The motivation of the elderly to use the Bangkok Metropolitan Medical Service Application in Bangkok Metropolitan Region

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Abstract

The research subject, “The motivation of the elderly to use the Bangkok Metropolitan Medical Service Application in Bangkok Metropolitan Region”, the objective was to investigate the motivations for using medical applications of elderly, compare the motivations for using medical applications of elderly classified them according to individual factors and investigate the marketing mix factors which affect the motivations for using medical applications of elderly people located in Bangkok and surrounding provinces. The researcher selected 400 sample of elderly people who use the application to provide medical services in Bangkok and surrounding. This research used questionnaires and analysis by descriptive statistics, t–test to, one way ANOVA and multiple regression equations

The results of the study found that most of the samples were Male, 60-65 years old, Bachelor's degree or equivalent, Retired, Civil servant/state enterprise have marital status have low average monthly income 30,000-140,000 baht. Behavior of the elderly regarding the use of medical applications, it was found that the respondents had a level of opinion on the marketing mix factor ($\overline{X}$ = 3.26) when considering each aspect. Sorted from dog to dog as follows: Person ($\overline{X}$ = 3.32) followed by marketing promotion and the last place is price ($\overline{X}$ = 3.16) respectively. Comments on Elderly Motivation to Use Medical Services Applications, it was found that the respondents had the elderly's motivation level in using the medical service application ($\overline{X}$ = 3.32) when considering each item. The top 3 rankings are as follows: Medical

service providers providing necessary information continuously ($\overline{X}$ = 3.43), followed by family Always giving advice on how to use the Medical Service Application ($\overline{X}$ = 3.40) and finally, you are satisfied with the results of using the Medical Service Application ($\overline{X}$ = 3.07) accordingly. Compare the motivation of the elderly to use the medical service application. Classified by demographic factors of the elderly found that age, occupation, marital status and average monthly income were different. There are different incentives for using the medical service application**.** Service channels, marketing promotion, process and physically, it was found that these four aspects influenced the motivation of the elderly to use the medical service application in Bangkok and the Bangkok metropolitan area. Statistically significant.

Keywords: The Motivation, elderly, the Bangkok Metropolitan Medical, Application, Bangkok

1. Introduction

From the current circumstances, Thailand bears a growing tendency to undergo a demographic structure transition into the elderly. Due to advances in medical technology and public health, the average life expectancy has been increased while the population mortality is decreased. Furthermore, a social change, namely having fewer children, has caused a shift in the birth rate which is thus lowered. All these conditions produce a sharp increase in the proportion of the elderly. In 2010, the ratio of older persons to the total population was found to be at 11.9 percent. In 2014, Thailand had a population of 64.9 million, with the population aged 60 years and over at 9.9 million people or 15.25 percent. The proportion of the elderly increases in leaps and bounds and is projected to rise to about 25 percent in 2030, which can be considered as a completely aging society (Somsak Chunharas, 2012: 2). Therefore, Thailand must prepare to become an aging society with quality coupled with the development of other areas of the country. These preparations include establishing special systems and channels for older persons to receive health care, etc. Moreover, various sectors, both public and private, have announced policies to develop and provide services for the purpose of accommodating this change. The Elderly Person Act, B.E. 2546 (2003) was consequently established, focusing on strategies to care for the well-being and quality of life of older persons. The 2nd National Plan on the Elderly (2002-2021) has a strategy to organize a clinic for the elderly in 2005, providing medical and public health services with convenience and promptness to the elderly especially as well (Chaiwat Onthaisong et al., 2020 : 55-56).

Nevertheless, since the COVID-19 pandemic spreads to Thailand, it has not only caused the population’s illnesses and deaths, but also widely affects their livelihoods, both

economically and socially. The virus can be transmitted through droplets of secretions such as snot, saliva; droplets from coughing, sneezing, or close communication within 1-1.5 meters; and exposure to secretions that are on different objects and then coming into contact with various mucous membranes: eyes, nose, mouth, etc. In addition, the disease can be transmitted from asymptomatic carriers. If infection occurs in those who are in poor health, including elders, they will be more likely to die than the general population because of their unhealthy physical condition, as immunity decreases with age. This is notably true in older persons with underlying diseases: diabetes, high blood pressure, chronic lung disease, chronic kidney disease, cardiovascular disease, cancer, etc. (The National Academic Centre of Geriatric Medicine, Faculty of Medicine Siriraj Hospital, 2020: 2).

