

Study on the Demand and Influencing Factors of Elderly Care Service in Urban Community

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Abstract. Urban community pension is a new pension model proposed in view of China's social transformation and aging problem. Urban community old-age service refers to the old-age model in which the government, non-governmental organizations and other institutions provide various services for the elderly in the communities where they belong. Urban community endowment covers the advantages of the traditional family endowment and institution endowment, it costs low, the elderly can according to their own economic bear ability of freedom to choose to choose to service content, also can satisfy the elderly are not willing to leave their familiar homes with the requirements of the community, but also can not out of the house or out of town can enjoy all kinds of professional services. This paper will study the current situation of urban community pension service demand, urban community pension service demand and its influencing factors.

Keywords: Urban Community Pension; Demand Status; Demand for Elderly Care Services Influence Factor.

1. Current Situation of Demand for Elderly Care Services in Urban Communities

1.1 Population Aging

With the continuous development of medical technology, the average life expectancy of China's population is increasing, which will also increase the number of people in aging areas. According to the data of the seventh national census, in 2020, the population aged 60 and over in China was 264.02 million, accounting for 18.70% of the total population. The aging population is increasing, and their demand for elderly care services is also increasing. At the same time, community elderly care, which integrates institutional elderly care and family elderly care, has become the first choice for people's elderly care.

1.2 Changes in Family Structure

Due to the influence of family planning, 421 family model has become the basic family structure in China. This family model will lead to the emergence of empty nest families, and the pension mode of family pension will be impacted, so more people will consider choosing other pension modes. At present, China's elderly care institutions have some problems, such as imperfect services and few sites. At the same time, the elderly prefer to receive elderly care services in their familiar environment, so the demand for community elderly care services has greatly increased.

In addition, social progress has brought about changes in the thinking of a new generation. More and more people choose not to have children to form DINK families. Some people will choose homosexuality or remain single, resulting in the inability to produce future generations. This makes the new generation directly cut off the way of family pension, and their demand for urban community pension is stronger.

1.3 Changes in Consumption Structure of the Elderly

With the continuous improvement of the quality of life in China, the elderly have increased the demand for cultural and entertainment services and spiritual comfort services on the basis of the needs of life care and medical care. The diversification of the demand structure of the elderly also requires the diversification of community elderly care services.

2. Demand for Elderly Care Services in Urban Communities

2.1 Demand for Life Care Services

2.1.1 Sanitation

A clean and hygienic environment is needed by the elderly. They hope that someone can help them clean the indoor furniture, change the garbage bags regularly, change and wash the bed sheets, quilt covers, pillowcases and other bedding regularly, wash the laundry, and conduct a comprehensive disinfection treatment for a period of time.

2.1.2 Food Care

Food is the most important thing for people. Elderly people with mobility difficulties or unwilling to go out hope to be cooked at home by staff who can understand their eating habits and make clear what they can and cannot eat, and make daily meal arrangements. Cooking also requires the service staff to buy the ingredients in the early stage and wash the dishes in the later stage. For the elderly who are convenient to go out, they hope to have self-service eating in community restaurants or be directly recommended with appropriate dietary collocation, which can reduce the troubles of the elderly who do not know what to eat or have no appropriate dietary plan, and also make eating more convenient for the elderly.

2.1.3 Daily Care

For the elderly who are unable to move or take care of themselves, service personnel need to help them with their daily life. These elderly people need service personnel to assist them in personal cleaning, such as shampoo, bathing, hand washing, etc; Service personnel are also needed to help them regularly trim their hair and nails, help them dress, excrete, walk, etc.

2.1.4 Integrated Supermarket

Some elderly people don't like or can't go shopping far away. They hope to have an integrated large supermarket near their residence that can meet their various purchase needs. This large supermarket needs to include daily necessities, guaranteed medical and health care products and drugs.

2.2 Demand for Medical and Health Care Services

2.2.1 Regular Physical Examination

With the growth of age, the function of human organs will gradually decline, and various dominant or recessive diseases will gradually appear. Therefore, the elderly need to have regular health examination, comprehensively estimate their health status, listen to the opinions of doctors for self-care, or achieve early diagnosis and early treatment.

