

**MARKETING ANALYSIS OF THE DEMANDS OF THE NEO-SENIOR:
BASING ON WORKING STYLES AND CONSUMPTION PRODUCTS**

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ABSTRACT

After around two decades of changing, “population aging” in Taiwan is increasing gradually. In 2018, the Ministry of Interior announced that Taiwan had entered the “senior society.” Recently, a group of people at the age of about to enter a so-called “senior” stage of life but younger than “senior”; they have been named as the “neo-senior.” Basically, neo-senior is a group of people who are still having a high capacity for work and consumption in society. They also try to do something new, just like the newcomer to the job market.

This research aimed to understand the demand of the neo-senior from the angle of the working styles and consumption products. Besides, the companies take essential positions on the commercial opportunity of the senior, which brings purchase popularity and labors. Currently, neo-senior is the largest group in Taiwan that can shape the consumption value and contribute to the job market of the whole society.

After carefully analyzing first-hand data collected from questionnaires and the interview contents of the seven interviewees, this research had explored the conventional ideas of the neo-senior to the kinds of working styles and consumption products.

Keyword: Senior Society, Neo-Senior, Working Style, Merchandise

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INTRODUCTION

Background

By the end of 1993, according to the definition of the World Health Organization (WHO), Taiwan's elderly population accounted for more than 7% of the total population, prompting Taiwan to enter into the aging society.¹ The degree of population aging is still severe nowadays. The baby-boom generation who was born in the postwar is the majority part of the elderly population, the so-called senior.²

In order to cope with the impact of the aging population, the Taiwan government promulgated and implemented "The Decade of the Long-Term Care Plan (LTC 1.0)" in 2007, aiming to help the aging population in Taiwan to provide complete and professional care services for the elderly.³ Since 2011, the baby-boom generation has gradually become the elder; many of them choose to retire due to health and other physical problems; this has formed a wave of retirement.⁴ Coupling with the increasingly severe problem of low birth rate in Taiwan, the shortage of labor force

¹ Health Promotion Administration, White Paper for Seniors, (Health Promotion Administration, Ministry of Health and Welfare 2015).

² Ming-Chu Fu, "The Study of Segmentation by Senior Travel Market- Motivations/Benefits Sought," (2004).

³ Ministry of Health and Welfare, The Decade of the Long-Term Care Plan, (2007).

⁴ The first wave of Taiwan's retirements of the postwar baby boom happened in 2011, many state-owned enterprises bring jobs to young people. Ya-min Yang, "The State-owned enterprises compete for the talent, New Job opportunities here," *The Liberty Times* 2019.

has been a heavy burden. Furthermore, the dependency ratio and the aging index keep soaring.

The government in order to let people know more about long according to relevant information, as well as reducing the working population burden for the purpose of continuing LTC 1.0, released in 2017, "The Second Decade of Long-Term Care Plan (LTC 2.0)." development of the network system, which can spread information, and timely focus object to get multiple benefits.⁵

Current Situation

In early April 2018, Taiwan was unable to escape from the fate of aging. The Ministry of the Interior made a public announcement to the world that Taiwan was officially entering into the world's "super-aged society."⁶ The elderly population in Taiwan has exceeded 14.05% of the whole population.⁷ The figure has met the definition of the "aged society," which defined by the WHO.

The Ministry of the Interior estimated that in 2026, the proportion of people over 65 years old in Taiwan would account for 20% of the total population, officially

⁵ Ministry of Health and Welfare, The Second Decade of Long-Term Care Plan, (2017).

⁶ "Aged Society Has Arrived! The Proportion of the Elderly Population in Taiwan Is 14.05%," 2018, <https://www.crew.com.tw/2018/taiwan-turned-aged-society-march-2018/#taiwan-comparing-globally>.

⁷ Crew Taiwan, "The proportion of elderly population in counties and cities in Taiwan " (2018). <https://i2.wp.com/www.crew.com.tw/wp-content/uploads/2018/07/taiwan-turned-aged-society-march-2018-1.jpeg?ssl=1>.

becoming a member of the "super-aged society."⁸ Moreover, the degree of aging in Taiwan will be much higher than that in Japan, South Korea, Singapore, and other Asian countries.⁹ It is owing to the rapid population growth, in addition, to highlight the importance of elderly care and health, the expansion of long-term care mechanisms, the economic security of old persons, housing, transportation environment of the elderly, as well as some other emerging issues such as work patterns and lifelong learning that need more attention.