The government of General Prayut Chan-o-cha and the Centre for COVID-19 Situation Administration (CCSA) has asked the public for cooperation, especially of at-risk groups including the elderly, to stay indoors to reduce the spread of the disease. However, many elderly people require care from relatives or caregivers who still need to go outside for work or to buy food and supplies for their homes, so it is possible for them to transmit the virus from outside to the elderly. Restricting them to only stay indoors for several months consecutively may additionally leads to deterioration of the state of their bodies and brains and causes dependence in the long term, as well as the resulting stress will affect the whole family, both temporarily and permanently. For these reasons, instructions for elder care in the situation of the COVID-19 pandemic are necessary in order to prevent the occurrence of such adverse effects (Facsimile of the Ministry of Interior no.มท0230-ว4295-ลว. 27 ก.ค. 64-แจ้ง-ทุกจังหวัด-เรื่อง-สรุปข้อสั่งการ-รมว.มท.-24 ก.ค.64).

Due to the restriction of medical service usage at hospitals in accordance with the measures to reduce the risk of COVID-19 transmission, telemedicine services have received more attention. The World Health Organization (WHO) defines the term “telemedicine” as the provision of public health services to people in remote areas by medical professionals through using information and communication technology to exchange information useful for diagnosis, treatment, disease prevention, as well as the ongoing research of medical personnel (Sujittra Anno, 2021: 2-3)

The COVID-19 pandemic is the catalyst that makes telemedicine has an important role in medical services. Nowadays, telemedicine is increasingly deployed universally to provide medical services and has the tendency to grow continuously, especially in North America,

Western Europe, and Asia-Pacific. The overall market value of telemedicine around the world is rising rapidly.

Telemedicine service in Thailand is a medical service that has the opportunity to grow in the future accordingly with the global trend, which corresponds to the changing conditions of society and increased acceptance of technology usage in everyday life. At the same time, the advancement of digital technology and the development of 5G telecommunication infrastructure cause the internet of things (IOTs), artificial intelligence (AI) and big data to come into play and grow in importance, enhancing healthcare and medical services to be more advanced, efficient, and modern. The spread of COVID-19 accelerates telemedicine services in Thailand to occur faster. It has become the new normal of medical services in the future and will help increase efficiency, increase quickness, reduce service costs, save time, and allow people to access medical services more universally (Krungthai COMPAS, 2020: 2-3). Nonetheless, telemedicine does not replace the traditional approach of physical consultation, but will instead complement the potential of medical service provision and will be further adopted to provide other health promotion services.

Additionally, countless applications are being created at present as “telemedicine” service provision to respond to various functions for usage on smartphones, since smartphones are considered to be a gadget a majority of the population use in their daily lives. Many applications are designed for specialized usage, including medical-related apps. These applications are developed for the convenience of their users, whether they are able-bodied or have health problems. Their purpose is to minimize the difficulties from insufficient time for hospital visits or health-related information search. In other words, the applications make it easier for users to take care of their own health (Retrieved from https://my-best.in.th/50070)

According to the research of the author, it can be perceived that for current applications that provide care for older persons’ physical wellness, some are developed by the government: hospitals, the Ministry of Public Health, etc. These applications are free without charge, besides delivery costs for drugs and medical supplies. For example, the Department of Medical Services has made the application "Elderly 5G" (in Thai: สูงอายุ 5G) for older persons. It is an application for assessing the risk of geriatric syndrome development and the management guidelines. It is developed as a tool for medical and public health personnel to help better the information analysis of the elderly’ health condition and to prepare an elder care plan for them. The application "Diamate", meanwhile, is created for the elderly with diabetes. Elder care applications are developed by the private sector as well, albeit with service fees. For

instance, the application "See Doctor Now" provides consulting services at an annual fee of 2,990 baht per year for unlimited sessions or at 490 baht/10 baht per sessions. "Raksa", another private application, comes with a service fee based on the session time of the consultation: 15 minutes, 30 minutes, 45 minutes, and 60 minutes, and it also conducts medicine home-delivery that is guaranteed to be within 2 hours, etc.

