,145 samples revealed that most of them were female (444, 38.78%), with ages between 42-45 years (444, 38.78%), married (756, 66.0%), employees of private companies (757, 66.11%), and have monthly incomes between 20,001-50,000 baht (576, 50.31%), respectively. The data analysis on the level of graceful aging lifestyles and the comparison of the

respondents' lifestyles with different demographic characteristics were as follows.

Level of Graceful Aging Lifestyles of the Respondents

Generally, the respondents had a high level of graceful aging lifestyle)$\bar{x}$=3.71, SD=0.414), with the highest average mean score on the interest in having a graceful aging lifestyle)$\bar{x}$=3.75, SD=0.531), followed by performing activities contributing to a graceful aging lifestyle)$\bar{x}$=3.50, SD=0.412), and opinions toward having a graceful aging lifestyle ($\bar{x}$=3.50, SD=0.501). All average mean scores are at a high level.

It should be noted that the highest average mean score in specific sub-dimensions are as follows: active mental practices ($\bar{x}$=3.69, SD=0.584); having an interest in preparing for economic stability when aged ($\bar{x}$=3.79, SD=0.663); and having opinions on the acceptance of becoming an older adult ($\bar{x}$=3.82, SD=0.654). All average mean scores are at a high level of practice. However, the only sub-dimension that had an average mean score at a moderate level is the opinions about financial stability in the economy of older adults ($\bar{x}$=2.87, SD=0.506) (Details in Table 1).

Table 1
Mean and standard deviations of the level of graceful aging lifestyles of the respondents (n=1,145)

Graceful aging lifestyles	$\overline{x}$	SD	level
Activity to be graceful in aging	3.50	0.412	H
A1 Practices to promote health and prevent illness	3.65	0.369	H
A2 Mental practices	3.69	0.584	H
A3 Social practices	3.64	0.629	H
Interest in having a graceful aging lifestyle	3.75	0.531	H
I1 interest in the information, ready to learn new things, and prepared for change	3.70	0.568	H
I2 interest in preparing for economic stability when aged	3.79	0.663	H
I3 interest in community and society engagement	3.75	0.660	H
Opinions towards graceful aging lifestyle	3.50	0.501	H
O1 Opinions about preparing for older age	3.79	0.580	H
O2 Opinions on the acceptance of becoming an older adult	3.82	0.654	H
O3 Opinions about financial stability in the economy when aged	2.87	0.506	M
TOTAL	3.71	0.414	H

Note: Level (1.00-1.50 = very Low-L, 1.51-2.50 = Low -L, 2.51-3.50= moderate-M, 3.51-4.50= high-H, 4.51 + very high -VH)

The activity of graceful aging lifestyle of the respondents

By sexuality. It was found that, in sum, female respondents had the highest average mean score)$\bar{x}$=3.68, SD=0.370). By sub-dimension, it was found that the LGBTQ respondents had the highest average mean score on the practices to promote health and prevent illness)$\bar{x}$=3.81, SD=0.415) and mental practices)$\bar{x}$=3.81, SD=0.415). Heterosexual male respondents had the highest average mean score on performing social practices ($\bar{x}$=3.60, SD=0.646).

Table 2

Mean, Standard Deviation, and the One-Way ANOVA Analysis Of The Respondents' Activity of A Graceful Aging Lifestyle By Demographic Distribution (n=1,145)

