



Official publication of the
Center for Research, Innovation, and
Development of St. Paul University
Manila (St. Paul University System)



Peer reviewed and published in collabora-
tion with the ASEAN Media and Commu-
nication Studies and Research Center
(AMSAR), School of Communication Arts
of the Thai Chamber of Commerce (UTCC)

THE PAULINIAN COMPASS

The Asia-Pacific Journal on Compassion Studies

Volume 7 Number 1 August 2022

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(University of the Thai Chamber of Commerce)

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Effect of marketing communication mix factors on the decision of Thai people to use older adult care services

Yossanan Kaeokomonman¹, Jantima Kheokao¹, Tassanee Krirkgulthorn², Pairote Wilainuch¹, and Sopark Panichpapiboon¹

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Abstract This research studied the factors of a marketing mix that affect the selection of the older adult service facility. A questionnaire was used as a data collection tool with a sample of 1,133 people in Thailand by multistage sampling using descriptive statistics to analyze the percentage, personal characteristics, and media exposure, classified by the experience of visiting an older adult care facility and using descriptive statistics. The researcher analyzed the demographic data by frequency distribution, percentage, mean and standard deviation. The research results revealed that the marketing mix that had the most significant effect on choosing a nursing home for the older adult was the personnel's ability, with an average mean of 4.28, which is a high level, followed by a service process that focused on attentive care, with an average mean of 4.14, which is a high level of opinion. The least is service user needs, with an average mean of 3.68, which is a high level. As for media exposure channels, it was found that the most received information channel is Facebook, which was used by 638 samples, accounting for 21.5 percent, followed by the website, used by 478 samples, which is 16.1 percent. The least is referrals from other people, with 290 people, representing 9.8 percent. For the searching for information, information on facilities within the service facility was searched the most, with 397 samples, which is 19.56 percent. Followed by information about caring for the older adult, knowledge was searched with 393 samples or 19.36 percent. The least was the hearsay about experiences of people who have been received in an older adult care facility, searched by 170 samples, representing 8.37%.

Key Words: 7Cs Marketing Communication Mix, Media Exposure, Older adult Care Services

This research article is the part of the dissertation entitled "Online Marketing Communication Of The Elderly Care Business In Thailand," conducted in partial fulfillment of the Doctor of Communication Arts in Marketing Communication degree at the School of Communication Arts, University of the Thai Chamber of Commerce, Thailand.

Introduction

Nowadays, there is an increasing proportion of older adults vis-a-vis younger populations; countries around the world have focused on this issue by forming an international policy, the Madrid International Plan of Action on Aging. This is a commitment that the United Nations countries must join as the goal of the older adult operation and jointly determine the strategic direction of development to reach the goal by creating and developing a system to provide services to support the needs of older adult care. It is mainly focusing on creating and developing mechanisms of the policies at the urban and local levels of action, such as setting a care system and creating an environment suitable for an aging society. The population growth in Thailand is leaning towards the older adult population (60 years and older). Out of the

total population of 66,186,727 people, there are 11,627,130 older adults, or 17.66% of the total population within Thailand (Department of Elderly Affairs, 2021). These phenomena will result in Thailand entering a society with an older adult population structure, also known as "a completely aging society."

Therefore, the older adult care facility has continued to grow. A report from the Economic Intelligence Center of Siam Commercial Bank states, "The elderly service business will be the top business that benefits from entering the aging society. The first phase is expected to be an opportunity for businesses that provide short-term care for the elderly, such as daycare and recuperation. Most of the elderly who can help themselves may not yet need care services but may want to live in a home with all the amenities to promote independent living as much as possible.

However, the demand for a long-term residence will have more opportunities to expand, driven by the older adults, Thais and foreigners. Therefore, Thai entrepreneurs should consider the changing behavior of Thai society and study the business model suitable for the Thai market" (EIC Center, 2015). This point corresponds with the statement of Kasikorn Bank, and the AEC+ Business Advisory Center, that the business potential of professional older adult care services increased in the demand for nurses and nursing assistants supporting older adult care, between 2007 and 2014, by 16% (AEC+ Center, 2018).