For these reasons, the researcher is interested in investigating motivations of the elderly for using medical application service, through studying medical application users. The information obtained can be effectively used as a guideline for the development of medical applications in accordance with the behavior and needs of the elderly, who are future service users.

2. Objectives

1. To investigate the motivations for using medical applications of elderly people located in Bangkok and surrounding provinces.

2. To compare the motivations for using medical applications of elderly people located in Bangkok and surrounding provinces and classified them according to individual factors such as gender, age, education level, occupation, and income.

3. To investigate the marketing mix factors in the aspects of brand value, price, marketing promotion, and safety and reliability, which affect the motivations for using medical applications of elderly people located in Bangkok and surrounding provinces.

3. Research hypotheses

1. Elderly people with different individual factors have different motivations for using medical applications.

2. Elderly people with different service usage behaviors have different motivations for using medical applications.

3. Individual factors of elderly people are related to medication application usage behaviors.

4. Expected Benefits

1. Know the factors affecting the motivations for using medical applications of elderly people located in Bangkok and surrounding provinces.

2. Use the research findings to expand businesses that are developing healthcare applications for the elderly, allowing them to compete effectively in the online world.

3. Able to apply the research findings to other areas for online application developers in order to respond to the health service needs of the elderly as efficiently as possible.

5. Methods

Population and sample

Population: The population used in the study was 1,020,000 elderly people using medical service applications in Bangkok and its vicinity, aged 60 years and over, total of 1,020,000 people. (National Statistical Office, 2020).

Samples: The researcher selected a sample group. 1,020,000 elderly people who use the application to provide medical services in Bangkok and surrounding provinces aged 60 years and over. Therefore, the sample size was determined by using the formula of Taro Yamane (Taro Yamane.1973), a formula was developed for calculating the sample size. There is a confidence level of 95%, the error is acceptable at 0.05. From the calculation of 399.58, the researcher determined the sample size of 400 people.

Sampling method: Sampling in this study was conducted using probability sampling, a sample selection where every unit of the population was eligible to be chosen as an equal representation. Example by this method, there is statistical guarantee to believe that the samples that were chosen, representative of that population mass using the convenience sampling method.

Research instruments

This research study that the researcher used the tools in order to collect data for quantitative research through questionnaires. Closed-ended questions format from which the researcher has reviewed the literature, concepts, theories and related research to create and develop questionnaires of the questionnaire in accordance with the form of this research and be able to answer the research objectives completely by dividing the content into 3 parts as follows: Part 1 The questionnaire for personal characteristics factors, Part 2 The questionnaire on behavior of the elderly about the use of medical applications and Part 3 The questionnaire on marketing mix consisting of product value, price, marketing promotion and safety and reliability

Tool inspection

Content Validity determination by bringing the questionnaire created to the experts to verify the integrity and coverage of the content along with suggestions and have been used to improve the questionnaire to complete before using it for 3 people. The results of the

content validation of the questionnaire were consistent with the content and objectives of the research to ensure integrity using the IOC (Item Objective Congruence Index), using questions with a consistency index of 0.50 or higher. The questionnaire was used to experiment with a sample group that was not a research sample of 30 people and then used the data to determine the confidence. Reliability of questionnaires use Cronbach's alpha coefficient formula. Cronbach, 1990: 202-204).

Data analysis and Statistics

Descriptive statistical analysis, i.e., frequency, percentage, arithmetic means and standard deviation.

For inferential statistics analysis to test the hypothesis as follow

1. Test the differences between the mean of two populations or groups independently of each sample from the statistical t–test to test the gender hypothesis.

2. Test the difference in case of wanting to test the mean of 3 or more samples by using one way analysis of variance (One way ANOVA) from the F-Test statistic and testing the variance. The LSD (Least Square Difference) test method was used to test the hypothesis in terms of age, marital status, educational level. and average monthly income

3. Statistics for correlation analysis by finding multiple correlation coefficients and selecting variables by entering all variables to create regression equations. It consists of one or more predictor variables and more than one criterion variable. All variables should be included in the Interval or ratio scale to analyze the marketing mix that affects older adults' motivation to use the app. The application provides medical services in Bangkok and its vicinity.