Actual Situation

Different from the elderly over the age of 65 (after this referred to as seniors), as early as in 2009, they are free from the burden of taking care of young kids; generally, most can keep children burdens, and therefore have wealth, have the time of the senior known as "the neo-senior." All of them are born between 1951 and 1971.¹⁰ The post-world war II baby boom generation is still the majority of members of society nowadays. The government has launched Long-Term Care 1.0 and 2.0, focusing on spreading health care information to the senior.

At the same time, with the influence of the aging population, the government has

⁸ "Super-Aged Society Hits the World! From the Aging Data of Various Countries, We Can See the Corresponding Solutions in the Long Term Care System," 2018, <https://www.crew.com.tw/2018/super-aged-society-statistics/>.

⁹ Crew Taiwan, "The proportion of the population over 65 in major countries," (2018). <https://i2.wp.com/www.crew.com.tw/wp-content/uploads/2018/07/taiwan-turned-aged-society-march-2018-1.jpeg?ssl=1>.

¹⁰ "The Post-World War II Baby Boom Generation," 2013, <http://city.udn.com/66275/4963609>.

introduced relevant policies to construct a suitable aging mechanism, and private enterprises have also developed "silver business opportunities," focusing on the elderly market. Because of the changing of the demography of Taiwan, the economic market has also changed accordingly. Given this, understanding the declining trend in today's society, such as medical devices and healthy food, is also very important. There will be job opportunities if there is a market. In order to adapt well into the aged society, many seniors who are still engaged in various occupations in society; some are senior cadres, some are senior interns.

The Gap between Current and Actual Situation

Different from the understanding of the public and the perspective of the senior, the "neo-senior" is several people who have experienced the reconstruction of the international order in the early postwar period, the oil crisis era, and other global economic stagnation. However, in the period of national growth, they took the train of the rapid take-off of the global economy and quickly accumulated wealth. Baby-boom generation relies on their strength that is not only the accumulated wealth but also the solid professional skills that make the generation becomes the mainstay of the job market.

The "neo-senior" is significantly different from the previous generation (senior)

in terms of values or work attitudes.¹¹ As the same as people who were born in the 1950s, baby boom generation has experienced a golden age, higher education popularization, and makes college students have good career development. The job market "offers" lots of jobs for the baby boomers, but they must carry the oppressive burden for national economic development. In the later generations, this batch of "the post-war baby boom" generation is the creator of the political and economic miracle in Taiwan; that is why we also called them "miracle generation."¹²

Nowadays, the baby boom generation divided into two groups: the "senior" who is over 65 years old and the "neo-senior" who is around 49 to 67 years old.¹³ The neo-senior demonstrates not just generational differences but also generational stereotypes. While it is common to associate the senior with older stereotypes, the "neo-senior" is a group of people who are about to become the senior; however, they still have the energy and idea to drive them to do something new like what young people will do. They still maintain a youthful mindset to learn new things. They received higher education and always maintained positive thinking.¹⁴ Even though some of them are physically declining, they still have the mentality of "we can still be young." The mentality is probably the factor that keeps them healthy.¹⁵

¹¹ LIEN-TI BEI, *White paper on lifestyle -2000 survey of consumer habits in Taiwan* (Business Weekly, 2000).

¹² Pharos, "The Post-World War II Baby Boom Generation."

¹³ Pharos, "The Post-World War II Baby Boom Generation."

¹⁴ Ching-Hua Huang, "Baby Boomers, The Special Generation Creating the World," *CNA* 2012.

¹⁵ Adam Gopnik, "Can We Live Longer but Stay Younger?," *THE NEW YORKER*, May 13, 2019,

On the other hand, most of the "neo-senior" are still active in the workplace and act as indispensable leaders in our Taiwanese economic labor force.¹⁶ Although many people chose to retire because of the struggle for life, we can still find them in the workplace. While they are still in good health condition, they generally believe that working is not only for making a living but also a way to enjoy life; working is also a way to reduce degradation and keep healthy. Also, this idea has driven "the oranged business"¹⁷ that brings new economic sources to our society.

