

# The elderly's social behavior development towards Thai society at the age of 4.0 of Ban Kong Sao, Nabon Sub-district, Nabon District, Nakhon Si Thammarat Province

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## **Abstract**

*This research aims to study the context and condition of the elderly's social behavior development towards Thai society in the age of 4.0 and to study learning process and social behavior development of the elderly towards Thai society in the age of 4.0 of Ban Kong Sao, Nabon Sub-district, Nabon District, Nakhon Si Thammarat Province. It is qualitative research and research & development (R&D) by studying information from documentary research and fieldwork through surveys, observations, in-depth interviews, and focus groups. The study found that context and condition of the elderly's social behavior development at Ban Kong Sao community where it is flatland, soil contain fertile, and doing rubber plantation and fruit orchards mainly. People in the community are kinship, interact closely with each other, being a society based on customary. The learning and behavior development process caused by push factors such as having physical health problems, living alone, is why they need to get into the online society to develop itself towards society in the age of 4.0. It has to be learned how to use a smartphone to get into online by themselves. The pull factor is people who are members of the elderly group, causing them to participate in activities and live happily in society, creating the power to develop oneself into society at the age of 4.0 that helps resolve health problems, both physical and mental of the elderly.*

*Kew words: Learning, Social Behavior, The Elderly in Age of 4.0.*

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## Introduction

Thailand has entered the aging society since 2007, with the population aged 60 years and older, more than 10 percent of the nation's population by using the age based on the calendar year, regarded an official definition of the term "the elderly" according to the Elderly Act, B.E. 2546 (2003) a current issue, which found that the aging population proportion will increase steadily by 13.2% in 2010, 20.5% in 2022 and 32.1% in 2040 that is causing labor shortage while the aging population continues to rise, but the working population has declined. From the aging population proportion, it can be explained that in the coming 20 years, Thailand will become a "complete-aged society." In 2024, the number and proportion of Thai elderly will be double about 6.5 million persons or approximately 10% of the total population, and in 2025 will increase to be 14 million persons or approximately 20% of the total population. Thailand is one of many countries that has a number of the elderly rapidly growing (Department of Older Persons, Ministry of Social Development and Human Security 2017: 1).

From the situation of the Thai elderly, which stated that Thailand is becoming an "Aging Society" by having people age 60 years or older, more than 10 million persons, which will become a "Complete-aged society" by 2025. Society at the age of 4.0 has a change in social, technology, and communication rapidly, which plays a greater role in daily life. Therefore, learning new things about the elderly should be a matter that society concern.

In general, they found that the elderly will gradually become a group of people who need to depend on family members, community and society, organizations, and agencies until they become a group of people who cannot help themselves and increase the burden on society. When the elderly have to depend more on society, causing the state of mind and feelings to become less potent, helping the elderly live in a society with dignity and self-worth is important to society.

The elderly will talk to family members, relatives, and neighbors who are a group of people with different ideas and lifestyles by groups, ages, occupations, values based on cultural diversity (Ramaswami Harindranath, 2006: 69-71). A group of elderly in age 4.0 will create a conceptual dimension to develop member's behavior that the elderly still have an ability to develop social behavior as strength of society so that the elderly can live in a society with a valuable and elegant place among their descendants and people in society. The elderly's social behavior development towards society at the age of 4.0 has many aspects: for food; that is products from organic farming, for public health; that is self-care, for digital technology; that is an internet connection to be able to communicate with society. After retirement, the elderly will become a group of free time people, causing loneliness or anxiety about changing physical health. Therefore, they need attentiveness and want to talk to family members more than the rest; this makes social media, especially LINE apps, became popular. Social media is a communication channel that helps relieve loneliness and missing on descendants that may not have time to meet each other frequently. Most of the communication among the elderly is sending pictures, video clips, or face time via social media more than typing a message, so when descendants want to communicate with the elderly in the family, therefore, should use the above method rather than typing a message due to the elderly may have difficulty reading.