6. Result

Part 1: Personal Characteristics Factors

Most of the samples State medical application Male, 60-65 years old, Bachelor's degree or equivalent, Retired, Civil servant/state enterprise have marital status have low average monthly income 30,0001-40,000 baht.

Part 2: Behavior of the elderly regarding the use of medical applications.

Comments on the marketing mix and the decision to use the medical application service. An analysis to study opinion levels on marketing mix factors and decision making of medical application service of 400 people, consisting of: Details are shown as follows.

Table 1: Mean Standard Deviation and the overall marketing mix factor level

No	Marketing Promotion Factors	$\overline{X}$	S.D.	level
1	Product value	3.28	0.704	Moderate
2	Price	3.16	0.752	Moderate
3	Service channels	3.28	0.723	Moderate
4	Marketing promotion	3.29	0.709	Moderate
5	Personal	3.32	0.736	Moderate
6	Process	3.27	0.706	Moderate
7	Physical	3.23	0.751	Moderate
	Average total	**3.26**	**0.726**	Moderate

From Table 1, it was found that the respondents had a level of opinion on the marketing mix factor. Overall, at the moderate level of opinion ($\overline{X}$ = 3.26) when considering each aspect. Sorted from dog to dog as follows: Person ($\overline{X}$ = 3.32) followed by marketing promotion. And the last place is price ($\overline{X}$ = 3.16) respectively.

In terms of products, it was found that the importance for selection was at a moderate level in all aspects by ranking the mean from lowest to lowest as follows: services from medical applications were diverse ($\overline{X}$ = 3.32), followed by consultations. Reliability came from medical professionals ($\overline{X}$ = 3.29), the arrangement of doctors or nurses for consultation was convenient ($\overline{X}$ = 3.28), and hospitals where medical application services were reliable ($\overline{X}$ = 3.23), respectively.

In terms of price, it was found that the importance for selection was at a moderate level in all aspects by sorting the average from lowest to lowest as follows: able to pay in installments as specified ($\overline{X}$ = 3.27), followed by service fees for application services. The medical application included the cost of mailing medicines ($\overline{X}$ = 3.18) and the medical application service fee was appropriate ($\overline{X}$ = 3.03), respectively.

In terms of service channels, it was found that the importance for selection was at a high level, 1 item, 2 items at medium level, arranged in order of average from least to lowest as follows: able to contact a specialist in disease specialists via Line ($\overline{X}$ = 3.41), followed by being able to Make an appointment with the doctor in advance ($\overline{X}$ = 3.39) and be able to contact the staff conveniently, quickly and in many forms such as Internet call centers, offices ($\overline{X}$ = 3.04), respectively.

In terms of marketing promotion, it was found that the importance for selection was at a moderate level in all aspects by sorting the average from lowest to lowest as follows: there was a health advisory service ($\overline{X}$ = 3.38), followed by public relations through various media. such as advertisements, television, newspapers, radio, websites and LINE applications ($\overline{X}$ = 3.29). Interesting marketing campaigns are used, such as giving a free gift when the service is decided ($\overline{X}$ = 3.26) and sending. News to service users regularly ($\overline{X}$ = 3.21), respectively.

As for the personnel, it was found that the importance for selection was at a moderate level in all aspects by sorting the average from lowest to lowest as follows: staff who took care of service users regularly ($\overline{X}$ = 3.41), followed by staff who were attentive to service. ($\overline{X}$ = 3.39 staff can solve problems quickly ($\overline{X}$ = 3.35) and staff can give advice when there is a problem ($\overline{X}$ = 3.14) respectively.

In the process aspect, it was found that the importance for selection was at a moderate level in all aspects by sorting the mean from lowest to lowest as follows. Rapid delivery of medicines as prescribed by the doctor ($\overline{X}$ = 3.32), with staff to advise on medical applications ($\overline{X}$ = 3.29), and on-going services after doctor's advice ($\overline{X}$ = 3.14), respectively.

Physically, it was found that the importance for selection was at a moderate level in all aspects, arranged in descending order of mean as follows: Medical applications have functions that are suitable for the elderly ($\overline{X}$ = 3.32). Followed by easy-to-use medical applications ($\overline{X}$ = 3.14), respectively.

