

# Empirical Study on Urban Residents' Willingness to Choose Smart Elderly Care Services under the Background of Aging — Taking Nanchong City, Sichuan Province as an Example

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**Abstract:** Under the trend of China's population to aging and aging, the degree of aging in China is deepening, and the pension problem has become a major event related to the national economy and people's livelihood. On this basis, the health problems of the elderly are becoming more and more prominent, the proportion of disabled and semi-disabled elderly continues to rise, the pension needs and medical needs of the elderly are increasing, coupled with the collapse of the traditional family structure, making it imperative for China to explore and establish a new pension service model that combines medical care and medical care. In this case, the intelligent elderly care service was born. He made the elderly care service industry seamlessly connected, saved manpower, integrated it into the daily life of the elderly, and let the elderly spend the clothing, food, shelter and transportation in their old age, so as to solve the pension problem of the aging population.

**Keywords:** Intelligent Pension Service; Choice Willingness; Technology Acceptance; Model; Trust Theory; Intergenerational Theory

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## 1. Background

According to the data of the seventh census in 2020, China's population aged 60 and above has reached 264 million, accounting for 18.7% of the total population, of which 190 million people aged 65 and above are 190 million, accounting for 13.5% of the total population. The whole society is showing an "aging" development, the problem of China's aging population is increasingly serious, and the phenomenon of empty nesters is also very serious. It shows the obvious situation of large elderly population base, fast growth rate, aging, disability and empty nest, coupled with China's national conditions of getting old before getting rich and the structure of small family interweave together, leading to the imminent pension problem. With the development of the Internet of Things, artificial intelligence, 5G and other technologies, China has brought opportunities for the upgrading of traditional elderly care. In February 2017, the Ministry of Industry and Information Technology, the Ministry of Civil Affairs and the National Health and Family Planning Commission issued the Action Plan for the Development of Smart Health and Elderly Care Industry (2017-2020), which plans to build 500 demonstration communities for smart, health and elderly care within five years, which means that smart pension has begun to develop rapidly. And the smart elderly care service is also generated under the promotion of these policies.

## 2. Research Objectives

Analyze the economic impact of urban residents on the choice willingness of smart elderly care services under the current situation of population aging.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of various factors, put forward feasible suggestions for their

targeted development, and provide suggestions with great reference for the selection and development of intelligent elderly care services.

### 3. Scope of research

#### 3.1 Theoretical significance and value

At present, scholars have little research on urban residents and smart elderly care services, and most of them focus on the analysis and selection of rural elderly and lonely elderly care models, while focusing on their development, problems and optimization paths and other targeted topics. In this study, the research combines urban residents and smart elderly care service, hoping to explore the choice willingness of urban residents and smart elderly care service through various dimensions, such as technical acceptance model (subjective attitude), trust theory and intergenerational theory.