Motivation

"The neo-senior" is a relatively new term in recent years. It takes us through a series of recorded history and our government's attention and initiative on the aging population. With the development of society and medicine, the aging population has become an important issue. In the face of the effects of aged society, the problems and phenomena have gradually emerged. Thus some non-governmental organizations have initiated advocacy work to push the government to implement necessary policy. Maintaining the quality of life and dignity for the senior is an urgent challenge in society. Establishing sound social welfare and health policy is also a must-do issue.

2019, <https://www.newyorker.com/magazine/2019/05/20/can-we-live-longer-but-stay-younger>.

¹⁶ The News Lens, "Older Workers: 10 Percent of Older Workers Want to Work for Reasons Other Than Salary," *The News Lens* 2019.

¹⁷ Hsien-Ping Chao, "Oranged Economy, Innovation and Entrepreneurship - Break Down Stereotypes and Create Successful Cases," *Medium* 2017.

Japan has the oldest population all over the world.¹⁸ With a large aging population, it is a significant challenge for the Japanese government to take into account the development of the country and the care of the elderly. Therefore, the Japanese government has issued several relevant policies. Besides, to establish facilities to take care of the elderly, the essential issue is to promote employment for the elderly. In contrast, Taiwan currently only focuses on people who are over 65 and the disabled; but it has done little to the neo-senior.

Consequently, the aged society is not only a crisis but a unique turning point. At the same time, we are concerned about the welfare and benefits of the senior, and understand what the real consumptions are needed before we become the senior. From this aspect, we can see the orange business opportunities belonging to the neo-senior.

Research Purpose

Super-aged society is the future trend in Taiwan. Therefore, the researcher would like to know the working conditions and ideas of many neo-seniors who are still working, retired or engaged in other industries before becoming a part of the elderly population, and also discuss their living needs for commodities. Therefore, the purpose of the study is mainly to explore and update the analysis and ideas on the current situation and future needs of the neo-senior.

¹⁸ Li Zhong-qian, "Japan Has More Elderly People than Taiwan," *The Storm Media* 2019.

Research Questions

The research purpose of this paper was to analyze the requirements of life status and the future needs of neo-senior. Thus, this research had set up the two research questions to guide the whole paper architecture and to conduct data collection. The two research questions were as following.

Q1. What are the conditions and ideas of the neo-senior on the workstyles?

Q2. What is the demand of the consumptions for the neo-senior?

Contribution

This research aimed to understand the current situation of an aging society. The primary purpose of this paper was to share the neo-senior in various jobs to create a brand new world so that the public could understand the neo-senior's different ideas on the value and significance of work. Nevertheless, then, in the face of an aged society in Taiwan, people should open their minds and change their viewpoints on middle-age and elderly workers. Afterward, it expected that companies would provide them with more friendly job opportunities and employment environment.

"Gerontonomics"¹⁹ brings a new aspect to Taiwan's economic development.

Therefore, this paper tried to understand how the "Oranged Business Opportunity" has

¹⁹ AW WILKINSON, "GERONTONOMICS," *Lancet (London, England)* 1, no. 7378 (1965).

been generated by the neo-senior gradually and becomes a new financial development. After that, we can compare the society in Japan and that in Taiwan. By so doing, once the concept of practices and style of the aging generation in Japan and Taiwan has been explored and understood, it can help the government to set up our elderly policy in the future.

Limits

It is difficult to figure out lots of identical and different data sources in the process of data collection. Some of them are official data that are provided by the governments, and some of them are in the form of chart estimation, so it is impossible for the author to understand all data in detail. On the other hand, many conventional materials are from abroad but have the same title as our governmental data. Thus, it is easy to confuse the authenticity of the materials in the process.

Delimits

In order to avoid something wrong in data analysis, the data were checked repeatedly before re-entering. Meanwhile, this research would make comparisons according with the same data; afterward, the author would analyze collected data basing on the relevant data needed by the paper. By so doing, this research could find out the data needed for retention and utilization.

As for the question about data in the same title, this research would also use the data but check the content of the data carefully before using them. For example, when the data related to Japan's elderly policy must use, the data should be used according to the Japanese literature, and the data should be used in line with the content of the analysis to decide whether to use or not.

LITERATURE REVIEW

The Definition and Origin of the Neo-Senior in Current Taiwan Society

Currently, Taiwan divides the senior into two groups according to their age and birth time.²⁰ World Health Organization (WHO) and our country make the definition, with age division, the old age population above 65 years old calls “the senior,” 46~54 years old calls “the neo-senior group. In terms of birth generation, “neo-seniors” are the post-war baby boomers born in 1951-1971.