Considering the quality and safety of products and services that come with easy-to-use, uncomplicated, and responsive to the behaviors of the older adult with a reasonable price is a factor that entrepreneurs must focus on in adjusting strategies to penetrate the older adult market (Kasikorn Research Center, 2018). A study of the needs and intentions of service businesses is complex and essential to drive business. Moreover, a service business that requires the experience of the target audience as a product in the form of service must have more marketing communication as a driving force. Therefore, the older adult service business is a type that must use the experience of the target audience as a product in the form of service. The type of service business is related to the user's physical and mental state; thus, the consumer concerns or the family structure factors must be understood. Those who play a part in decision-making are not the service users who understand the roles and responsibilities of family members, norms, expectations for service quality related to the quality of life in service, and media exposure of the target audience. As a result, marketing communication strategies can be planned according to their needs, and the correct understanding of services is crucial in selecting the older adult service facility.

Consequently, studying factors affecting the decision to use older adult care facilities is a part of marketing communication to meet the target audience's needs and expectations. This research studied the marketing communication mix factors that affect the decision to use older adult care services and the relationship between the factors of the marketing communication mix and the decision to use older adult care services.

This study was guided by an understanding of the 7Cs marketing mix factors when determining the effect of such factors on the decision to use older adult care facilities. The 7Cs are (1) consumer need, (2) cost, (3) convenience, (4) communication, (5) competency of the person, (6) comprehensive facility,

and (7) caring-oriented process. This study measured the level of importance of the factors by using a Likert Scale with 5 levels (very high, high, moderate, low, and very low).

An older adult service business is a service facility for the older adult that operates the business of caring for the older adults in a type of accommodation type. Patients need closely supervised services by their caregivers, nurses, and physicians to support their life and recovery.

Quality service can communicate to customers. The quality of service can determine the type or service characteristics of the older adult service business, such as the length of service or the method of service with that service quality using the experience of the users as a measure of service quality. This finding is consistent with Masterson and Pickton (2014), who said that for the characteristics of the service, the quality of the service is more diverse than the quality of the product because there are employees who are "human" to serve. Therefore, service must benefit customers (Service confers benefits), which, if applied to the older adult service business, the marketing mix can be divided into two aspects: the business owners or service place. The service place chooses to produce products or services to support and meet users' needs. Product, Promotion, Place, Price, People, and Physical evidence are critical elements in developing service quality to meet customer expectations and needs. The 7Cs are factors affecting the selection of older adult care facilities.

Responding to consumer needs is responding to the needs of service users, guided by user characteristics, the reason for service, and fixing the parts that the service user has a problem with or needs to be used. Cost is the pricing of the service that will affect the user's decision about the service. Whether the price is high or low, it will affect the customer's willingness to pay for the use of the service in the service facility. The cost will affect the duration of the service as well. For example, if the service is used for a long time, the high cost incurred and the ability to pay for the service will result in a denial of service of the service facility. Convenience is the convenience of receiving services, such as the closeness to the community and residential area. It includes the design of the building that is suitable for receiving services that directly meet the basic needs of the service users.

Communication is communication to groups of users or participants using the service. By defining communication, the service users must be given information related to the service, such as the purpose

of communication, how to motivate them to be interested in communication, communication style, and communication channels.

Competency of a person is the knowledge and competence of personnel in the service facility towards the provision of care services, the ability of personnel to be representatives of service in their interactions with service users or family of service users to create care for customers to provide quality services and meet the standards that the service place has set. The personnel must be aware of the needs of service users (Service Mind).

A comprehensive facility is a facility within the service facility that has to serve the users' needs such as physical services, rehabilitation services, or services related to the user's family, such as rooms, etc.

The caring-oriented process is the process of providing services to the benefit of the users, creating hope for the service user to motivate them to receive the service, understanding the emotions of service users, building a good relationship with the user, and systematically troubleshooting during service to deliver quality service.

Methodology

The research population in this group is the person who will provide information on the factors of marketing communication affecting the selection of older adult care facilities, which are Thai people aged 18 years and over. Sampling from the entire population used probability sampling by multistage sampling, with the following sequential methods: (1) only members of the Thai population aged 18 years and over; (2) randomly selected areas in the online questionnaire distributed to urban and rural areas; (3) randomly selected groups of service users who are related to the service facility, divided into those who have used a service facility. Persons who are expected to use a service facility and people who have never used a service facility had a sample size of 1,136.