Part 3: Comments on Elderly Motivation to Use Medical Services Applications.

Table 2: Mean, standard deviation and the level of motivation of the elderly to use.

No.	Motivation of the elderly to use medical service applications	$\overline{X}$	S.D.	Level
1	You are satisfied with the results of using the Medical Service Application.	3.07	.726	Moderate
2	You are supported by your family using the medical service application.	3.37	.692	Moderate
3	Using the Medical Service Application make you feel safe	3.31	.740	Moderate
4	You will have the opportunity to train your knowledge of the use of medical service applications. continuously	3.33	.659	Moderate

5	Do you think it is important to use the medical service application in health care?	3.34	.694	Moderate
6	Application providers provide medical services. Continuously provide necessary information	3.43	.743	Moderate
7	Your family Always provide advice on how to use the medical service application.	3.40	.711	Moderate
8	Do you think that the overall system of the medical service application can respond in a timely manner?	3.26	.676	Moderate
9	Do you think you can use the system of the medical service application? smoothly	3.32	.727	Moderate
10	Do you think that the system of the medical service application shows results quickly?	3.33	.671	Moderate
	Average total	**3.32**	**0.704**	**Moderate**

From Table 2, it was found that the respondents had the elderly's motivation level in using the medical service application. Overall, the overall opinion level was moderate ($\bar{X}$ = 3.32) when considering each item. The top 3 rankings are as follows: Medical service providers providing necessary information continuously ($\bar{X}$ = 3.43), followed by family Always giving advice on how to use the Medical Service Application ($\bar{X}$ = 3.40) and finally, you are satisfied with the results of using the Medical Service Application ($\bar{X}$ = 3.07) accordingly. Number

Part 4: Testing the hypothesis**.**

1. Compares the motivation of the elderly to use medical service applications. Classified by demographic factors of the elderly.

Compare the motivation of the elderly to use the medical service application. Classified by demographic factors of the elderly found that age, occupation, marital status and average monthly income were different. There are different incentives for using the medical service application

2. Marketing mix can predict the motivation of older adults in using medical service applications.

Create equations for forecasting by finding the correlation coefficient (Multiple Regression Analysis). The statistic used to test the hypothesis is the multiple regression analysis. By using the method to select variables by means of entering all variables (Enter Regression)

Table 3: Shows the results of an analysis of the elderly's motivation for using medical service applications in Bangkok and its vicinity by using Enter Regression Analysis.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(constant)	2.502	.292		8.574	.000
(A1) Product	.044	.038	.055	1.143	.254
(A2) price	.021	.043	.024	.477	.634
(A3) service channels	.144	.053	.153	2.696	.007*
(A4) Marketing Promotion	-.101	.045	-.151	-2.268	.024*
(A5) personal	-.099	.052	-.138	-1.908	.057
(A6) Process	.186	.039	.304	4.702	.000*
(A7) physical	.142	.037	.194	3.821	.000*

From Table 3, the forecast equation can be written as follows.

Y = 2.502 + 0.144(A3) – 0.101(A4) + 0.186 (A6) + 0.142A7

service channels (A3), marketing promotion (A4), process (A6) and Physically (A7), it was found that the sig value of <0.5 showed that these four aspects influenced the motivation of the elderly to use the medical service application in Bangkok and the Bangkok metropolitan area. Statistically significant.

7. Discussion

From the study on the motivation of the elderly to use the medical service application in Bangkok and its vicinity, the following topics should be discussed.

The level of the elderly's motivation to use the medical service application was found that overall at a moderate level of opinion. Inconsistent with research by Thikamonporn Posan (2017), a study on motivation affecting consumers' purchases through online applications. In Bangkok and surrounding provinces, it was found that the incentives affecting the purchase of goods through online applications of consumers in Bangkok and the surrounding provinces had the highest level of opinion.

Elderly people with different age, occupation, marital status and average monthly income Incentives to use the application to provide medical services According to research

by Thitaporn Sakaeo (2018), a study on the motivation for using financial transaction services through financial technology (Fintech) with A-Mobile application. Of the service users of the Bank for Agriculture and Agricultural Cooperatives, Rattaphum Branch, Songkhla Province, it was found that the status and occupation were different. Incentives for using financial services through financial technology (Fintech) systems with A-Mobile applications are different, but conflict with Kamolporn Posan (2017). Consumer purchases through online applications in Bangkok and its vicinities, it was found that the overall picture was no different.