Demographic factors	A1 x̄	A1 SD	A1 Level	A2 x̄	A2 SD	A2 Level	A3 x̄	A3 SD	A3 Level	SUM (A) x̄	SUM (A) SD	SUM (A) Level	Sig. F	Sig.
Gender													2.768	.063
Male (n=431)	3.70	0.432	H	3.63	0.581	H	3.60	0.646	H	3.62	0.380	H		
Female (n=444)	3.77	0.431	H	3.71	0.586	H	3.51	0.614	H	3.68	0.370	H		
LGBTQ (n=270)	3.81	0.415	H	3.81	0.415	H	3.54	0.601	H	3.65	0.350	H		
Hypothesis 1: Generation X with different gender have different activities of graceful aging lifestyle														
Ages													.240	.118
42-45 years old (n=502)	3.79	0.420	H	3.60	0.601	H	3.58	0.627	H	3.79	0.420	H		
46-49 years old (n=391)	3.73	0.429	H	3.64	0.552	H	3.64	0.617	H	3.73	0.429	H		
50-53 years old (n=157)	3.72	0.459	H	3.69	0.605	H	3.55	0.663	H	3.72	0.459	H		
54-57 years old (n=95)	3.76	0.425	H	3.70	0.713	H	3.53	0.608	H	3.76	0.425	H		
Hypothesis 2: Generation X with different ages have different activities of graceful aging lifestyle														
Marital Status													.877	.452
Single (n=330)	3.79	0.457	H	3.63	0.632	H	3.56	0.647	H	3.67	0.390	H		
Married (n=756)	3.75	0.457	H	3.64	0.632	H	3.61	0.647	H	3.65	0.360	H		
Divorced (n=49)	3.73	0.482	H	3.67	0.674	H	3.54	0.668	H	3.66	0.364	H		
Widowed (n=10)	3.37	0.427	M	3.60	0.708	H	3.58	0.717	H	3.48	0.425	M		
Hypothesis 3: Generation X with different marital statuses have different activities of graceful aging lifestyle														
Occupation													1.555	.170
Public company employee (n=757)	3.78	0.427	H	3.61	0.579	H	3.60	0.635	H	3.66	0.369	H		
Private business owner (n=26)	3.77	0.436	H	3.59	0.636	H	3.40	0.649	H	3.53	0.416	H		
Government officer (n=105)	3.81	0.432	H	3.62	0.582	H	3.50	0.556	H	3.64	0.371	H		
State enterprise employee (n=48)	3.89	0.329	H	3.55	0.409	H	3.52	0.570	H	3.69	0.284	H		
Daily basis employee (n=194)	3.59	0.426	H	3.76	0.671	H	3.70	0.633	H	3.63	0.383	H		
Unemployed (n=14)	3.61	0.308	H	3.50	0.784	H	3.23	0.433	H	3.48	0.317	M		
Hypothesis 4: Generation X with different occupation have different activities of graceful aging lifestyle.														
Monthly income													.159	.853
Lower than 20,000 baht (n=534)	3.66	0.439	H	3.72	0.630	H	3.65	0.675	H	3.65	0.385	H		
20,001-50,000 baht (n=576)	3.83	0.401	H	3.54	0.546	H	3.55	0.565	H	3.65	0.350	H		
More than 50,001 baht (n=35)	3.84	0.450	H	3.98	0.527	H	3.39	0.735	M	3.66	0.432	H		
Hypothesis 5: Generation X with different monthly incomes have different activities of graceful aging lifestyle.														

By age. It was found that the respondent in the age group between 42 and 45 years old had the highest average mean score)$\bar{x}$=3.79, SD=0.420). Likewise, this group also had the highest mean score on the first sub-dimension, the practices to promote health and prevent illness)$\bar{x}$=3.79, SD=0.420) while the group of 54-57 years old had the highest average mean score on the second sub-dimension, the active mental practice sub-dimension ($\bar{x}$=3.70, SD=0.713). In the third sub-dimension, the group of 46-49 years old respondents had the highest average mean score on social practice ($\bar{x}$=3.64, SD=0.617).

By marital status. It was found that the divorced respondents had the highest average mean score overall)$\bar{x}$=3.67, SD=0.390) and on the mental practices)$\bar{x}$=3.67, SD=0.674). The single respondents had the highest average mean score on the practices to promote health and prevent illness)$\bar{x}$=3.79, SD=0.457). The married respondents had the highest average mean score on social practice ($\bar{x}$=3.61, SD=0.647).

By occupation. It was found that an employee of the public company group had the highest average mean score overall ($\bar{x}$=3.66, SD=0.369). The government officer respondents had the highest average mean score on the practices to promote health and prevent illness)$\bar{x}$=3.81, SD=0.432). It should be noted that the respondents who are the daily basis employee had the highest average mean score on the mental practices)$\bar{x}$=3.76, SD=0.671) and social practices)$\bar{x}$=3.70, SD=0.633).