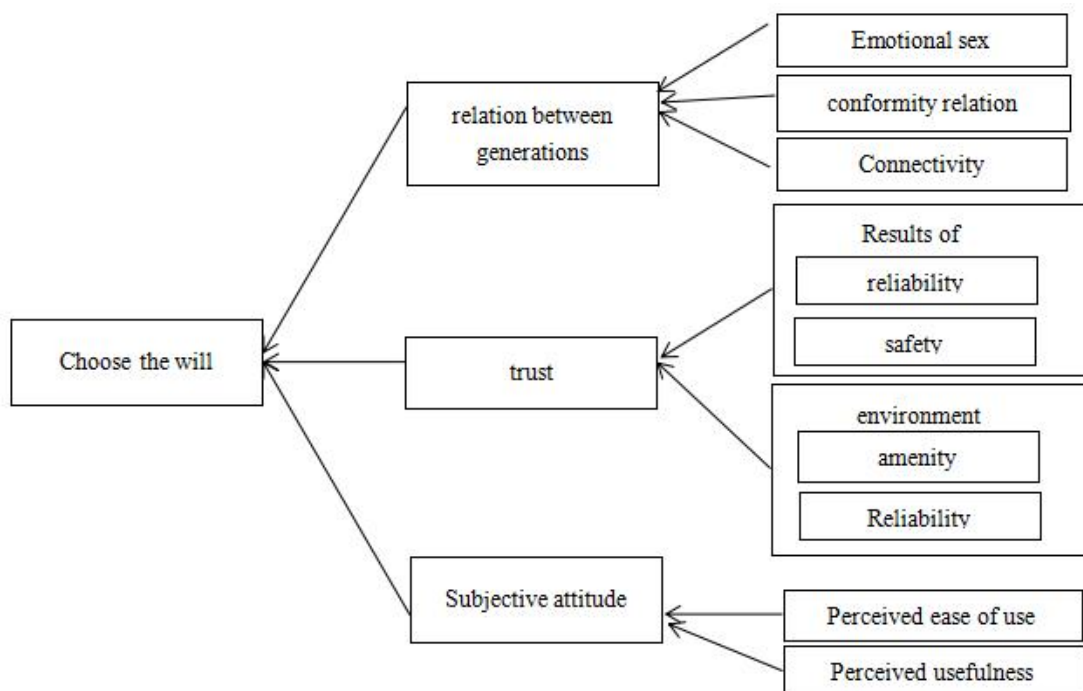
#### 3.2 Practical meaning and value

Facing the trend of increasing population aging and family miniaturization, the willingness and tendency of urban residents to choose the smart elderly care service are studied here, and the factors affecting their choice are analyzed, and the research conclusions are drawn and suggestions are put forward. It provides a reference basis for the decision of urban residents' endowment model selection, solves the problem of urban residents' endowment choice, and deals with the pension crisis of urban residents' family parents caused by the population aging, the weakening of family pension function and the change of intergenerational relationship.

#### 3.3 Regional demographic characteristics of the study

Based on the selected Nanchong area in this paper, the author has made a very strict limit on the research area. In terms of regions, this paper selected various districts and county-level cities in Nanchong City, Sichuan Province, China for questionnaire distribution. According to the announcement of the Main population data of Nanchong Municipal Bureau of Statistics in 2021, the permanent resident population of Nanchong is 5.562 million, among which, the urban resident population is 2.0502 million. This paper is expected that a total of 300 questionnaires will be distributed to the people who are willing to choose in Nanchong City.

### 4. The conceptual framework of the study



## 5. Theoretical principle

The technical acceptance model is a model proposed by Davis in 1989 when it studied the user's acceptance of information systems according to the theory of rational behavior. Lu Yaobin, Xu Hongmei (2019) adopted the model diagram of the technical acceptance model. Zhang Bingzheng (2020) proposed that a new framework was influenced by subjective attitude, trust, service value and perceived risk. Yang Mengmeng (2022) proposed that through the demonstration and introduction of all aspects of smart pension services, the trust tendency of smart pension services of urban residents can be enhanced to a certain extent, and then affect the choice willingness of urban residents. Zeng Xiao (2019) pointed out that whether as the essence or external characteristics of the intergenerational relationship, the intergenerational relationship in the contemporary social transition period has both transmission and changes, which brings a certain degree of change to both the parent-child generations. For example, the change of the intergenerational relationship has a certain impact on the choice willingness of urban residents' smart pension service.

## 6. Related studies

Andrew (2003) proposed that the remote health monitoring and medical service system for the elderly can be established, and the community intelligent pension composition system can effectively integrate the pension service resources existing in the society, the government and families, and improve the self-care ability of the elderly to a large extent. Oliver (2014) believes that the continuous choice intention is the possibility of consumers making repeat purchases of products or services in the future period; In her study, Yuan Yali (2017) defined the willingness to continuously choose high-speed rail as the tendency of passengers to continue to take high-speed rail after enjoying the high-speed rail service.

## Conclusion

With the rapid development of China's economy and the increasing aging of the population, people's demand for smart elderly care service is also rising. At present, smart elderly care service is still a new research direction, which is found through the collection and collation of relevant literature of past scholars. Their research direction is mainly based on the choice of pension mode, the problems and solutions of smart pension service, as well as the future development and path, etc. There are few studies on the choice willingness of smart pension service, and there are certain limitations. This study is based on some opinions on the research and how to choose smart pension services from the perspective of urban residents, and also puts forward opinions on how to keep the attention of consumers and improve the selection viscosity of urban residents. According to the data collation and the final conclusion orientation of this study, the subjective attitude, trust and intergenerational relationship all play a decisive role in the willingness of urban residents to choose, and also play an important factor in the future development path of enterprises providing intelligent elderly care services.

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