Explored aging education in Taiwan from a marketing perspective

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Abstract

Aging and low birth rate is the trend of population structure around the globe. There are more than 2.41 million of people who are over 65 in Taiwan, comprising 10.48% of the population. Taiwan will enter the “Super aged society” in 2025, in which elderly population comprises more than 20.1% of the whole population. This means, there will be 1 in every 5 people, who is over 65. While referring to aging education, people generally think a good caring policy and welfare measure allow aging citizens to grow old happily. People overlooked the fact that aging pension and long term caring measures are only basic needs of aging. To make aging citizens more useful to this society, education and opportunities are required. Among all the measures, offering confidence and acceptance to aging citizens are the most vital parts.

This research compared and contrasted the establishment and promotion of aging education policy in and out of the country by literature review, data collection and analysis. Researchers also held focus group interviews to interview practitioners in administrations and experts. This research also adopts SWOT for the explore of aging education and resource organizing. Then we classified questions with 6P aspect of marketing to provide a multiphaceted, workable, innovating perspective for the planning and promotion of aging education policies. Moreover, we expect this objective, multiphaceted, and prospective idea will not only enhance the organization of resources, but also be an important reference for future aging education policies.

Keywords: Super Aged Society, Successful Aging, SWOT

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