MODEL OF CAREER DEVELOPMENT FOR THE ELDERLY IN SAMUT SONGKHRAM PROVINCE

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ABSTRACT

This research aimed to 1) develop and promote the career for the elderly, and 2) analyze the model of career development for the elderly in Samut Songkhram Province. The sample group was elderly in Samut Songkhram Province selected by simple random sampling. The research tools were the questionnaire and interview form. Data were analyzed by using inferential statistics, stepwise multiple regression analysis, and qualitative research. The finding revealed that;

1. The model of career development for the elderly in Samut Songkhram Province comprised 4 factors; 1) career training, 2) knowledge and experience, 3) distribution channel, and 4) budget documentation, it could be explained at 68.28% and revealed that the model of career development and promotion for the elderly was $1.898 + (.504 *$ career training $(x_1)) + (.035 *$ budget documentation $(x_4))$, it could be explained the model of career development for the elderly in Samut Songkhram Province at 81.30% with the Standard Error of Estimate (SEE) of $\pm$ .115.

2. The development of 30 elderly brands by the product standard criteria divided into 1) 22 products of food and beverage, and 2) 8 products of the household that enhanced the elderly brands to the global market, and revealed that 7 products of the elderly brand were approved the product certification and launched to the global market by the modern trade; 1) social media, 2) online shop, and 3) community shop.

Keywords: Development Model, Elderly, Samut Songkhram Province

INTRODUCTION

The concept of sufficiency economy philosophy also called "Explosion from Within" refers to community development for their survival, sufficiency, strength, and readiness for change. The Thai government has driven the development by the sufficiency economy philosophy for strengthening the community starting with 25,000 villages by building community enterprises, community businesses, cooperatives, and village funds to generate the value-added community product. After the fundamental economy and society have been strengthened, it has expanded to the provincial, regional, national, neighborhood, and international areas. Self-sufficiency refers to the development of the population being "self-sufficiency" as the statement of King Rama IX, "….supporting the population for the sufficiency occupation is the first essential" as who has the self-sufficiency could be developed. The Twelfth National Economic and Social

Development Plan (2017 - 2021) has emphasized community economic development as the fundamental of sufficiency economic development by promoting local knowledge and wisdom, earning, management skill development, business model development for the community sufficiency, community economic development to strengthen for the trade competition both national and international level to dive the community economy sustainably (Sanya Kenaphoom, 2015). There are 3 guidelines for the development by sufficiency economy philosophy; 1) emphasizing "people", "happiness of people", and "participation of people", 2) emphasizing "social geography" by learning and planning to be consistent with the social geography, topography, surrounding scenery, lifestyle, culture, value, belief, religion, and tradition, and 3) emphasizing on "self-sufficiency" by self-estimation, potential, cautiousness, building the fundamental of sufficiency livelihood for family, sharing and interdependence to strengthen the community and another network (Kanyamon Inwang et al., 2014)

The trend of the increasing elderly and moving to the municipal people in the urban areas differ from the rural areas, there will be a small group of social activities hosted by the local government organization, for example; establishing the community welfare fund to promote the civil society and volunteer. The elderly issues are health, economy, knowledge, society, emotion, family, and changed value (Bureau of Health Promotion, Department of Health, Ministry of Public Health, 2011) indicating 3 main issues; 1) society, 2) economy, and 3) physical issues. The United Nations (United Nations, 2015) has classified 3 levels of the elderly; 1) Aging society – a society or nation with a population aged 60 at over 10% or a population aged 65 at over 7% that indicates the beginning of elderly society, 2) Aged society – a society or nation with the population aged 60 at over 20% or a population aged 65 at over 14% that indicates the completed elderly society, and 3) Super-aged society – a society or nation with a population aged 65 at over 20% that indicates the fully elderly society. The population of Thailand is 66,558,935 with 11,136,059 elderly persons or 16.73%.

In consequence, the research of Model of Career Development for the Elderly in Samut Songkhram Province emphasizes the career promotion and competency enhancement of the elderly, product development for the community product standard and global standard to be accepted, earning for their family, strengthening the community, balancing and improving the elderly life, and enhancing the competitiveness to be accepted both national and international markets sustainably.

OBJECTIVES

1. To develop and enhance the elderly brand to the global market.
2. To analyze the model of career development for the elderly in Samut Songkhram Province.