2.2.2 Accompany for Medical Treatment

Now, many children will work in other places. In the short term, due to various factors, they can't take care of the elderly. Even if they ask for leave to go home, they can't take care of them for a long time; At the same time, the modern hospital medical treatment process and medical environment are very complex. The elderly learn new and complex things very slowly, and getting to the hospital alone is difficult for many older people. Therefore, it is very necessary to establish a whole process accompany service department for the elderly in the community and recruit appropriate personnel for medical care.

2.2.3 Health Lectures

People's living standard has been greatly improved, in the case of food and clothing, the elderly pay more attention to their own health, began to seek health lectures to increase health knowledge. Because there are very few health lectures officially held by the community, the elderly begin to participate in various informal lectures of "free trial" and "expert consultation", resulting in many

elderly people who lack knowledge of healthy consumption being cheated. So it is very important for the community to hold health lectures frequently.

2.2.4 Medication Guidance

The elderly suffering from diseases have psychological anxiety; And blind use of drugs due to difficulty and high cost of professional consultation. There are also the elderly to listen to part of the unscrupulous commercial advertising to go to the pharmacy to buy certain drugs; There are also some elderly people who take drugs indiscriminately regardless of how many drugs they take, although they choose the right drugs. Therefore, the elderly are in great need of community equipped with professional knowledge of medical service personnel to guide their medication.

2.2.5 Family Hospital Bed

For elderly patients with long rehabilitation cycle who need continuous observation and continuous treatment, they can choose to take the family as the health service place, which not only saves the cost compared with institutional treatment, but also can get the professional service of institutional elderly care in a familiar environment, which is in line with the practical needs of most elderly people to "provide for the elderly without leaving home".

2.3 Demand for Cultural and Entertainment Services

The demand for cultural and entertainment services mainly refers to the demand of the elderly for universities for the elderly, elderly activity centers, and even travel outside. It is hoped that the community elderly care services can provide content including these services.

2.3.1 University for the Elderly and Elderly Activity Center

The traditional way of maintaining the mental state of the elderly with family affection is becoming increasingly weak, and the emerging social activities with universities and activity centers for the elderly as the mainstream have become a communication platform for the spiritual power of the elderly. On the basis that the basic needs of the elderly such as clothing, food, housing and transportation have been met, the desire to pursue social and self-realization is more urgent. Universities for the elderly and activity centers for the elderly are places where they can provide relevant knowledge, build communication platforms and obtain self-realization. Many elderly people do not want to be eliminated by the times. They need teachers to teach them how to use smart phones, how to use picture processing, video production and social software, so that they can keep up with the times. Some old people hope to meet their interests and hobbies that they didn't have time to study when they were young, or to cultivate their self-cultivation through some courses, such as calligraphy and painting, guzheng, etc. Some old people like to chat and play cards with others to make themselves happier.

2.3.2 Provide Travel Services

Among the large-scale elderly groups, the vast majority are healthy and energetic elderly. They have time, energy, a certain economic foundation and the desire to improve their quality of life, which makes elderly tourism also become the demand of the elderly for entertainment services. According to a survey by the national Aging Committee, the number of elderly tourists in China has accounted for more than 20% of the total number of tourists in China. More and more elderly people travel alone or together, and there is also more and more demand for elderly travel agencies that can provide tourism channels in the community.

2.4 Demand for Spiritual Comfort Services

Some elderly people live alone and lack family care, and some widowed elderly people with physical defects also lack communication activities. The spiritual world is extremely empty, which will promote the elderly to form lonely, uneasy, depressed, irritable and other negative emotions to a certain extent, which will have a certain impact on their health and life safety. Therefore, they need

to accompany and chat services, Promote spiritual comfort. This requires the community to select appropriate service personnel or volunteers to communicate with the elderly regularly, select topics of interest to the elderly as the starting point, guide them to talk, and listen to their thoughts, needs and wishes; For the elderly with certain physiological defects, they should communicate with the elderly by means of gestures, drawing and writing.

2.5 Demand for Rights and Interests Protection Services

In some modern families, children advocate money first, and the Chinese tradition of respecting and loving the elderly has gradually faded. Some children regard the elderly as a burden of life and are unwilling to support them. Some even take the old-age pension accumulated by the elderly for themselves. In addition, some elderly people will encounter legal facts such as cheating consumption and making wills, and their legitimate rights and interests can not be protected in some places. After the legitimate rights and interests of the elderly have been infringed, most elderly people will not choose to sue in the court, but choose to swallow their anger. Some do not know how to protect their legitimate rights and interests with the law, and some have no source of livelihood and can not afford to pay legal fees. This requires the establishment of a legal aid reception room in the community, and a specially assigned person is responsible for the legal aid consultation and acceptance of the elderly.