The Reason for Aging in Taiwan Society

“The aging of the population is a global problem.”²¹ Due to the change of times and the progress of medical technology, the mortality rate has decreased, and the life expectancy has increased, which further affects the fertility rate. The aging population means that Taiwan's society will face unprecedented challenges and impacts.

Besides, longevity is the result of continued progress in human civilization, but it also leads to an aging population, an increasing number of retirees, and a relative shrinkage of the labor force. The development of Taiwanese society has affected the

²⁰ W.C. Chen and Y.I. Liu, "An Elderly Apparel Research on Preferences of Color, Fabric, and Fabric Patterns in Southern Taiwan," [An Elderly Apparel Research on Preferences of Color, Fabric, and Fabric Patterns in Southern Taiwan.] *Taiwan Textile Research Journal* 27, no. 3 (2017).

²¹ Guang-Jong Fann and Yuan-Ho Hsu, "Socio-Economic Impacts of Population Aging in Taiwan," [Socio-Economic Impacts of Population Aging in Taiwan.] *Taiwan Geriatrics & Gerontology* 5, no. 3 (2010), <https://doi.org/10.29461/tgg.201008.0001>.

existing social welfare system and security system, which in turn leads to social and political reforms.

METHODOLOGY

This research analyzes the ideas of the neo-senior on their living conditions and the demand for the future in the form of case study. This paper mainly analyzes the data by using interview survey and literature analysis and understands the neo-senior's requirements for the quality of life as well as their motivations and ideas about working styles from daily life, and then derives the order of importance for the six basic needs (food, clothing, shelter, transportation, entertainment) of consumption products. Based on the collected information, the real needs of neo-seniors are analyzed.

Moreover, in order to answer the research problem, the researcher creates the interview and the questionnaire to answer the problems, the two research questions were as following.

1. What are the conditions and ideas of the neo-senior on the workstyles?
2. What is the demand of the consumptions for the neo-senior?

Sources of Data

The research takes the first approach of the interview survey, supplemented by the content analysis of questionnaire. The researcher deepened the understanding of the respondents through face-to-face communication. At the same time, the online

questionnaire will be sent out to invite those who fill in the questionnaire to write. In other words, the interview survey and the content analysis of the questionnaire are the original data of this study, while literature analysis is secondary data.

The research population that based on interviews and questionnaires by neo-seniors aged 45-60. The interview conducted in a Semi-structured interviewing based on the prepared questions, but the interview would adjust at any time according to the process of the interview. The interview process is conducted in the form of individual interviews so that the respondents can answer at ease, have a strong sense of security, and the interview content is easy to go deep.

Data Collection

The research used the interview survey methodology and questionnaires content analysis collected from the neo-senior.

In the data collection process, the researcher conducts in-depth interviews with low-structured questionnaires, and the collected data analyzed through audiotaped interviews and content analysis. A total of seven cases interviewed.

DATA ANALYSIS

This research has interviewed seven interviewees who are at the age of neo-senior. Table 1 listed the portfolio of the seven interviewees, including their age, marital status, and current occupation.

Table 1. Portfolio of Interviewees

Interviewees	Ages	Marital Status	Current Occupation
Ms. Hong	45	Married	Freelance (Clothing)
Miss Chen	48	Single	Department Store Counter
Ms. Chen	49	Married	Household Management
Miss Zhang	52	Single	Department Store Counter
Ms. Huang	54	Married	Civil Servant (Insurance)
Mr. Lin	57	Married	Retired
Ms. Shi	60	Married	Community Cleaner

CONCLUSION

Nowadays, Taiwan is moving towards a super-aged society. To this end, the researcher thinks it is necessary to know more about this country that is about to enter an aged society. Through data analysis, the author understands the national economic miracle brought about by the post-war baby boom generation in Taiwan and understands the relationship and influence between the senior and the neo-senior. For Taiwan society, the aging of the population is not an endpoint, but rather a turning point, allowing the country to develop another style. Society for the middle and high ages has developed a perfect mechanism of social welfare and security system, guarantee the retirement of seniors. The retirement life of the family also guarantees the opportunity for the neo-senior to stand in society so that they can leave the workplace or cause regrets without being affected by the system. It is what the researcher thinks the neo-senior wants most.

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