The questionnaire was developed from the 7Cs marketing mix theory with 40 items. The consistency of factors affecting the selection of older adult service businesses was analyzed, which led the five experts to check the Index of Item Objective Congruence (IOC) to indicate that the questionnaire is consistent. With IOCs greater than or equal to 0.50, the online

questionnaire was created and tested on an actual sample group of 40. The results were tested for the reliability of the questionnaire with the statistical package program. It has Cronbach's Alpha Coefficient of 0.801.

Data from questionnaires from audience groups were collected between June and July of 2022. The researcher sent the questionnaire link via Facebook and various network channels to 1,156 samples. Consequently, the retrieved questionnaires were examined with the initial validation of the data in the analysis guided by the normality result in the remaining 1,153 samples.

Analysis of personal data and media exposure used descriptive statistics. The researcher analyzed the data by frequency distribution, percentage, mean, and analysis of factors affecting the selection of older adult service businesses using the analysis of mean and standard deviation.

The Ethics Committee of the University of the Thai Chamber of Commerce approved this research Project coded S06002/2565 under the certificate number UTCC/Exemp005/2565 dated February 3, 2022.

Results

Demographic profile of the respondents

Sex. The results of the data analysis revealed that the population was mostly female, with 625 people, accounting for 54.2%, followed by males, 428 people, representing 37.1%. The least was unspecified for 62 people, representing 5.4%. It was found that all groups had the highest number of females, followed by males, and the least was unspecified, respectively, according to Table 1.

Age. The populations aged 25-40 years were the most numerous, with 840 people, accounting for 72.9%, followed by the age range of 41-56 years, numbering 219, representing 19.0%. The lowest was 57 years and over, for 40 people, representing 3.5%. When classified by the experience of using older adult care facilities, it was found that within the four groups, the most was 25-40 years age range, followed by 41-56 years of age, and the least was 57 years old and over, respectively, as shown in Table 1.

Civil Status. The married was most numerous, with 648 people accounting for 56.2%, followed by the unmarried, 381 people accounting for 33.0%. The

least was those widowed (spouse deceased) for 26 people, representing 2.3%. When classified by the experience of using the older adult service center, it was found that among the three groups, the married outnumbered the others, followed by the unmarried,

and the widows (spouse deceased). Those who had never used an older adult care facility were mostly unmarried, and followed by married. The least of which was widowed (spouse deceased), respectively, according to Table 1.

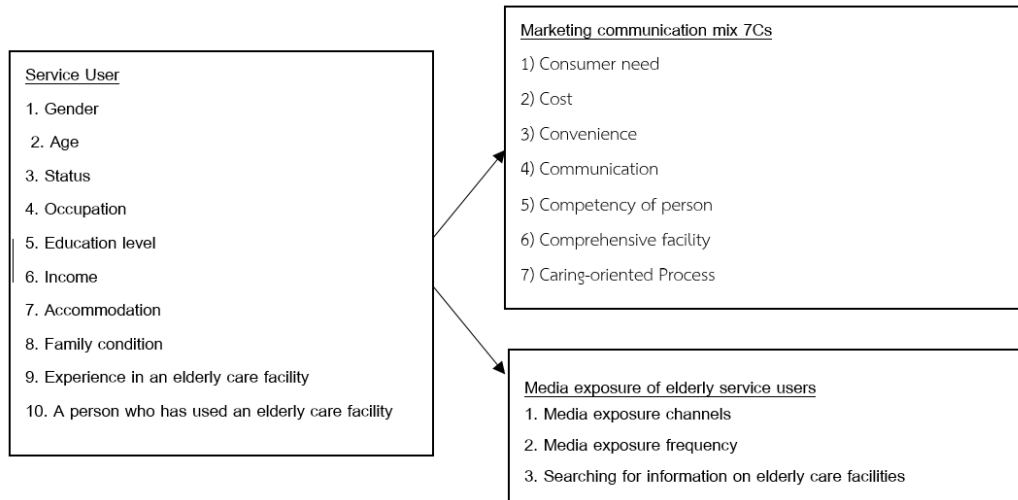


Figure 1. Conceptual Framework

Table 1. The number and percentage of personal characteristics in terms of sex, age, and civil status, classified by the experience of using the older adult service business (n=1,153)