CONCEPTUAL FRAMEWORK

The study of the concept, document, and research related to the model of career development for the elderly in Samut Songkhram Province by using a concept of career development and promotion for the elderly by the Department of Older Persons (2013), and a

concept of marketing mix by Kotler & Philip (2015) as a guideline for specifying the conceptual framework as follows;
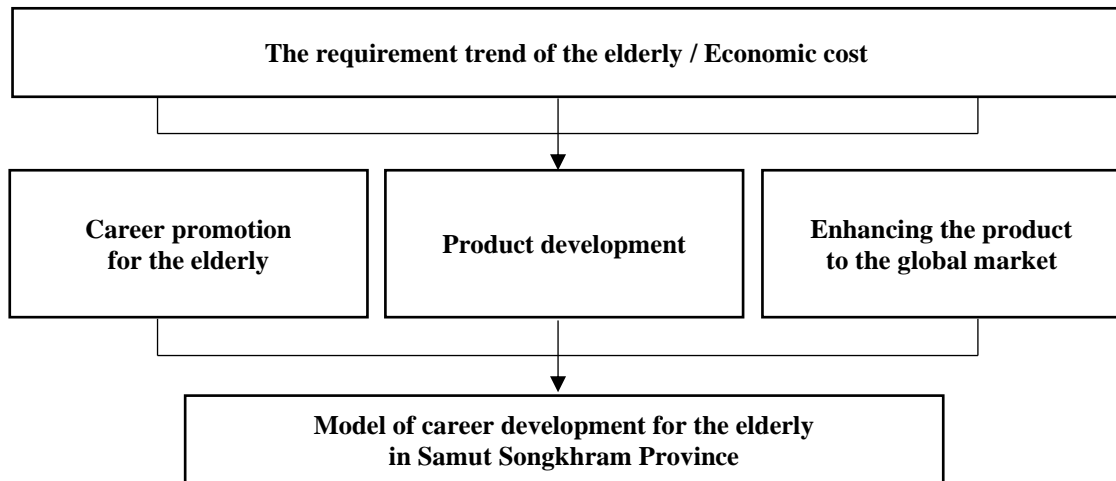
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│         The requirement trend of the elderly / Economic cost  │
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│  Career promotion │   │                  │   │  Enhancing the product│
│  for the elderly  │   │ Product development│  │  to the global market │
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         │  Model of career development for the elderly  │
         │       in Samut Songkhram Province             │
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Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

1. Population and Sample Group

The population of this research was 1,417 elderly persons aged 60 who live in Don Manora District and Jom Pluak District, Samut Songkhram Province (Database of Samut Songkhram Provincial Office, 2020) by calculating the sample size from the proportion of the population (95%) by the Taro Yamane formula (Taro Yamane, 1970) at the experimental uncertainty of 0.05, then the sample group was 312 elderly persons by using the probability sampling and simple random sampling.

2. Research Tools

The research tools for this research were the questionnaire or interview form generated by data gathering from the relative concepts and theories to check and affirm the current performance, the requirement on developing and promoting careers for the elderly, and developing the elderly brand.

3. Validity and Reliability

The researcher has generated the questionnaire and tested the validity and reliability; 1) the validity – the questionnaire has tested the validity by 3 professors, and tested the Index of Item Objective Congruence (IOC) by 5 professors using the items with IOC score of more than 0.5 found that all items passed the validity covering each dimension and the objectives, the items with IOC score of less than 0.5 were revised by the suggestion of the professors, and it was approved by the research advisor with the IOC of 0.667 - 1.000; 2) the reliability – the approved questionnaire was tried out with the familiar group of 30 persons, tested the reliability by using the Cronbach's Alpha Coefficient, and the reliability was 0.975.

4. Data Analysis and Statistics

The questionnaire or interview form was checked for completeness and analyzed by using the statistical calculation as follows;

4.1 Inferential statistics analysis – Testing the hypothesis by checking the correlation of all independent variables by the condition specified on the agreement of linear regression analysis using the Pearson Product Moment Correlation Coefficient, and checking the appropriateness of organizational culture affecting the performance effectiveness of the staff of the multinational company using the Variance Inflation Factor (VIF) of not over 5, Tolerance of not less than 0.2, and Eigen Value of not over 10.0 to prevent the correlation of all independent variables and the multicollinearity. The model of career development for the elderly in Samut Songkhram Province was analyzed by using the stepwise multiple regression analysis and forecasting the variable in each model.

