

# THE MODEL OF PRODUCT DEVELOPMENT FOR THE ELDERLY, THASAP SUBDISTRICT, MUEANG DISTRICT, YALA PROVINCE, THAILAND

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## ABSTRACT

*The increasing number of the elderly is one of the social struggles that urgently need to be solved by enhancing the potential for their self-reliance. Therefore, this research aims to synthesize factors related to the development of the elderly creating model and the development of elderly products. The research was conducted qualitatively by analyzing the data from the concepts and related theories. This was done by creating model form factors used in the development of elderly products in-depth interviews and group discussions with 10 elderly who received job skills training. The results of the study found that there are 6 components. 1) The personal factors of the elderly including personal attitudes and personal skills and abilities. 2) Job skills training consists of job skills training methods and content in job skills training of the elderly. 3) Environment aspect which consists of group gathering, training tools, and budget support. 4) Decision-making consists of understanding problems and discrimination. 5) Motivation consists of building relationships, careers opportunity, and incomes. 6) Product skills development consists of job skills training satisfaction, applying knowledge to create products which led to the creation of a career development model for the elderly. These help the elderly to develop products, build a career, and earn money. All mentioned factors can be taken into consideration when applied with the elderly in other communities and also be a policy guideline in career management which to increase the potential of the elderly in a sustainable way.*

**Keywords:** Model, Elderly, Product Development

## INTRODUCTION

### The Situation of the Elderly

The situation of the number of the elderly nowadays is rapidly increasing. This may vary in different environments such as the advancement in medical, contraception, and the daily competition which is affecting the decline of fertility. In the near future, many countries are gradually emerging into an aging society. In Thailand, the old-age ratios have steadily increased since 2010 (Office of the National Economics and Social Development Council, 2021). (Table 1)

Year	Total population	Population of age over 60	Proportion of population age over 60
2010	67,313,000	8,011,000	11.9
2020	70,100,000	12,272,000	17.5

Resource: Office of the National Economic and Social Development Council

By the year 2021, Thailand is considered as an Aged society, there is an estimation of the proportion of elderly over 60 as 20 % of the total population. Entering into the Aging