Ban Kong Sao Elderly Club, Nabon Sub-district, Nabon District, Nakhon Si Thammarat Province, always provides an opportunity for the community to participate in various activities. Management based on the philosophy of sufficiency economy that the elderly group of the village no. 7 and village no. 8, Nabon Sub-district is a center of the elderly who are members or network club always participate in health promotion activities to be healthy, for the elderly use their free time wisely, having an opportunity to meet, exchange knowledge,

collaborate with ideas and making a recreational activity, art, culture, and tradition conservation activity, to provide the elderly who contains knowledge and experience transfer valuable and useful local wisdom for living to members in the next generation, having activities to help and support each other upon suffering, illness, and death for upholding honor and dignity of the elderly. Develop the elderly's social behavior towards Thai society at the age of 4.0 to become a model for the elderly groups in other communities.

## Objective

1. To study the context and condition of the elderly's social behavior development towards Thai society in the age of 4.0 of Ban Kong Sao, Nabon Sub-district, Nabon District, Nakhon Si Thammarat Province.

2. To study the learning process and the elderly's social behavior development towards Thai society at the age of 4.0 of Ban Kong Sao, Nabon Sub-district, Nabon District, Nakhon Si Thammarat Province.

### **Methodology**

This research is qualitative and R&D research with methodology as follows:

1. Study information from collecting, synthesizing, and analyzing documentary research by studying the concept, theory, research, and article on the elderly's social behavior development towards Thai society in the age of 4.0 and development to strengthen and sustainability according to the concept of sufficiency economy also solving problems of the elderly.

2. Collected field data by studying, exploring the context and condition of an area related to the elderly's social behavior development towards Thai society at the age of 4.0. Physical and social characteristics of the elderly community by interviewing informally with relevant people or who is in the phenomenon in order to inquiry details and related issues. Participant and non-participant observation with associates and participatory small group meetings and questionnaires to interview the elderly and other people, including various organizations interrelated and linked to other networks periodically.

**Lesson learned and development** are the most important step. At this step, researchers, key informant, target groups as well as various related person, including the elderly, families, caretakers, volunteers, local community leaders, and community developers who involved in the elderly's social behavior development towards Thai society in the age of 4.0 in a target area, jointly lesson learned, create a process for the elderly's social behavior development towards Thai society in the age of 4.0. The methodology has defined the research into two periods as follows:

Period 1: Study context and condition of the elderly's social behavior development towards Thai society at the age of 4.0 of Ban Kong Sao, Nabon Sub-district, Nabon District, Nakhon Si Thammarat Province, network area for the elderly's social behavior development towards Thai society in the age of 4.0, collect data with an individual interview, ex-post-facto approach, sometimes using photographs from past events or phenomena, existing traces such as old pictures, past production pictures, past grouping pictures which show the relationship, engagement, and collaboration in a community.

Period 2: Lesson learned is taking operational results to process and synthesize for systematization and academic conclusion. It is knowledge gained from operational results and combined with existing local wisdom, various operating processes and results occurred in a community that related to the elderly's social behavior development towards Thai society in the age of 4.0, by collecting data in a community from interviewing, observing various phenomena that take place in a community. Observations are both participant and non-participant observation by participating in the observation process. In addition, researchers tried to check the data obtained through the focus group in order to get an overview of the actual phenomenon.

Data analysis; researchers will take data from group discussion to organize, categorize and analyze by linking factors from available data into occurred phenomena and analyze the effect from that factors and phenomena (Willie Tan, 2018: 103-114), then bring the analysis approach and results to present to a group discussion, in order to organize a participatory, iterative analysis process in finding knowledge from past phenomena.

### **Data collection instrument**

1. Survey, non-participatory, and participant observation intermittently then record the phenomenon, interesting events involving the elderly.

2. Phenomenon observation; researchers chose to use both participant and non-participatory observations. Using a method by entering to observe the phenomenon oneself and take pictures as evidence also use the form for phenomenon record by asking underprivileged children, families, and communities (government and private agencies)

who are in an event, write a record or describe details of the phenomenon, after that recorded in form for phenomenon record by reverting an experience and use other instruments throughout research period for adding data to more completed (Preecha Samakkee & Punya Lertgrai, 2014: 62-64).