Variable	Have a family member who is sick and is going to use an elderly care facility (n=238)		Have a family member who is currently using an elderly care facility (n=233)		I had a family member who used an elderly care facility (n=195)		Consider using an elderly care facility in the future (n=217)		You and your family members never used an elderly care facility (n=270)		Total	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
Gender												
Male	84	35.3	91	40.8	70	35.9	72	33.2	111	41.1	428	37.1
Female	132	55.5	135	60.5	103	52.8	125	57.6	130	48.1	625	54.2
LGBTQ+	5	2.1	2	0.9	9	4.6	10	4.6	12	4.4	38	3.3
Unspecified	17	7.1	5	2.2	13	6.7	10	4.6	17	6.3	62	5.4
Age												
18-24 years old	10	4.2	6	2.7	7	3.6	9	4.1	22	8.1	54	4.7
25- 40 years old	174	73.1	157	70.4	151	77.4	159	73.3	199	73.7	840	72.9
41-56 years old	46	19.3	62	27.8	34	17.4	38	17.5	39	14.4	219	19.0
57 years and older	8	3.4	8	3.6	3	1.5	11	5.1	10	3.7	40	3.5
Status												
Single	67	28.2	61	27.4	66	33.8	62	28.6	125	46.3	381	33.0
Married	145	60.9	153	68.6	106	54.4	129	59.4	115	42.6	648	56.2
Divorced	21	8.8	17	7.6	18	9.2	21	9.7	21	7.8	98	8.5
Widowed (Spouse deceased)	5	2.1	2	0.9	5	2.6	5	2.3	9	3.3	26	2.3

Residence. Demographic analysis revealed that most of the population who lived in urban communities were the most numerous, with 903 people, representing 78.3%, followed by those living in rural communities with 250 people, accounting for 21.7%. It was found that all groups had most of their numbers living in the community, and the rural communities came in second, respectively, as shown in Table 2.

Family Condition. For the family conditions, the results of the data analysis revealed that the family population who lived with their spouses was the most numerous, with 298 people, representing 25.8%, followed by those living with their parents for 274 people, accounting for 23.8%, and the least being one person living in an older adult care facility, representing 0.1%. It was found that in all three groups, those living with spouses outnumbered those living with parents, and living in an older adult care facility. For the group that never used an older adult

service facility, those living with parents outnumbered those living with a spouse, and those living in an older adult care facility, respectively, as shown in Table 2.

Marketing mix factors that affect the selection of older adult care facilities

Results revealed that the marketing mix that had the most significant influence on the selection of an older adult care facility was the ability of personnel, with an average of 4.28, which was a high opinion level — followed by a service process focused on attentive care, with an average of 4.14, which was a high opinion level. The least is service user needs, with an average of 3.68, which is a high opinion level. When classified by group, it was found that in all experience groups, the factor of personnel's ability to provide service was highest, followed by the service process factor focused on attentive care, and marketing communication factors of older adult service centers, respectively, are shown in Table 3.

Table 2 *The number and percentage of individual family conditions and residences classified by experiences in using the older adult service business*

Variable	Have a family member who is sick and is going to use an elderly care facility (n=238)		Have a family member who is currently using an elderly care facility (n=233)		I had a family member who used an elderly care facility (n=195)		Consider using an elderly care facility in the future (n=217)		You and your family members never used an elderly care facility (n=270)		Total	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
Residential area												
Urban	194	81.5	186	79.8	154	79	175	80.6	194	71.9	903	78.3
Rural	44	18.5	47	20.2	41	21	42	19.4	76	28.1	250	21.7
Family condition												
Living alone	33	13.9	31	13.3	21	10.8	17	7.8	42	15.6	144	12.5
Living with spouse	61	25.6	70	30	52	26.7	63	29	52	19.3	298	25.8
Living with children	25	10.5	30	12.9	19	9.7	14	6.5	22	8.1	110	9.5
Living with spouse and children	41	17.2	35	15	30	15.4	50	23	50	18.5	206	17.9
Living with relatives	17	7.1	12	5.2	14	7.2	22	10.1	24	8.9	89	7.7
Living with others	0	0	2	0.9	3	1.5	10	4.6	16	5.9	31	2.7
Living in an elderly care facility	1	0.4	0	0	0	0	0	0	0	0	1	0.1
Living with parents	61	25.6	53	22.7	56	28.7	41	18.9	63	23.3	274	23.8

Table 3. Market mix mean and standard deviation Data classified by experience group using older adult care facilities (n=1,153)