4.2 Factor analysis – Confirmatory Factor Analysis (CFA) was applied for proving the accuracy of a specified amount of the factor and correlation of variables by the common factor using the principal factors factoring for finding how the communality value as a variance of each edition shared with each factor and another variable while the eigenvalues were the sum of factor loading value squared to each variable of not less than 1, then considered as the actual factor, and finding Kasier-Meyer-Olkin Mwasure of Sampling Adequacy (KMO) of not less than 1 that indicated the factor analysis was valid but if it was less than 1 would indicate the factor analysis was invalid (Kanlaya Wanichbancha, 2017)

3.3 Content analysis – Analyzing data from the interview of the elderly.

RESULTS

1. Checking the appropriateness of the model of career development for the elderly in Samut Songkhram Province revealed that the KMO value was 0.905 indicating that the appropriateness of factor analysis was at the highest level (Kaiser and Rice, 1974) and the p-value was 0.000 (less than 0.01) indicating that 23 variables were 0.01 level of significance, then it could be used for further factor analysis as shown in Table 1;

Table 1: Checking the appropriateness of the model of career development for the elderly in Samut Songkhram Province for the factor analysis

Model	Number of question (Variable)	KMO	Bartlett's Test of Sphericity		
			Approx. Chi-Square	df	p-value
Model of career development for the elderly in Samut Songkhram Province	23	.905	6470.461**	253	.000

**0.01 level of significance

2. Checking the appropriateness of the model of career development for the elderly in Samut Songkhram Province revealed that the factor which had a variance of more than 1 was 4 values indicating that there were 4 factors related to the model of career development for the elderly in Samut Songkhram Province, when considering the percentage of variance and the

cumulative percentage of variance then it could be explained the model of career development for the elderly in Samut Songkhram Province at 68.28% as shown in Table 2;

Table 2: Variance of variable, percentage of variance, and cumulative percentage of the variance of each factor

Factor	Variance of variable	Percentage of variance	Cumulative percentage of variance	Number of variables of factor
1	5.873	25.536	25.536	8
2	4.444	19.323	44.859	6
3	2.993	13.013	57.872	5
4	2.394	10.409	68.281	4

3．Correlation coefficient of all factors affecting the model of career development for the elderly in Samut Songkhram Province revealed that it was not over 0.80 (Stevens, 1996), and there was no multicollinearity of the independent variable then it could be used all independent variables for the stepwise multiple regression analysis forecasting the variable in each model as shown in Table 3;

Table 3: Correlation coefficient of all factors affecting the model of career development for the elderly in Samut Songkhram Province

Factor	z	x_1	x_2	x_3	x_4
1. Model of career development for the elderly in Samut Songkhram Province (z)	1				
2. Career training (x_1)	.799**	1			
3. Knowledge and experience (x_2)	.389**	.448**	1		
4. Distribution channel (x_3)	.418**	.467**	.064**	1	
6. Budget documentation (x_4)	.006**	.073**	.049**	.028**	.1

**0.01 level of significance

z	represents	Model of career development for the elderly in Samut Songkhram Province
x_1	represents	Career training
x_2	represents	Knowledge and experience
x_3	represents	Distribution channel
x_4	represents	Budget documentation

4．Checking the relationship of all factors of Model 1 and Model 2 revealed that the maximum Variance Inflation Factor (VIF) value was 1.005 (not over 5), the minimum Tolerance value was 0.995 (not less than 0.2), and the maximum Eigen value was 2.975 (not over 10.0) indicating that there was no relationship and multicollinearity of the independent

variable then it could be used all independent variables for the stepwise multiple regression analysis (Hair, J.F. et al., 2010) as shown in Table 4;

Table 4: Checking the appropriateness of factors affecting the model of career development for the elderly in Samut Songkhram Province

No.	Model	β	t	Collinearity Statistics	
				Tolerance	VIF
Model 1	Constant	-	42.258**	-	-
	Career training (x_1)	.899	41.062**	1.000	1.000
Model 2	Constant	-	29.823**	-	-
	Career training (x_1)	.905	41.694**	.995	1.005
	Budget documentation (x_4)	.071	3.290**	.995	1.005

**0.01 level of significance

Remark: The maximum Eigen value of 2 models were 1.993 and 2.975

5. Model of career development for the elderly in Samut Songkhram Province comprised 4 factors; 1) career training, 2) knowledge and experience, 3) distribution channel, and 4) budget documentation, it could be explained at 81.30% with the Standard Error of Estimate (SEE) of ± .115 as the quotation of the model of career development for the elderly in Samut Songkhram Province = 1.898 + (0.504 * Career training (x_1)) + (0.035 * Budget documentation (x_4)) as shown in Table 5;

Table 5: Analysis of factors affecting the model of career development for the elderly in Samut Songkhram Province

Model of career development for the elderly in Samut Songkhram Province	Model 1	Model 2
Constant	2.037	1.898
Career training (x_1)	.501	.504
Budget documentation (x_4)	-	.035
R^2	.809	.813
S.E.	.116	.115
F	1686.060**	869.251**
p-value of F	.000	.000

**0.01 level of significance

6. Developing 30 elderly brands by the product standard criteria was divided into; 1) 22 products of food and beverage, and 2) 8 products of the household that enhanced the elderly brands to the global market, and revealed that 7 products of the elderly brand were approved

the product certification and launched to the global market by the modern trade; 1) social media, 2) online shop, and 3) community shop.

