

The behavioral intention of older people towards hospice care

C-S. LIN, S-J. HUANG. **The behavioral intention of people over age 45 towards hospice care.** *Gerontechnology 2014; 13(2):248*; doi:10.4017/gt.2014.13.02.271.00 **Purpose** According to National Health Insurance statistics, 30% of medical spending was used on patients for futile medical care. In order to decrease medical spending and keep the medical care system sustainable, promoting hospice care is an urgent task. The purpose of this study was to use the theory of planned behavior to explore the factors that influence people over age 45 to choose hospice care. The research results can be used as a reference for hospice care promotion. **Method** We used the theory of planned behavior to investigate the factors that influence the choice for hospice care among people over age 45. The proposed research model is shown in *Figure 1*. We hypothesize that attitude, perceived behavioral control, and subjective norms are positively associated with the intention for hospice care, and subjective norms are positively associated with the attitude. The questionnaires were designed and distributed to subjects living in central Taiwan; 390 valid questionnaires were collected. The constructs in our research model were evaluated in terms of convergent validity, discriminant validity, and reliability. Structural equation modeling (SEM) was used to test the hypothesized relationships in the research model. The goodness of fit of the research model was verified and analyzed. We also used gender (male, female) and age group (45-64 years old, 65 years old and over) as moderators to test the effects on the intention to choose hospice care. **Results & Discussion** The research model provided an adequate fit to the data. The resulting path diagram is shown in *Figure 1*. The results indicate that attitude toward hospice care and perceived behavioral control have significantly positive effects on the intention for hospice care. The effect of perceived behavioral control is larger than attitude toward hospice care. These results show that the subjects could make a decision to choose hospice care. Their subjective norms are also positively associated with their intention for hospice care. This demonstrated that social pressures, including family members, friends, and mass media, can influence the intention for hospice care. Our findings provide empirical evidence to support the hypothesis. However, there are no gender or age group effects on the intention to choose hospice care. In addition, the explanatory power of the overall research model reached 77%, which means that this model can effectively predict and explain the behavioral intention for hospice care.

Keywords: planned behavior, hospice care

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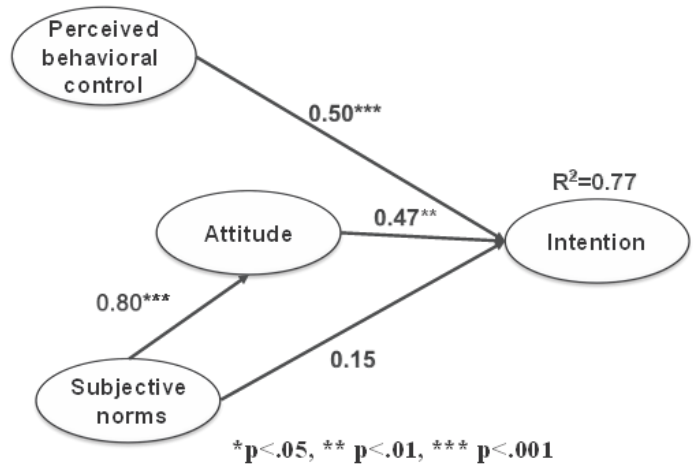


Figure 1. Research model and resulting path diagram