By monthly income. It was found that the respondents with a monthly income of 50,001 baht and above had the highest average mean score overall ($\bar{x}$=3.66, SD=0.369), on the practices to promote health and prevent illness)$\bar{x}$=3.84, SD=0.450), and on the mental practices)$\bar{x}$=3.98, SD=0.527). The respondents with income lower than 20,000 baht had an average mean score on the social practices)$\bar{x}$=3.65, SD=0.675),

The comparison of activity on a graceful aging lifestyle of the respondent with different demographic characteristics

An analysis of one-way ANOVA revealed that there was no statistical difference in the average mean score in the activity sub-dimension in a graceful aging lifestyle of the respondents who had different sexualities, ages, marital statuses, and occupations at a significant level of 0.05 (Details in Table 2).

Interest in having a graceful aging lifestyle of the respondents

By sexuality. It was found that female respondents had the overall highest average mean score on the interest in having a graceful aging lifestyle ($\bar{x}$=3.82, SD=0.549) and also in all sub-dimension as follows: (1) sub-dimension (I2) interest in preparing for economic stability in the older adults ($\bar{x}$=3.90, SD= 0.682(; (2) sub-dimension (I1) interest in the information, ready to learn new things, and prepared for change ($\bar{x}$=3.82, SD=0.636); and (3) sub-dimension (I3) interest in community and social engagement ($\bar{x}$=3.81, SD=0.664(, respectively. All average mean scores are at a high level.

By age. It was found that the age group of 46-49 years old had the overall highest average mean score ($\bar{x}$=3.77, SD=0.547) and in sub-dimension (I1), interest in the information, ready to learn new things, and prepared for change ($\bar{x}$=3.81, SD=0.631(and (2) sub-dimension (I3) interest in community and social engagement ($\bar{x}$=3.75, SD=0.636(. It should be noted that respondents aged between 54-57 years old had the highest average mean score on sub-dimension (I2) interest in preparing for economic stability in the older adults ($\bar{x}$=3.86, SD=0.636(. All average mean scores are at a high level.

By marital status. Data analysis revealed that the daily-basis paid workers had the overall highest average mean score ($\bar{x}$=3.77, SD=0.552) also in all sub-dimensions as follows: (1) sub-dimension (I2) interest in preparing for economic stability when aged ($\bar{x}$=3.84, SD=0.717(; (2) sub-dimension (I3) interest in community and social engagement ($\bar{x}$=3.78, SD=0.674(; and (3) sub-dimension (I1) interest in the information, ready to learn new things, and prepared for change ($\bar{x}$=3.86, SD=0.636(. All average mean scores are at a high level.

By occupation. It was found that the married respondents had the overall average mean score ($\bar{x}$=3.82, SD=0.595) and on sub-dimension (I3) interest in community and social engagement ($\bar{x}$=3.89, SD=0.693). The private business owner had the highest average mean score on two sub-dimensions: sub-dimension (I2) interest in preparing for economic stability when aged ($\bar{x}$=3.99, SD=0.727) and sub-dimension (I1) interest in the information, ready to learn new things, and prepared for change ($\bar{x}$=3.86, SD=0.775). All average mean scores are at a high level.

Table 3

Mean, Standard, and One-way ANOVA of the Respondents' Interest in the Graceful Aging Lifestyle by Demographic Distribution (n=1,145)