Marketing Mix	Have a family member who is sick and is going to use an elderly care facility (n=238)			Have a family member who is currently using an elderly care facility (n=233)			I had a family member who used an elderly care facility (n=195)			Consider using an elderly care facility in the future (n=217)			You and your family members never used an elderly care facility (n=270)			Total		
	\bar{x}	SD	Result	\bar{x}	SD	Result	\bar{x}	SD	Result	\bar{x}	SD	Result	\bar{x}	SD	Result	\bar{x}	SD	Result
	C1 Competency of person	4.37	0.538	High	4.24	0.595	High	4.16	0.600	High	4.30	0.548	High	4.29	0.530	High	4.28	0.564
C2 Caring oriented Process	4.17	0.504	High	4.10	0.526	High	4.11	0.508	High	4.11	0.540	High	4.20	0.531	High	4.14	0.523	High
C3 Convenience	4.10	0.450	High	4.05	0.403	High	4.06	0.546	High	4.06	0.559	High	4.09	0.551	High	4.07	0.464	High
C4 Comprehensive facility	4.12	0.542	High	4.11	0.554	High	4.07	0.474	High	4.04	0.460	High	4.09	0.473	High	4.09	0.550	High
C5 Consumer need	3.97	0.424	High	3.97	0.468	High	3.98	0.496	High	3.97	0.525	High	4.04	0.511	High	4.01	0.461	High
C6 Cost	4.07	0.454	High	4.00	0.493	High	4.03	0.496	High	3.98	0.525	High	4.08	0.397	High	4.03	0.497	High
C7 Communication	3.71	0.341	High	3.63	0.324	High	3.67	0.328	High	3.63	0.381	High	3.75	0.397	High	3.68	0.360	High

Table 4. The number and percentage of data receiving channels classified by the experience of using older adult care facilities

Media Channels	Have a family member who is sick and is going to use an elderly care facility (n=238)		Have a family member who is currently using an elderly care facility (n=233)		I had a family member who used an elderly care facility (n=195)		Consider using an elderly care facility in the future (n=217)		You and your family members never used an elderly care facility (n=270)		Total	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
	Print media, leaflets	70	11.5	67	11.3	54	10.6	81	13.5	86	13.2	358
Billboard media	88	14.5	79	13.3	63	12.4	101	16.9	104	16.0	435	14.7
Television-Radio	92	15.2	84	14.1	62	12.2	85	14.2	71	10.9	394	13.3
Facebook	144	23.7	138	23.2	115	22.6	118	19.7	123	18.9	638	21.5
YouTube	79	13.0	90	15.1	77	15.2	64	10.7	58	8.9	368	12.4
Website	89	14.7	90	15.1	90	17.7	92	15.4	117	17.9	478	16.1
Hearsay from others	45	7.4	47	7.9	47	9.3	58	9.7	93	14.3	290	9.8
Total	607	100	595	100	508	100	599	100	652	100	2961	100

Media exposure of the sample

The data revealed that the most received information channel was Facebook, with 638 people, representing 21.5%. It was followed by website media, with 478 people, representing 16.1%, and hearsay from others, with 290 people, representing 9.8%. When classified according to the older adult care facility experience group, it was found that all groups used Facebook the most. Three groups received information via the Website, except the group that had an idea of using an older adult care facility in the future that received information through billboards. The least had differences between groups, with three groups receiving the hearsay information, except the group where family members never used an older adult care facility to get information; instead, it was through television and radio, respectively, as shown in Table 4.

Devices used

It was found that the most used devices were phones, totaling 1,102 people, accounting for 56.1%. It was followed by those using tablets, with 528 people accounting for 26.9%. When classified by older adult care facility experience, it was found that all groups used television devices the most, followed by tablets, respectively, as shown in Table 5.

The search analysis for information about older adult care facilities revealed that the information on the facilities within the service facility was searched the most by 397 people, representing 19.5%. This was followed by details on caring for the older adult, with 393 people or 19.3%. The least sought was telling about experiences that were received from older adult care facilities by 170, representing 8.37 percent. When

classified by the older adult care facility experience, there are two groups, which are the group that has a family member who is sick and is going to use an older adult care facility and the group that has family members who currently use the same, searched for information about facilities within the service facility the most, followed by information about the care of the older adult and hearsay about experiences in the older adult care facility. The group with a family member who used an older adult care facility searched for the price the most, followed by the facilities in the older adult care facility, and hearsay about the

experiences in the older adult care facility. As for the group whose family members had never used an older adult care facility, the most searched was the price, followed by information about the atmosphere in the service place, and the hearsay about experiences in the older adult care facility. Moreover, the group that considers using the older adult service in the future searched for information about caring for the older adult knowledge the most, followed by information about the facilities within the older adult care facility, and hearsay about experiences in the older adult care facility, as shown in Table 6.