3. In-depth Interview; researchers had in-depth individual and group interviewed about the elderly's social behavior development. By using two interview methods: Semi-structured interview, which is an interview that does not require a questionnaire but has a framework. And structured interviews that require a questionnaire which can be edited questions as appropriate to be a guide for interview. Synthesize an overview together and used it as a guideline for creating a data collection instrument for experts to recheck before putting into functional.

4. Focus group discussion; researchers have drafted guidelines for seminar and analysis, then test an instrument. Focus group discussion is one of the qualitative research methods that make researchers know trusted attitudes and behaviors. By inviting key informants and a moderator to point an issue for discussion to persuade the participants to express their opinions on discussion points as widely, deeply, openly, and comfortably. Focus group discussion is the motivation that allows participants to express their opinions and attitudes that may encourage other participants to comment or make a query or criticize various issues (Gillian Symon and Catherine Cassell, 2012: 258-261), which will make that conversation became an in-depth conversation on each issue. Focus group discussion will allow researchers to obtain data on what researchers need by using an individual interview or questionnaire. Focus group discussion comprises three important steps as follows: 1) Discussion group preparation, 2) Discussion group organization, and 3) Data preparation for analysis.

## Results

1. The context and condition of the elderly's social behavior development towards Thai society in the age of 4.0 of Ban Kong Sao, Nabon Sub-district, Nabon District, Nakhon Si Thammarat Province look like as follows:

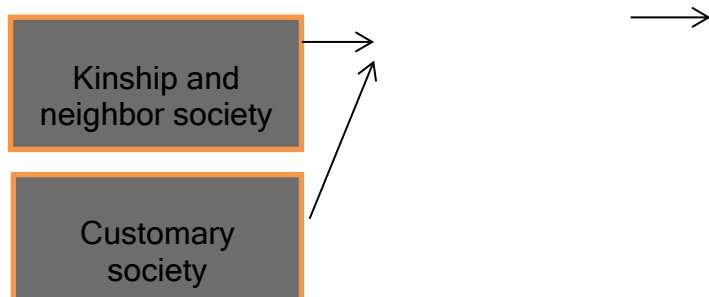
**Agricultural society:** Ban Kong Sao is a flatland; soil contain fertile, people in a community are agriculturist, doing rubber plantations as the main occupation and doing fruit orchards as a secondary occupation, planted vegetables and raised animals around the house but not that much. Houses and habitat spread along the road and some in fruit orchards. Therefore, the elderly of Ban Kong Sao are agriculturists throughout their lives; almost everyone has experience in agriculture, so they can still plant vegetables and take care of pets in the home area and found that most of the elderly can live with a sufficient life as well.

**Close society:** Most of the Nabon people are members of kinship in a few families, respected as a relative, senior system causing Kong Sao people to visit each other regularly and being an intimate neighborly society who interact closely with each other. Labor and agricultural equipment assistance are provided with a high generosity.

**Customary society:** Kong Sao people are very aware and place great importance on Buddhist traditions and beliefs. When there is a merit in a community, the elderly are always eager to participate in traditional activities. Each year there will be a merit-based festival according to religion and household chores, including ordination, weddings, and funerals. The elderly will try to attend upon occasion, and travel ability also pressures descendants and neighbors for pick up and drop off always.

When turning to the aging of the elderly, people who carry on an occupation in agriculture or other will occur of changing both physical and social—changed from people who have potential and readiness in their career to be a person who gains lower-income and health problems along with medical expenses that gradually increased. Once physical health declines and income decreases, the elderly have to stay home alone and feel lonely, underlying disease and health problems of the elderly may cause depressive disorder and have more problems. The potential for a self-reliant lifestyle decreased until dependence on descendants, intimate people to become a burden on those around in the society.