Demographic factors	I1			I2			I3			SUM (I)			Significance	
	$\bar{x}$	SD	Level	$\bar{x}$	SD	Level	$\bar{x}$	SD	Level	$\bar{x}$	SD	Level	F	Sig.
Gender													22.34	.000
Hypothesis 6: Generation X of different gender have different interests in a graceful aging lifestyle.														
Male (n=431)	3.71	0.669	H	3.77	0.662	H	3.71	0.648	H	3.71	0.562	H		
Female (n=444)	3.82	0.636	H	3.90	0.682	H	3.81	0.664	H	3.82	0.549	H		
LGBTQ (n=270)	3.58	0.642	H	3.60	0.659	H	3.52	0.668	H	3.53	0.564	H		
Age													2.901	.034
Hypothesis 7: Generation X of different ages have different interests in graceful aging lifestyles.														
42-45 years old (n=502)	3.56	0.658	H	3.73	0.662	H	3.69	0.641	H	3.66	0.555	H		
46-49 years old (n=391)	3.81	0.631	H	3.80	0.657	H	3.75	0.636	H	3.77	0.547	H		
50-53 years old (n=157)	3.73	0.658	H	3.84	0.713	H	3.72	0.742	H	3.73	0.614	H		
54-57 years old (n=95)	3.72	0.701	H	3.86	0.776	H	3.57	0.786	H	3.65	0.623	H		
Marital status													9.316	.000
Hypothesis 8 Generation X of different marital statuses have different interests in a graceful aging lifestyle.														
Single (n=330)	3.66	0.666	H	3.68	0.717	H	3.60	0.674	H	3.61	0.578	H		
Married (n=756)	3.76	0.666	H	3.84	0.717	H	3.78	0.674	H	3.77	0.552	H		
Divorced (n=49)	3.63	0.818	H	3.67	0.736	H	3.46	0.763	H	3.57	0.581	H		
Widowed (n=10)	3.33	0.578	H	3.23	0.589	M	3.35	1.068	M	3.26	0.671	M		
Occupation													4.966	.001
Hypothesis 9: Generation X of different occupations have different interests in a graceful aging lifestyle.														
Public company employee (n=757)	3.70	0.637	H	3.77	0.661	H	3.71	0.649	H	3.71	0.546	H		
Private business owner (n=26)	3.86	0.775	H	3.99	0.727	H	3.67	0.758	H	3.81	0.655	H		
Government officer (n=105)	3.79	0.698	H	3.72	0.718	H	3.46	0.682	H	3.59	0.616	H		
State enterprise employee (n=48)	3.55	0.484	H	3.64	0.716	H	3.55	0.484	H	3.53	0.469	H		
Daily employee (n=194)	3.78	0.684	H	3.84	0.684	H	3.89	0.693	H	3.82	0.595	H		
Unemployed (n=14)	3.52	0.787	H	3.83	0.941	H	3.36	0.819	H	3.42	0.760	M		
Monthly income													22.176	.000
Hypothesis 10: Generation X of different gender have different interests in a graceful aging lifestyle														
Lower than 20,000 baht (n=534)	3.79	0.689	H	3.84	0.706	H	3.85	0.699	H	3.81	0.600	H		
20,001-50,000 baht (n=576)	3.63	0.601	H	3.68	0.626	H	3.59	0.588	H	3.60	0.507	H		
More than 50,001 baht (n=35)	4.08	0.752	H	4.50	0.556	H	3.50	0.941	H	3.89	0.671	H		

By monthly income. It was found that those who had a monthly income of 50,001 baht or more had the overall highest average mean score $\bar{x}=3.89$, SD=0.671) and also on two sub-dimensions: (1) sub-dimension (I2) interest in preparing for economic stability when aged ($\bar{x}=4.50$, SD=0.556) and (2) sub-dimension (I1) interest in the information, ready to learn new things, and prepared for change ($\bar{x}=4.08$, SD=0.752). All average mean scores are at a high level.

The comparison of interests in a graceful aging lifestyle of the respondent with different demographic characteristics

An analysis of one-way ANOVA revealed a statistical difference in the average mean score of the interest sub-dimension in a graceful aging lifestyle of the respondents who had different sexualities, ages, marital statuses, occupations, and monthly incomes at a significant level of 0.05. The result of Shuffle's method calculation to identify the pair differences between the group are as follows:

By sexuality. There are three different findings: (1) heterosexual males $\bar{x}=3.71$) had less average mean score than females $\bar{x}=3.82$), (2) males had a higher average mean score than members of the LGBTQ $\bar{x}=3.53$), and (3) heterosexual females had a higher average mean score than members of the LGBTQ.

