

Influence of cognitive aging level on intention to purchase Gerontechnology Products and Services.

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Purpose Chronological age is not a major factor in determining older consumer responses to marketing activities (Moschis, 2003). Also, subjective age performed better on cognitive evaluations than those with older subjective age and whether associations differed as a function of chronological age. However, this is not the only useful scale to determine consumer behavior. This study aimed to clarify older adult consumers' purchase intention for Gerontechnology based on aging rather than age, and identified the factors influencing the intention to purchase Gerontechnology. **Method** The following hypotheses were proposed to prove that an increase in chronological age, people's cognitive aging level, and cognitive aging level in individual areas of body and mind lead to an increase in the intention to use Gerontechnology products and services. The level of cognitive aging is the degree of aging perceived by an aging person. Cognitive Aging Scale (All areas of Aging in People) is an aggregation of the elements of aging that produce all aging phenomena. This scale comprises six-dimensional criteria (social, physical, psychological, outward appearance, hearing, and vision) with 21 question items ($\alpha = .922$, RMR=.052, RMSEA=.058, CFI=.954, TLI=.944, concept construct reliability >.74, AVE >.52) (Shim, 2016). The cognitive aging level of individual areas of aging in people is an aggregation of the elements of aging that produce certain aging phenomena. The cognitive aging scale for vision comprises elements that affect eye function and evaluates three age-related changes. The cognitive aging scale for walking comprises elements that affect walking and evaluates five age-related changes. The cognitive aging scale for independent living comprises elements that affect individuals' daily life and evaluates eight age-related changes. I have conducted a month-long survey and gathered 1,267 responses. As part of the process, the ones with errors and the ones that were incomplete (0.4% of total) were eliminated which means total of 1,216 responses were used for my study. The data had a reliability of .968, presented no non-response errors, and showed homogeneity. **Result and Discussion** Comparing the explanatory power of purchase intention to verify the usefulness of the cognitive aging scale based on aging as a research tool for Gerontechnology, it was found that the explanatory power based on the level of cognitive aging is greater than that of level of chronological aging. Moreover, the intention to purchase products and services relevant to the aging of the body and the mind, such as vision, showed a high explanatory power at the individual cognitive aging level, whereas the intention to purchase products and services relevant to activities like walking and independent living showed a high explanatory power at the total aging cognitive level. Therefore, in this field of study, it is necessary to obtain a clear combination of areas of aging for products and services and standardize individual cognitive aging levels by deriving factors of aging that determine the relevant area. In case there are insufficient theories and experiences, intention to purchase senior-friendly products and services can be studied using the total aging cognitive level. Furthermore, in areas where problems arise due to complex aging factors affecting the overall life of an individual, instead of individual areas like body and mind, the total cognitive aging scale can be useful.

References

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Purchase Intention For	Independent variables	USC		SC B	t	Sig.	R ²	F/ Sig.
		B	SE					
Magnifying glasses	age	(C) 1.083	.169	.000	6.419	.000***	.115	155.582
		.035	.003	.339	12.473	.000***		.000
	Cognitive aging level	(C) .862	.154	.000	5.583	.000***	.159	229.702
		.746	.049	.399	15.156	.000***		.000
	Cognitive aging level for Vision	(C) .834	.114	.000	7.290	.000***	.267	442.789
		.708	.034	.517	21.043	.000***		.000
Walking cane	age	(C) .111	.150	.000	.740	.460	.108	145.101
		.030	.002	.329	12.046	.000***		.000
	Cognitive aging level	(C) -.347	.134	.000	-2.598	.009***	.194	291.991
		.728	.043	.440	17.088	.000***		.000
	Cognitive aging level for Working	(C) .155	.107	.000	1.446	.148	.188	282.117
		.605	.036	.434	16.796	.000***		.000
Retirement Village	age	(C) 1.981	.184	.000	10.739	.000***	.011	13.346
		.011	.003	.105	3.653	.000***		.000
	Cognitive aging level	(C) 1.378	.170	.000	8.109	.000***	.046	58.001
		.412	.054	.213	7.616	.000***		.000
	Cognitive aging level For Independent living	(C) 1.702	.142	.000	12.004	.000***	.037	47.210
		.312	.045	.193	6.871	.000***		.000

*p<.1, **p<.05, ***p<.01

Figure 1. Purchase Intention for Gerontechnology Products & Services