Marketing mix factors can predict the elderly's motivation to use the medical service application. It was found that the marketing mix affects the elderly's motivation to use the service application medical in Bangkok and its vicinities in Bangkok and its vicinities significantly Consistent with the research of Kamolphon Posan (2017). A study was conducted on the motivations that affect consumers' purchases through online applications in Bangkok and surrounding provinces, it was found that the marketing mix factors were brand value, price. Marketing promotion and safety and reliability that affects the incentives that affect the purchase of goods through the online application of consumers in Bangkok and its vicinity.

8. Recommendations

From the study, it was found that it is important to make decisions for the elderly to use the application to provide medical services in Bangkok and its vicinity in Bangkok and its vicinity to be more effective. There are important issues that should be suggested as follows.

Recommendation for applying the research results

1. The descriptive research results revealed that the majority of the population of government medical applications were male, aged 60-65 years, bachelor's degree or equivalent, retired, civil servant/state enterprise occupation. have marital status Have a low average monthly income of 30,0001-40,000 baht, which is suitable for those who are interested in making decisions about using medical applications.

2. In terms of products, the results of the research revealed that the first thing you think about is that the services from medical applications are diverse. The second is reliable advice from a medical professional. and the last place is Hospitals where medical application services are reliable Therefore, the researcher proposes that hospitals, especially hospitals, should be legally registered. has a reputation for being accepted This may cause the elderly to think that the quality of service is correct and quality.

3. In terms of price, the research results found that the first thing he thought was the ability to pay in installments as specified, and the second was the service fee for using the medical application service, including the cost of sending medicines by mail. and the last one is the service fee for using the medical application is reasonable. Therefore, the researcher proposes that the price of the service fee should be detailed in detail about what services the elderly receive. And the price that was lost must be worthwhile in order for the elderly to see that it is worthwhile to use the service.

4. In terms of service channels, the results of the research revealed that the first thing he thought was that he could contact a specialist doctor via Line. The second is the ability to make an appointment with the doctor in advance and the last one is to communicate with the staff quickly and easily and in many forms such as Internet call centers, offices. Therefore, the researcher proposes that service providers should have a call center to provide initial information to users. and staff are available 24 hours a day.

5. In terms of marketing promotion, the research results found that the first thing he thought was that there was an additional service to give health advice. Second, public relations through various media such as advertisements, television, newspapers, radio, websites, including LINE applications, and lastly, news is delivered to users on a regular basis. Therefore, the researcher proposes that there should be marketing promotion activities for the elderly who use the service regularly. And there should be continuous information and news.

6. As for personnel, the results of the research revealed that the first thing you thought was the staff who took care of the service users regularly. The second is that the staff are attentive to service and the last is that the staff can give advice and help when there is a problem. Therefore, the researcher proposes that there should be a person who has been trained in providing services to the elderly with expertise in providing information to the elderly. Because the elderly will have problems in matters of disease involved, so it is important to take care of them.

7. On the process aspect, the results of the research revealed that the first thing that he thought was that in the event of an emergency, there was an ambulance service to the user's accommodation, and the second was that there was a quick delivery of medicines as prescribed by the doctor. And the last one is There is continued service after the doctor advises. Therefore, the researcher proposes to provide services to the elderly on a continuous, consistent basis, with rapid drug delivery services. Because the elderly is often concerned about illnesses.

8. Physically, the results of the research found that the first thing he thought was a medical application with functionality suitable for the elderly, and the last one was an easy-to-use medical application. Therefore, the researcher proposes that service providers should create an application that is easy to use, convenient, and easy to understand because the elderly tend to have a rather sluggish mind. Not keeping up with the changes of the world.

Recommendation for future research

1. If the next study is to be conducted, both application behavior and application satisfaction should be studied. More details in the questionnaire in order to obtain more data for analysis.

2. Should study from the sample group in other provinces as well because there is a large population of elderly people to know more.

3. Further factors should be explored that will affect the satisfaction of using the application to apply the information obtained to be useful in the study including using the data to develop existing applications to be more suitable for the elderly.

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