By age. One finding found in the ages between 42-45 years old $\bar{x}=3.66$) had a lower average mean score than the group aged between 46-49 years old $\bar{x}=3.77$).

By marital status. There are two different findings: (1) single respondents $\bar{x}=3.61$) had a lower average mean score than the married respondents $\bar{x}=3.77$), and (2) the married group had a higher average mean score than the divorcee group $\bar{x}=3.26$).

By occupation. There are two different findings: (1) the state enterprise workers ($\bar{x}=3.53$) had an average mean score that the daily-basis employee $\bar{x}=3.82$); and (2) the daily-basis employee $\bar{x}=3.82$) had a higher average mean score than the government officer $\bar{x}=3.59$).

By monthly income. There are two different findings: (1) respondents with an income less than 20,000 baht per month $\bar{x}=3.81$) had an average mean score higher than the group with having monthly income of 20,000 baht $\bar{x}=3.60$), and (2) the respondents with a monthly income of 20,000 baht had less average mean scores than those with a

monthly income of 50,000 baht and more (Details in Table 3).

Opinion towards graceful aging lifestyle

By sexuality. It was found that female respondents had an overall highest average mean score on the opinion towards a graceful aging lifestyle ($\bar{x}=3.92$, SD=0.591(and also in all three sub-dimension as follows: (1) Opinions on the acceptance of becoming an older adult (O2) ($\bar{x}=3.95$, SD= 0.683(; (2) Opinions about financial stability in the economy when aged (O3) ($\bar{x}=3.81$, SD=0.664(; and (3) Opinions about preparing for older age (O1) ($\bar{x}=3.91$, SD=0.647). All average mean scores are at a high level.

By age. It was found that the respondents aged between 50-53 years old had the overall highest average mean score ($\bar{x}=3.86$, SD=0.656) and in two sub-dimensions: (1) Opinions about preparing for older age (O1) ($\bar{x}=3.89$, SD=0.703(and (2) sub-dimension (O3) Opinions about financial stability in the economy when aged ($\bar{x}=3.87$, SD=0.738(. It should be noted that respondents aged between 54-57 years old had the highest average mean score on sub-dimension (O2) Opinions on the acceptance of becoming an older adult ($\bar{x}=3.88$, SD=0.691(. All average mean scores are at a high level.

By marital status. Data analysis revealed that female respondents had an overall highest average mean score on opinion towards a graceful aging lifestyle ($\bar{x}=3.85$, SD=0.550(and also in all sub-dimension as follows: (1) sub-dimension (O2) Opinions on the acceptance of becoming an older adult ($\bar{x}=3.89$, SD= 0.745(; (2) sub-dimension (O3) Opinions about financial stability in the economy when aged ($\bar{x}=3.87$, SD=0.725(; and (3) sub-dimension (O1) Opinions about preparing for older age ($\bar{x}=3.84$, SD=0.690). All average mean scores are at a high level.

By occupation. It was found that the private business owner respondents had the overall average mean score ($\bar{x}=4.07.$, SD=0.587) on all three sub-dimension as follows: (1) sub-dimension (03) opinions about financial stability in the economy when aged ($\bar{x}=4.16$, SD=0.667); 2) sub-dimension (O2) opinions on the acceptance of becoming an older adult ($\bar{x}=4.07$, SD=0.669); and (3) sub-dimension (O1) opinions about preparing for older age ($\bar{x}=4.00$, SD=0.635). All average mean scores are at a high level.

Table 4
Mean, Standard Deviation, One-Way ANOVA Analysis of Respondents' Opinions toward Graceful Aging Lifestyle by Demographic Distribution. (N=1,145)

