

A Study on the Influencing Factors of the Usage Intention on Health Care Institutions for the Sichuan Silver Hair Group

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Abstract: This study aimed to investigate the influence of the Sichuan silver-haired group's satisfaction with medical institutions and measurement services on participants' willingness to measure behavior and to explore the impact of their active aging further. Improving the system and information quality may increase volunteers' satisfaction with the system. Operational aging factors only affect social participation, meaning measurement services mainly promote social interaction. The three research objectives are to analyze the influencing factors of the willingness to choose health care institutions for "silver age" groups in Sichuan; to combine the significance of perceived usefulness, perceived ease of use, and perceived risk on the willingness to choose health care institutions for "Silver Age"; and to suggest and propose feasible suggestions for the service strategy in health care institution with improving usage intention for Sichuan silver hair group.

Keywords: Usage Intention; Health Care Institutions; Silver Hair Group

1. Introduction

The problem of old-age care that promotes aging is imminent, and young people have increased pressure on elders to care for them. Contemporary young people are under tremendous work pressure and mainly focus on their careers. With the cultivation of the next generation, it is difficult to provide enough energy to support the elderly. At this time, suitable health care institutions become extremely important. With the continuous development and progress of the economy, people's concept of health care institutions is slowly changing. Based on changes in consumer attitudes, the factors that affect consumers' choice of health care institutions are also changing. At the same time, the hardware and software facilities of healthcare institutions are also constantly improving, and the healthcare institutions themselves are undergoing transformation and improvement to meet the needs of consumers. Based on marketing and consumer behavior, this paper establishes a model based on consumers' willingness to choose health care institutions and the theory of consumer perceived value.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Institutional old-age care refers to establishing a multi-functional institutional place by the state, society, or individuals. Then according to the wishes of the elderly, the elderly are gathered in this place to enjoy their old-age life mode. Combining theories and methods of perceived value theory and hierarchy of needs theory, this paper focuses on the silver-aged group in Sichuan as the sampling area to discuss and analyze the influence mechanism on the choice of Sichuan silver-aged group in health care institutions in the age of aging, and further enrich the corresponding theoretical content.

2.2 Practical meaning and value

As necessary support, the institutional pension can scientifically alleviate the pressure of aging pensions and continuously meet the growing demand for elderly care services. It is of great theoretical and practical significance to study the willingness to choose and

influence factors of institutional pensions. Based on the literature analysis method, this paper summarizes and analyzes domestic and foreign scholars' research literature on perceived value theory, the hierarchy of needs theory, and factors affecting the willingness of silver-aged groups to choose health care institutions. It is of practical significance to analyze the influence mechanism of Sichuan silver-aged groups on their desire to select health care institutions with perceived usefulness, perceived ease of use, perceived security, perceived service quality, policy, and perceived social value.

3. Understanding the Influencing Factors of the Usage Intention on Health Care Institutions for the Sichuan Silver Hair Group

3.1 Research on usage intention in health care institutions

3.1.1 Technology Acceptance Model Theory:

Technology Acceptance Model is a model proposed by Davis (1989)^[1] when he uses rational behavior theory to study users' acceptance of information systems. An explanation of the widely accepted determinants. The Technology Acceptance Model proposes two main determinants: Perceived usefulness, which reflects the degree to which a person believes that using a specific system improves his job performance; Perceived ease of use, reflecting the degree to which a person finds a particular system easy to use.

3.1.2 Perceived Risk Theory

The original concept of perceived risk is derived from psychology. Consumers' purchase behavior may not be able to determine whether the expected results are correct, and some results may make consumers unhappy. Thus, consumers' purchasing decisions imply uncertainty about the outcome, which is the original concept of risk. Bauer (1960)^[2] proposed the theory of perceived risk and defined perceived risk as the variability of the potential outcomes of the purchased goods or services when consumers shop.

3.1.3 Hierarchy of needs

The hierarchy of needs theory is related to pensions. Maslow (1943)^[3] published "The Theory of Human Motivation." In this book, Maslow put forward the famous theory of human needs hierarchy: human necessities have a development level from low to high. The lower-level conditions are physiological and upwards are the needs for safety, love and belonging, esteem, and self-actualization. The pursuit of self-actualization is the highest motivation of man. As people age, this pyramid of needs generally shrinks. If the physiological needs and safety needs of the elderly cannot be guaranteed, the pyramid will collapse. Therefore, the core of old-age care is to meet physiological and safety requirements and provide a solid foundation for high-level needs. Any old-age care service that meets higher needs without discussing how to meet specific physiological and safety needs is a big fool.

4. The Conceptual Framework for the Research Study

4.1.1 Usage intention in health care service for silver hair group

Usage intention applies to the determination of using the particular health care service for older people who understand and share the purpose of service provided by the health care institution.

4.1.2 Health care institution

Medical institutions include hospitals, nursing homes, health care institutions, health centers, nursing homes, extended care institutions, and other institutions that specialize in providing medical services to the sick, the infirm, and the elderly.

4.1.3 Silver hair group

Older adults often have limited regenerative capacity and are more susceptible to disease, syndrome, injury, and disease than younger adults.

5. The Influencing Factors of the Usage Intention on Health Care Institutions for the Sichuan Silver Hair Group

Active aging has been further explored over the past few decades and plays an increasingly important role in research, policy, and society. This contributes to life satisfaction in older adults. In this study, we tested a new model of aggressive aging. Active aging is often considered an advanced concept of successful aging, covering three dimensions: health, psychology, and society. However, the concept of active aging considers the nature of interactions with the living environment, including opportunities for older adults to feel a sense of social worth. The new model proposed by Marsillas: et al. (2017) ^[4] includes healthy living, cognitive styles, emotional states, social engagement, lifelong learning, technology use, employment, and leisure activities. As seen from these aspects, health, life, social participation, physiology, and psychology are the most commonly used elements to assess active aging in the new and old studies.

6. Conclusion

Through the research of this paper, it is possible to study and analyze the influencing factors of the willingness to choose health care institutions for the "Yinling" group in Sichuan in the age of The influence relationship and significance of the desire to select a nursing institution. In addition, combined with the corresponding demographic analysis, descriptive statistics, correlation analysis, and other research results, it analyzes the influence mechanism of the Sichuan silver-aged group on the choice of health care institutions under the background of aging and then puts forward corresponding suggestions. From the government's perspective, the elderly care institutions supported by the government will improve the quality of their services, and the government will supervise the elderly care institutions operating in a market-oriented manner concerning the charging system to expand the number of mid-range elderly care institutions. From the perspective of elderly care institutions, they can be prioritized according to demand and urgency. Among the elderly service needs, the relatively urgent elderly service needs of the elderly mainly include cleaning, daily catering, medical treatment/seeing a doctor/purchasing medicine, daycare, agency service, and health care/health care/safety lectures.

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