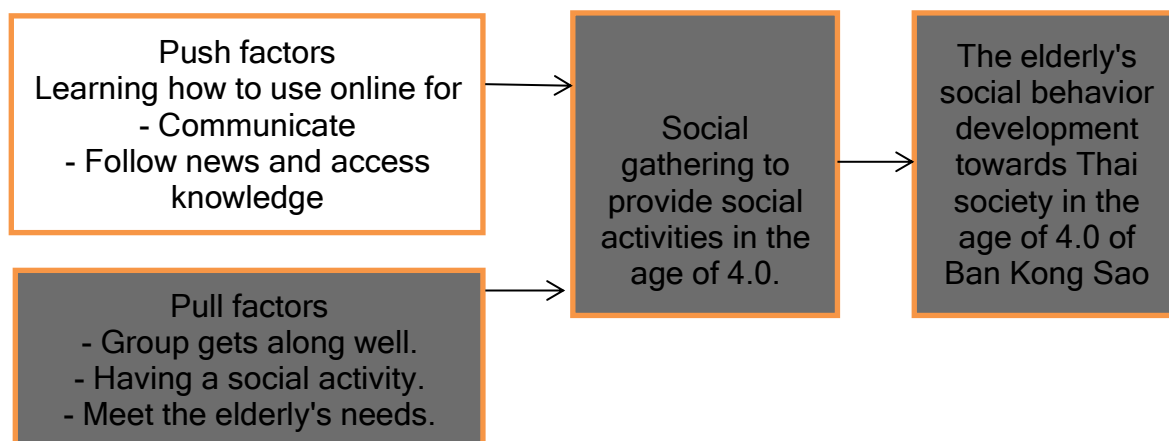
Display context and social condition that determined the elderly's social behavior of Ban Kong Sao.

The life that passed the working-age until the elderly age causes mental, physical, and social conditions to gradually affect life. Adapting is to participate in social activities upon the elderly's style. Ban Kong Sao elderly club, Nabon Sub-district by Tambon Health Promoting Hospital is a starting point that meets the elderly's needs as well, causing a club get cooperation from many members who were applying to a club, which deemed as the preventive and solving problem that arise with Ban Kong Sao elderly club, allowing the elderly to meet their friends and relatives regularly. Therefore, the elderly try to participate in club activities continuously.

The learning process and the elderly's social behavior development towards Thai society in the age of 4.0 of Ban Kong Sao Sao caused from the awareness of learning and self-development to continue life and be able to live in a society with self-esteem, which is caused by push factors and pull factors that come into life are;

Push factor includes physical and mental health problems that put so much pressure on, so they struggling to find solutions and preventions (Aaron Podolsky and Peter J. Brown. 2007: 183-184) by learning the cause, trends in health occurring. The learning potential is focused on talking, telling, for adapting to the social network that chats with video LINE. Meet the needs of people who are unable to access social network such as LINE group; therefore, efforts were made to learn to use a smartphone from those around—attempting to use a smartphone deemed as a starting point for learning towards Thai society at the age of 4.0 and using for learning, following news and communicate through the phone, learning about health from YouTube with video and audio, learning how to make a video LINE to network for inquiring health problems and asking for advice, using video LINE to prevent and solve health and other problems.

The pull factor is gathering, causing a lot of energy in the elderly club members. The gathering process and its activities have great health and social value. Club members have a creating knowledge process by transferring wisdom to one another in order for learners practically. Learning from operational, experience real events that will happen in every activity, and take gained data to discuss until it is understood and accessed the knowledge that the elderly can learn and practice by themselves. Practicing for self-care and do some small activities. It is oneself development to become one who has learned and understood processes that occur in many dimensions and perspectives on health and society knowledge arisen with the elderly could access knowledge content by themselves, being learning that receivers shall use their imagination and thoughts quite a lot.



The display learning process and the elderly's social behavior development towards Thai society in the age of 4.0 of Ban Kong Sao

Push and pull factors will motivate the elderly to learn, create a driving force in themselves that they need to adapt and learn for themselves and those around them. The social approach in the age of 4.0 is a solution for managing members to be ready and self-esteem, create an interest in what learners expect, and use as a guideline in the process of the elderly's social behavior development towards Thai society in the age of 4.0 as follows:

1. Food group, organic products, the elderly plant vegetable garden, plant nurseries, plant herbs, and organic vegetables which they can be sold and gained income to the elderly, making them become individuals of learning and behavior development. Encourage the elderly to have an idea of planting vegetables around their house. Build potential and self-esteem in terms of sufficiency economy and health (Panya Lertgrai, 2017: 12-20). A food group is a group that makes the elderly participate in activities with happily.
2. Public health group; health care, aerobic, massage, self-physical therapy, jogging, and self-care. The elderly's exercise will help to slow down the deterioration of various systems, also help to increase the muscles strength, control various body systems to be balanced, helping the elderly to socialize, therefore, it is directly beneficial to the mental, helping to reduce diseases such as diabetes, hypertension, and obesity, etc.
3. Digital technology group; internet connection, smartphone learning, creating groups to get information and communicate quickly; LINE has been used to be useful in communication between groups of the elderly friends, reducing dependence on descendants, have a better quality of life, better mental health, not suffering from depression.

Formal gathering on behalf of Ban Kong Sao Elderly Club and informal gathering causing the elderly can solve their own problems a lot, especially physical and mental health problems, resulting in a power to learn on an interesting topic, bringing the elderly's social behavior development towards Thai society in the age of 4.0 that communicate each other via video line, follow news from YouTube and LINE until becoming a behavior of following news (Philip Memichael, 2012: 6-7), chatting via online, access to information that leads to self-care behavior with principle (Chris Barker, 2012: 25-26), access to knowledge about sufficiency economy philosophy, socializing to reduce travel that is considered a social model of the elderly in this age of 4.0 of Ban Kong Sao, Nabon Sub-district, Nabon District, Nakhon Si Thammarat Province.

### Conclusion and Discussion

The elderly's social behavior development towards Thai society in the age of 4.0 that conducted in the study area contains various important issues as follows: organic food products, public health, health care, aerobic, massage, self-physical therapy, jogging, self-care, education, and information, modern communication technology usage, honoring, accepting, entrust, accepting errors, respecting and trying to adjust methodology in line with natural conditions.

Development to adapt a model to suit the situation, learning new things, social and community economic trends consistent with social conditions, thinking, analyzing, planning, and evaluating. Bringing in existing knowledge to develop further then continuously synthesize into an appropriate model for a context. Strengthening in family, community, and network until be able to manage oneself shall have occurred on an important principle basis on social

behavior development, which is a fundamental principle that leads to potential development, causing people to feel confident, valued, with human dignity (James A. Banks, 2016: 96-98). Self-determination is an indispensable principle that will lead to the elderly's social behavior development towards Thai society at the age of 4.0 because it will make individuals or groups of people community believe in themselves that they have sufficient potential to decide what to do. Resulting in a unique feature that is an ability to control and manage situations. The recognition of one's own potential and ability and being able to achieve their goals will allow that person satisfaction in their own ability. (Punya Lertgrai, Manlika Khongkaew, and Lunjakon Nillakan, 2017: 22-24). The elderly will feel good, welcome in results, confidence in performance, causing self-development as always, because the individual's awareness of one's own transformation to good, appropriate and accurate, it will help the individual to have goal and meaning in their own life, self-esteem and see their own importance to responsibilities which allow appreciating others as well, causing the acceptance and exchange occurred knowledge continuously, leading to a better quality of life for the elderly.

In addition, the main home health care in term of an activity that reflects a suitable lifestyle plan in various circumstances and situations such as having a good lifestyle consistent with contexts of dietary, excretion, regular exercise, let oneself go, stress management, adequate and quality rest, making free time for oneself, learn to build and maintain a good relationship with those around you both family members and people in a community, know to seek and use technology as well as access to health information, health surveillance, good life skills, including environmental conservation that benefit to health, which all of these will reflect a holistic concept and management to achieve "life balance," which means comprehensive all aspects of life that are holism of health, arising from physical, mental, and social health which is a close relationship and difficult to be separated from each other alone. The elderly family with high potential who can care for oneself and who is ready to help others and the elderly family with middle potential who can care for oneself by allowing these two groups to live with self-esteem and having the potential to help family, descendants, and society both economic, cultural and social.

### Suggestion

1. Local organizations should support formal or semi-formal integration of the elderly in a community and encourage them to hold social and traditional activities suitable for the elderly.
2. Agencies related to the elderly should participate in supporting activity for traditional, health, and sufficiency economy to allow the elderly group can learn and develop themselves to be continuously strong.

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