Demographic factors	O1			O2			O3			SUM (O)			Significance	
	$\bar{x}$	SD	Level	$\bar{x}$	SD	Level	$\bar{x}$	SD	Level	$\bar{x}$	SD	Level	F	Sig.
Gender	Hypothesis 11: Generation X of different gender have different opinions towards a graceful aging lifestyle.												28.742	.000
Male (n=431)	3.80	0.649	H	3.82	0.639	H	3.81	0.655	H	3.79	0.565	H		
Female (n=444)	3.91	0.647	H	3.95	0.683	H	3.92	0.675	H	3.92	0.591	H		
LGBTQ (n=270)	3.61	0.644	H	3.58	0.666	H	3.63	0.676	H	3.59	0.531	H		
Age	Hypothesis 12: Generation X of different ages have different opinions towards a graceful aging lifestyle.												1.080	.356
42-45 years old (n=502)	3.78	0.648	H	3.80	0.660	H	3.76	0.675	H	3.77	0.553	H		
46-49 years old (n=391)	3.79	0.632	H	3.80	0.670	H	3.86	0.620	H	3.81	0.566	H		
50-53 years old (n=157)	3.89	0.703	H	3.86	0.738	H	3.87	0.738	H	3.86	0.656	H		
54-57 years old (n=95)	3.81	0.722	H	3.88	0.691	H	3.73	0.782	H	3.78	0.650	H		
Marital status	Hypothesis 13: Generation X of different marital statuses have different opinions towards a graceful aging lifestyle.												8.229	.000
Single (n=330)	3.73	0.690	H	3.68	0.745	H	3.72	0.725	H	3.70	0.607	H		
Married (n=756)	3.84	0.690	H	3.89	0.745	H	3.87	0.725	H	3.85	0.550	H		
Divorced (n=49)	3.73	0.862	H	3.61	0.854	H	3.56	0.831	H	3.61	0.739	H		
Widowed (n=10)	3.56	0.679	H	3.35	0.543	H	3.45	0.563	H	3.46	0.471	M		
Occupation	Hypothesis 14: Generation X of different occupations have different opinions towards a graceful aging lifestyle.												3.335	.100
Public company employee (n=757)	3.78	0.642	H	3.78	0.648	H	3.77	0.646	H	3.77	0.549	H		
Private business owner (n=26)	4.00	0.635	H	4.07	0.669	H	4.16	0.667	H	4.07	0.587	H		
Government officer (n=105)	3.84	0.699	H	3.84	0.765	H	3.93	0.732	H	3.87	0.641	H		
State enterprise employee (n=48)	3.63	0.576	H	3.79	0.687	H	3.65	0.644	H	3.67	0.511	H		
Daily employee (n=194)	3.87	0.691	H	3.89	0.723	H	3.85	0.742	H	3.85	0.656	H		
Unemployed (n=14)	3.73	0.775	H	3.84	0.718	H	4.04	0.692	H	3.86	0.672	H		
Monthly income	Hypothesis 15: Generation X of different monthly incomes have different opinions towards a graceful aging lifestyle.												50.452	.000
Lower than 20,000 baht (n=534)	3.88	0.697	H	3.85	0.681	H	3.85	0.694	H	3.86	0.599	H		
20,001-50,000 baht (n=576)	3.68	0.581	H	3.70	0.641	H	3.72	0.626	H	3.68	0.519	H		
More than 50,001 baht (n=35)	4.52	0.547	VH	4.55	0.587	VH	4.67	0.535	VH	4.58	0.512	VH		

By monthly income. It was found that those who had a monthly income of 50,001 baht or more had the overall highest average mean score $\bar{x}$=4.58, SD=0.512) and also on all three sub-dimension as follows: (1) sub-dimension (03) opinions about financial stability in the economy when aged ($\bar{x}$=4.67, SD=0.535); (2) sub-dimension (O2) opinions on the acceptance of becoming an older adult ($\bar{x}$=4.55, SD=0.587); and (3) sub-dimension (O1) opinions about preparing for older age ($\bar{x}$=4.52, SD=0.547). All average mean scores are at the highest level.

Opinions towards graceful aging lifestyle of the Respondents

An analysis of one-way ANOVA at a significant level of 0.05 revealed that there was no statistical difference in the average mean score in the activity sub-dimension in a graceful aging lifestyle of the respondents who had different ages and occupations.