2.6 Participation in Social Service Needs

At present, China's aging is characterized by low-age aging. More than 80% of the elderly can take care of themselves. Some elderly people want to exercise and slow down the rate of physical shrinkage by participating in social service activities. At the same time, with the increase of age, the retired elderly have no work pressure, and few brain activities will lead to brain degradation. Going out of the house to participate in social service activities can maintain mental health to a certain extent. Some elderly people with poor living conditions or no source of living need to pursue a better life or obtain a source of living through social service activities. In addition, the elderly have withdrawn from the role of social producer, and their psychology gradually produces a sense of loss and emptiness. They gradually have the need of belonging and love, hoping to belong to a group and get the care and care of their members. There are also some elderly people with high ideological consciousness who hope to realize their self-worth and repay the society by serving the society. Many of the above reasons make the elderly have a greater demand for social services. As the first place for the elderly to be close to home and convenient to collect recruitment information, the provision of social service posts has been widely concerned and supported by the elderly.

3. Influencing Factors of Urban Community Elderly Care Service Demand

3.1 Economic Situation

The elderly aged 60 and above who still have the ability to work and enjoy retirement benefits have a good source of living income, or the elderly's children and other family members have good economic conditions and support the elderly. At this time, the elderly pursue not only basic food, clothing and warmth, but higher-level spiritual enjoyment, More will choose cultural and entertainment services and spiritual comfort services. The elderly without pension and poor family economic conditions will have more demand for life care services and social services.

3.2 Marital Status

For the elderly who have good relationship with their partners, the mutual support between their partners can resist loneliness and enhance their sense of happiness. Such elderly people will have relatively weak demand for elderly activity centers and strong demand for community arranged tourism. When the elderly are divorced, have no spouse or widowed, the object of spiritual communication is vacant, and the elderly often look for alternatives on their children or neighbors.

Such elderly people often have great demand for community elderly activity centers and community collective activities. Community pension can well solve the desire of the elderly for companionship and communication.

3.3 Number of Children

Children bear the responsibility and obligation of parents' pension. On the premise of filial piety, the more children, the more support and care the elderly may get from their children in economy and life. Therefore, for the elderly with more children, there will be less demand for life care services and spiritual comfort services. On the contrary, the elderly with few children will have higher demand for all kinds of community elderly care services.

3.4 Personal Living Conditions

If the elderly living with family members have a good family relationship, their daily communication with family members can meet their needs to seek chat objects, so their demand for spiritual comfort services is weak; At the same time, family members can also take care of the daily life of the elderly, so the demand for life care services is weak. For the elderly with rigid family relations, they prefer to get entertainment services to alleviate their negative emotions in the community, and talking and joint activities with the elderly in the community have become their greatest demand; At the same time, poor family relations may make the elderly have the demand for rights and interests protection services, and they may need legal aid to protect their legitimate rights and interests from being infringed by family members with ulterior motives. For the elderly living alone, they have a certain demand for various services provided by the community.

3.5 Physical Condition

For all the elderly, it is a common demand for the elderly to provide regular physical examination and health lectures in the community. In addition, the better the physical condition of the elderly, the lower the demand for medical care and medication guidance, and the higher the demand for cultural and entertainment services. For the elderly with poor physical condition who are difficult to take care of themselves and completely unable to take care of themselves, they have a strong demand for life care services and family hospital bed services.

3.6 Education Level

The older people with higher education level have more open ideas. Community elderly care service is a new thing. The older people with higher education level have higher recognition and acceptance of community elderly care service than the older people with other education levels. The more educated the elderly tend to pay more attention to their own health, and they prefer health lectures and health consulting services. At the same time, the elderly with high education level are more willing to study in the elderly university. They have strong learning ability and can get more spiritual satisfaction from learning new knowledge and obtaining the recognition of others; And the elderly with high educational level are more willing to participate in social service activities. They can find a sense of belonging and pride from social service activities, and are more willing to realize their personal value through labor. The elderly with low education level prefer to play cards and other entertainment in the elderly activity center in the community. In addition, the elderly with low educational level usually need rights and interests protection services.

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