DISCUSSION

The factors affecting the model of career development for the elderly in Samut Songkhram Province by using the stepwise multiple regression analysis revealed that the career training (x_1) and budget documentation (x_4) affected the model of career development and promotion for the elderly. It could be written as the regression quotation; model of career development for the elderly in Samut Songkhram Province = 1.898 + (.504 * career training (x_1)) + (.035 * budget documentation (x_4)) explaining that the model of career development for the elderly in Samut Songkhram Province has increased to 81.30% and the Standard Error of Estimate (SEE) was ± .115 that led to the logo design and the development of 30 elderly brands; divided into; 1) 22 products of food and beverage, and 2) 8 products of the household. It indicated that the elderly were ready for career development and promotion, earning for their family, and supporting community-based tourism, but they lacked the management of career, product, and community-based tourism. The staff of Suan Sunandha Rajabhat University had educated the elderly, for example; product development, submission for product certification, cost management, profitability, public relations, and marketing by surveying the customer requirement for problem-solving, recruiting the new generation for business management and survival, or applying the technology for the management and enhancement of the existing resource. It was consistent with the concept of the Department of Older Persons (2013), career promotion for the elderly was the integration of life quality enhancement for the elderly through the full of career promotion process particularly career training by their aptitude, interest, and potential including the career group for earning and arranging the product exhibition for finding the new distribution. The concept of Yupawan Wannavanich (2015), the marketing mix was the process of specifying the product characteristic and marketing plan that applied to both the product business and service business. Initially, it was created for the tangible product business that differed from the service business, for example; the product business could be registered a patent, the service business could not have maintenance, and the service provider was a part of the service, then the service business had more difficulty in quality control than the product business. The concept of Kotler (2017), the marketing mix was the controllable variable or marketing tool responding to customer satisfaction and requirement. Initially, the marketing mix comprised 4 variables; product, price, place, and promotion, then added 3 variables; people, physical evidence, and process to be consistent with the modern marketing concept, particularly the service business, finally it is called 7Ps Marketing Mix. The concept of Kotler & Philip (2015), the marketing mix for services businesses was a factor that could be controlled and managed by the organization for the competitive advantage comprised of; 1) product or service – providing service that is consistent with the customer's characteristic, and the market requirement and competitive position would specify the main service, additional service, service quality, after-sales service, and warranty, 2) price – price policy of providing service that is consistent with the discount, and payment period and condition would be more complicated than the general product as the management of the customer requirement, 3) place – location and distribution channel of service including the delivery would be specified by

a type of service, price, cost, competitor, dealer, and franchise, 4) physical evidence – key factor of service as the customer would assess the service quality from the physical evidence, for example; facility, equipment, and staff, 5) participants – all staff had to deliver the best service including marketing with good skills, attitude, reliability, and related competency for the service achievement, 6) promotion – traditional promotion comprised of advertisement, public relations, promotion, and salesperson but it would have additional training on customer relationship management for staff in the service business, and 7) process – process and system design of service delivery for as the service quality would affect customer satisfaction.

SUGGESTIONS

1. Suggestions for applying the research results

1.1 The model of career development for the elderly in Samut Songkhram Province comprised 4 factors; 1) career training, 2) knowledge and experience, 3) distribution channel, and (4) budget documentation, it could be explained at 81.30% with the Standard Error of Estimate (SEE) of $\pm$ .115. Consequently, government agencies should collaborate with the relative public sectors and private sectors to continue promoting career training for the elderly.

1.2 Samut Songkhram Provincial Office should collaborate with the relative public sectors and private sectors to develop the elderly brand for submitting the product standard certification.

2. Suggestions for further research

2.1 All the elderly should be studied to receive their completed information and requirements as a guideline for enhancing the career quality for the elderly.

2.2 The career group establishment for the elderly should be studied where government agencies can provide budget support for promoting and developing careers for the elderly.

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