There was a statistical difference at a significant level of 0.05 in the average mean score in the activity sub-dimension in a graceful aging lifestyle of the respondents who had different sexualities, marital statuses, and monthly incomes. The result of Shuffle's method calculation to identify the pair differences between the group are as follows:

By sexuality. There are three different findings: (1) male respondents had less average mean score than female respondents' $\bar{x}$=3.79 and $\bar{x}$=3.92); (2) Heterosexual male respondents had a higher average mean score than LGBTQ respondents $\bar{x}$=3.79 and $\bar{x}$=3.59); and (3) Heterosexual female respondents had a higher average mean score than that the LGBTQ respondents ($\bar{x}$=3.92 and $\bar{x}$=3.59).

By marital status. There are two different findings: (1) single respondents had a lower average mean score than the married respondents $\bar{x}$=3.70 and $\bar{x}$=3.85), and (2) the married respondents had a higher average mean score than the divorcee respondents $\bar{x}$=3.85 and $\bar{x}$=3.46).

By monthly income. There are three different findings: (1) respondents with a monthly income less than 20,000 baht had an average mean score higher than the respondents with a monthly income between 20,001-50,000 baht $\bar{x}$=3.86 and $\bar{x}$=3.68); (2) the respondents with a monthly income of fewer than 20,000 baht had an average mean score lesser than the respondents with a monthly income of 50,000 baht or more $\bar{x}$=3.86 and $\bar{x}$=4.58); and (3) the respondents with monthly income between 20,001-50,00 baht had less average mean score than the respondents with a

monthly income of 50,000 baht and more $\bar{x}$=3.68 and $\bar{x}$=4.58) (Details are in Table 4).

Discussion

The graceful aging lifestyle of the Generation X respondents revealed the following pattern according to their average mean score of three dimensions: (1) They have higher "interest" than "activity performed" and "opinion" towards a graceful aging lifestyle. They are interested in preparing for economic stability when aged; have an interest in community and society engagement and interest in information; are ready to learn new things; and are prepared for change. Their activities focus on mental health and preventing illness, and social practices. In terms of opinions, Generation X accepted becoming an older adult, preparing for older age, and having financial stability in the economy when aged.

It can be said that overall, despite the demographic differences, Generation X had actively practiced activities conducive to a graceful aging lifestyle. The heterosexual female respondents, aged between 42-45 years old, single, public enterprise employees, and had a monthly income of 50,001 and more, led the pack who actively performed graceful aging lifestyles activities.

In terms of interest, the heterosexual female respondents, aged between 46-49 years old, married, a daily basis employee, and had a monthly income of 50,001 and more, had an interest in a graceful aging lifestyle. It should be noted that their interest in having a graceful aging lifestyle varies among persons with different sexualities, ages, marital statuses, occupations, and incomes.

Regarding the opinion towards graceful aging, it was found that heterosexual female respondents, aged between 50-53, who are private business owners with a monthly income of 50,001 or more had opinions toward a graceful aging lifestyle. Their interest in having a graceful aging lifestyle varies among persons with different sexualities, marital statuses, and monthly incomes.

In particular, it was found that the heterosexual female respondents' lifestyle is conducive to graceful aging. They had the highest average mean score in all dimensions. In particular, LGBTQ respondents had the highest average mean score on the practices to promote health and prevent mental illness practices. In contrast, heterosexual male respondents had the highest average mean scores on performing social practices.

When people get older, interest and opinion toward a graceful aging lifestyle also change positively. The younger Generation X, aged 42-45 years old, were active in their graceful aging lifestyle; those between 46-49 years old had an interest in graceful aging lifestyle and in the information, were ready to learn new things, prepared for change, and preparing for economic stability when aged; and the group between 50-53 years old were preparing for older age living and financial stability when aged. The married respondents had suitable social practices, activities, interests, and opinions conducive to a graceful aging lifestyle. In contrast, the single respondents had actively performed a graceful aging lifestyle, particularly in practices that promote health and prevent illness.