Table 5. The number and percentage of devices used are classified by the experience of using older adult care facilities

Devices	Have a family member who is sick and is going to use an elderly care facility (n=238)		Have a family member who is currently using an elderly care facility (n=233)		I had a family member who used an elderly care facility (n=195)		Consider using an elderly care facility in the future (n=217)		You and your family members never used an elderly care facility (n=270)		Total	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
	Phones	226	55.5	213	54.5	182	54.5	217	55.5	264	59.6	1102
Tablets	108	26.5	113	28.9	92	27.5	106	27.1	109	24.6	528	26.9
Computers	73	17.9	65	16.6	60	18.0	68	17.4	70	15.8	336	17.1
Total	407	100	391	100	334	100	391	100	443	100	1966	100.0

Table 6. The number and percentage of data searches classified by the experience of using older adult care facilities

Data Searches	Have a family member who is sick and is going to use an elderly care facility (n=238)		Have a family member who is currently using an elderly care facility (n=233)		I had a family member who used an elderly care facility (n=195)		Consider using an elderly care facility in the future (n=217)		You and your family members never used an elderly care facility (n=270)		Total	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
	Information about the atmosphere within the service facility	78	16	69	16.9	66	16.8	76	16.8	56	19.2	345
Information about the price	90	18.5	75	18.3	79	20.2	78	17.2	61	21	383	18.87
Information on facilities within the elderly care facility	104	21.4	83	20.3	74	18.9	82	18.1	54	18.6	397	19.56
Information about caring for the elderly knowledge	91	18.7	83	20.3	69	17.6	95	21	55	18.9	393	19.36
Hearsay of experiences in the elderly care facility	41	8.4	37	9	40	10.2	42	9.3	11	3.8	170	8.37
Reading about others' experiences in an elderly care facility	82	16.9	62	15.2	64	16.3	80	17.7	54	18.6	342	16.85
Total	486	100	409	100	392	100	453	100	291	100	2030	100.00

Discussion

Marketing Mix

The study about marketing mix factors that affect older adult care facility selection has the following issues:

First issue. The ability of personnel factor had the most significant effect on choosing an older adult care facility. The ability of personnel to provide services, knowledge, and competence in the service facility when providing care services, the ability of personnel to be representatives of service in their interactions with service users and/or their families when providing quality care for the users and meeting the service standards. The personnel must be aware of the needs of service users (Service Mind) when providing services. These findings correspond with the information from Parasuraman, Zeithaml, and Berry (1985). Service personnel must have expertise in all departments, including safety, health care, and psychological services to the user. The credibility of the company or personnel must be able to build trust in the service by offering the best service to customers, not just focusing on compensation. This includes the older adult care facility owner with medical competence or experience in the medical field, taking into account the personnel who work or provide services in the service facility. The following factor is the service process that focuses on attentive care. The research results also found that the user expects the personnel in the service facility. Communication is the key to enhancing the access to the service of the user's family or the user in terms of time, location, and distance of the service to create satisfaction, both in perception and actual receiving of services. An example of this is communicating the schedule of service visits to avoid longer waiting times or preparing the area for service, and coordinating contact processes for services.

Second issue. All five groups of service users believe that the personnel's ability is an essential factor in choosing an older adult care facility. The second factor is the service process characterized by attentive care, except for the groups with family members currently using older adult care facilities. These family members have the opinion that the comprehensiveness factor of the service facility is secondary in effect, meaning, the customer expects to receive services that meet or exceed their service needs. Parasuraman (1998) said that the term "expectation" used in the quality-of-service literature differs from that used in the consumer satisfaction literature, especially in the document about

satisfaction. Expectations are the imaginations made by consumers about what is likely to occur during an upcoming exchange transaction. Regarding service quality, expectations are seen as the desires or needs of consumers. This is the feeling that the provider should offer more than they deliver. The facilities within the older adult care facility must provide services that meet users' needs, such as physician services, rehabilitation services, or services related to the user's family. Expectations are part of a service facility. The data aligns with Infasaeng (2020) who studied several factors that affected the direction of quality improvement of older adult care business management according to standard criteria binding executives and people involved in older adult care business establishments, particularly members of the Association for the Promotion of Elderly Service Businesses of Thailand. It was found that acceptance of factors, services, and behavior of customers in the target country in the development of older adult care establishments at par with the standard are shaped by (1) participation in recreational activities, (2) safety, (3) environment, (4) establishment management, (5) communication with relatives and the older adults and (6) personnel.