According to WHO, 60 percent of related factors to individual health and QoL are correlated to lifestyle, as millions of people follow an unhealthy lifestyle. Problems like metabolic diseases, joint and skeletal problems, cardiovascular diseases, hypertension, being overweight, violence, and so on, can be caused by an unhealthy lifestyle resulting in an individual's illness, disability, and even death (Ziglio, Currie, & Rasmussen 2004; Farhud 2015). Likewise, Chucheep (2021) found that the older adults had the most significant concern about mental health self-care and continually promoted appropriate mental health self-care behaviors to enable problem-solving competency problems that can maximize their happiness.

It can be said that overall, despite the demographic differences, Generation X had actively practiced activities conducive to a graceful aging lifestyle. The female respondents, aged between 42-45 years old, single, who were public enterprise employees, and with a monthly income of 50,001 or more, led the pack who actively performed graceful aging lifestyles activities. These findings indicate that Generation X puts importance on life and mental factors. Vorasiha (2018) found that the fundamental principles of the life experience of older adults after retirement include the dream of happiness after retirement, reality after retirement, and pre-retirement and retirement preparation.

The Generation X respondents were aware of the financial difficulty that most occur when the person reaches retirement age. It was found that they had interested in preparing for economic security and had financial planning. This financial issue is typical as it concerns academics and government institutions. Jatuwiwatworakul (2018) revealed that financial, physical health, mental health, and social plans for retirement have resulted in a better QoL for older

adults. For older adults who are still working, financial and physical health planning are essential for a happy retirement. Pre-retirement planning may not affect psychological well-being, but early retirement preparation could help people set a life goal. However, Suwanna (2021) found that more than 80% of informal workers in Bangkok and metropolitan areas never plan financially for retirement, do not bookkeep household accounts, and have savings only when there is money left when deducting expenses. Positive factors for financial retirement preparation were economic and financial literacy factors. Phurahong & Povatong (2020) found that people aged 40-59 years were preparing for financial planning but still not prepared for housing in retirement lives. Approximately 34 percent of the sampling still have financial issues that affect financial planning and estimate the expense for retirement are lower than actual. Wannakul & Chanjarus (2016) found that people aged between 22-60 acquire investment and saving information by themselves, and the purpose of their financial planning was to reduce future risks. Their limitation affecting their decision-making was the lack of knowledge. Although pre-retirement planning may not affect psychological well-being, early retirement preparation could help people set a life goal (Jatuwiwatworakul 2018). Supposing all preparation steps are suitably executed, coupled with living an everyday life after income declines and maintaining good physical and robust mental health, the quality of lifestyle in old age will likely be higher (Tipapong 2021).

It should be noted that their interest in having a graceful aging lifestyle varies among persons with different sexualities, ages, marital statuses, occupations, and incomes. Regarding the opinion towards graceful aging, it was found that heterosexual female respondents, aged between 50-53 years old who own private businesses and had a monthly income of 50,001 baht, or more had opinions toward a graceful aging lifestyle. It should be noted that their interest in having a graceful aging lifestyle vary among person with different sexualities, marital statuses, and monthly incomes. This finding was consistent with Wannakul & Chanjarus (2016), who found that demographic factors such as sex, marital status, age, education, career, and income, have a significant impact on financial planning behavior. Likewise, differentiated individual characteristics include knowledge, belief, expected return, and risk acceptance.

The study recommends the following:

1. Preparing for the aging of Generation X people is a thing that must be designed. The information obtained from this research can be used for social marketing communication campaign for Generation X to gain knowledge, understanding, and preparation for entering the aging society in the next few years. This measure means people in the age range of Generation X to make them suitable for the golden life, including a balanced allocation of income and expenses and payment after retirement, financial literacy, and encouraging urgent financial planning will help lessen future financial crises.

2. Different theoretical concepts should be studied to obtain information in other dimensions using qualitative data collection techniques such as in-depth interviews that are useful for academic purposes. Getting rich data can be helpful to do lifestyle modification, maximizing a graceful aging lifestyle when they reach an older stage.

3. Lifestyle segmentation is recommended to create customer personas and targeted advertising campaigns that more closely reflect customers' needs and desires. This strategy is integral to personalized marketing, which is becoming increasingly popular with companies in all sectors. Some of the factors that marketers include in segmentation include age, activities, income, beliefs, marital status, employment status, and opinions.

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