Third issue. The media exposure for the marketing communication of older adult service businesses in Thailand mainly plans to use online media as part of telling stories about the standard of care and information about the service facility to meet the expectations of users, which are presented through online channels. This finding is consistent with Somsuk (2020), who said that the relationship between the social media usage behavior on Facebook and the purchasing decision process does not depend on the time spent on Facebook but rather on the frequency of using Facebook. For the decision of the older adult or the intention to enter the older adult service business, repetitive or high-frequency perception of information results in much awareness. This marketing communication must contain content that is useful to the user group or the user's family. Phawida Dumrong-Atipha (2006) supports this. All of these play an essential role in creating consumers' expectations of the service they receive from the facility by presenting informative content, not just providing information alone. The service place offers helpful information to the service users resulting in their education such as health education and service knowledge, creating an image of a service place that looks good, follows a standard, and has quality reflected in awards and public relations activities.

Fourth issue. Groups with experience in older adult care facilities must make clearly defined

marketing communications to audience groups to communicate through tools suitable for the target communication group at that time. This suits well with Teerakwanrot (2020), who said, "Choosing the right target group will make the business successful. Because they can offer a satisfactory service, that group of customers will recognize and respond to the use of the service." The transmission of information must meet the consumer's need for information. The results indicated that the reason for searching for information about the older adult care facility is the price and information about facilities within the older adult care facility. By understanding the basic needs, the essential part that will affect the decision is the appropriateness of the price or the users' satisfaction with reasonable prices. Regarding information about the facilities, communicating to see material things through photos or videos to understand during the service is a characteristic of the tangible environment a service facility has to provide, such as buildings, tools, equipment, and facilities. This resonates with Teerakwanrote (2020), who mentioned that tangibles are the same as physical evidence, in which this communication must be able to create an understanding of the use of the services of a comprehensive service facility offering helpful information.

Fifth issue. Communication with the target audience is another concern. There were five groups of service users in the study: (1) a group that has a family member who is sick and is going to use an older adult care facility; (2) a group of family members who are currently using an older adult care facility; (3) a group that had a family member who used an older adult care facility; (4) a group that considers using the older adult care facility in the future; and (5) the group with family members who never used an older adult care facility. When discussing and regrouping for marketing media, it can be divided into three groups: 1) those that expect to use the service, 2) those that are using the service, and 3) those that have never used it.

Sixth issue. Communication with the three groups is also something to think about. Different communication methods can be divided according to the research data. Group 1 is expected to use the service and must provide information about the

facilities within the older adult care facility and about caring for the older adult by using communication channels via the Facebook, website, and advertising billboards. Group 2 uses the older adult care facility and must provide information about the price and facilities within the older adult care facility by using the channel Facebook, YouTube, and the website. The third group is the group that has never used an older adult service facility and must provide information about the price and caring for the older adult through Facebook and the website.

Suggestions for future research include the following

1. The research results are data for businesses related to older adult care facilities, both in the public and private sectors. The results showed that the service users want to know information about the service of the older adult care facility and information about authorized service centers to build confidence in choosing the services of the older adult care facility by creating a television program that is related to the older adult care facility to create awareness among the general public on the benefits and safety of older adult care facilities.

2. The research results show that the condition of marketing communication for the older adult care facility is still not varied. Communication through modern media has many channels using the content of communication relative to the surrounding context (Contextual Marketing) that creates awareness in real-time or up-to-date by communicating through personnel in the service place to build confidence in the perception of the target audience in using the service. For example, the presentation of the care process through an accurate picture or video can be presented through modern media. However, the service user's privacy must be considered in marketing communication.

3. The study of the 7Cs marketing mix factors through the perspective of service users describes the factors that result in the selection of an older adult care facility. From another perspective, a study of other factors, such as marketing communication, must be processed in another study.

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