



Attitude toward the elderly and social interaction: Approach toward an intergenerational society

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Abstract

This research aimed to study the Bangkok population aged 18–59 years in terms of their attitude toward the elderly and social interaction. The survey data of the lifestyle and values of the respondents were analyzed using two-step cluster analysis. The 1,020 respondents were classified into seven main clusters and 16 sub-groups based on their lifestyle and values. Attitude toward the elderly and the social interaction of individual sub-groups were also analyzed. Policies for improving attitude toward the elderly and social interaction enhancement for each sub-group were suggested to promote a harmonious intergenerational society.

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Introduction

Thailand, ranked second after Singapore among Southeast Asian countries, is accelerating toward an ageing society. In 2021, for the first time, the number of people older than 60 will exceed the number of children, and Thailand will become a fully ageing society (Kasemsup, Sakunphanit, Bundhamcharoen, Nipaporn, & Tansirisithikul, 2016). Policy makers and academics have tried to understand societal changes under this phenomenon, in order to effectively promote a well-balanced life and security for the elderly.

Past research studied ageing society in several aspects. Policy makers had a tendency to focus on the elderly's needs and quality of life to promote activities for the present elderly while some researchers paid attention to younger generations' preparation for old age (Eiamkanchanalai, Assarut, & Surasiengsunk, 2013). Other research

emphasized the attitude of people toward the elderly and their social interaction by investigating intergenerational relationships to promote understanding and good relations between the elderly and younger generations (Kite, Stockdale, Whitley, & Johnson, 2005). However, research in this area has studied only the interaction between specific groups of people and the elderly, such as between children and the elderly in the family (Gilbert & Ricketts, 2008; Lee, 2009; Lin & Bryant, 2009; Sharps, Price-Sharps, & Hanson, 1998; Tice, Harnek Hall, & Miller, 2010), between a nurse or doctor and elderly patients (Ford & Sbordone, 1980; Gonçalves, 2009; King, Benbow, Elizabeth, & Lye, 1992; Runkawatt, Gustafsson, & Engström, 2013) and in other service industries between service providers and elderly customers (Chu & Chu, 2013). Few studies have investigated the general public's attitudes toward the elderly in society and their interaction.

As the proportion of the elderly is increasing, interaction with the elderly in public is inevitable. Knowing the attitude of the general public toward the elderly and the magnitude of their present interaction will be valuable for the public and private sectors to prepare for an ageing society. Thus, this study investigated the attitude of people

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toward the elderly and their social interaction, explored misunderstandings among generations and ultimately provided guidelines for a harmonious intergenerational society.

Literature Review

Attitude Toward the Elderly and Social Interaction

[Kite et al. \(2005\)](#) conducted a meta analysis research on attitudes toward the elderly and reported five components. The first was an evaluation that an individual had about individual characteristics of the elderly, such as personality. The evaluation component could be either positive or negative. The second component was age-related stereotype which was the overall perception linked to the elderly, such as traditional, hard of hearing, dote on their grandchildren ([Kite et al., 2005](#), p. 244). The third and fourth components were competence and attractiveness representing other aspects of age-related stereotypes ([Kite et al., 2005](#), p. 255). Competence represented sharpness of thinking, high level of knowledge and experience, physical capability, among others, while attractiveness meant how attractive the appearances changed with age. The last component was behavior or behavioral intention. This component was dealt with how people perceived their interaction with the elderly, such as intention to work together and intention to stay within the same household ([Mosher-Ashley, 2000](#)). In addition, [Kite et al. \(2005\)](#) concluded that attitude toward the elderly would vary among people of different ages, education, and socio-economic factors.

In addition to [Kite et al. \(2005\)](#)'s study, several studies attempted to develop scales to measure attitude toward the elderly ([Golde & Kogan, 1959; Intrieri, von Eye, & Kelly, 1995; Kogan, 1961; Palmore, 1977; Rosencranz & McNevin, 1969; Tuckman & Lorge, 1953](#)). However, these measurement scales were developed to access only the cognitive components of agism. Thus, [Fraboni, Saltstone, and Hughes \(1990\)](#) proposed a measuring scale that covered antilocution, discrimination, and avoidance components. The scale was clarified again by [Rupp, Vodanovich, and Credé \(2005\)](#) resulting in three components of the measuring scale: stereotypes, separation, and affective attitudes.

Comparing the measuring scales proposed by [Kite et al. \(2005\)](#) and [Rupp et al. \(2005\)](#), the evaluation, age-related stereotypes, competence, and attractiveness components in [Kite et al. \(2005\)](#) are equivalent to stereotypes, separation, and affective attitude in [Rupp et al. \(2005\)](#). Thus, the current study planned to evaluate attitude toward the elderly using [Rupp et al.'s \(2005\)](#) measurement scale which was developed and tested based on past measurement scales. The behavioral intention component in [Kite et al. \(2005\)](#) was also considered in the current study as the social interaction factor.

Lifestyle and Values Segmentation

As mentioned earlier, previous research studies investigated the attitude toward the elderly and social interaction within specific subjects, such as children and nurse, in the private settings. The fact that the subjects of these

studies were specific groups of populations, made classification of these groups unnecessary. However, the current study attempts to explore this phenomenon in society at large; thus, a method to separate the population into groups to provide more in-depth analysis is essential. Generally, social scientists tend to group a population using only demographic data, such as age and gender. However, marketing and business practitioners prefer to segment a population by using additional factors such as lifestyle and values systems. This technique reflects a better comprehension of the population groups.

Two methods for lifestyle and values segmentation are widely used. The first method is to measure lifestyle and values using people's activities (A), interests (I), and opinions (O) ([Gonzalez & Bello, 2002; Lawson, 1991; Silverberg, Backman, & Backman, 1996](#)). The second one is to measure lifestyle and values based on people's values system (values and lifestyles scale, VALs) ([Rokeach, 1973; Schwartz, 1992](#)). It is inconclusive which method is superior. Therefore, this research combined both techniques to classify people into sub-groups and to identify differences among these sub-groups in order to investigate the type of attitudes each sub-group has toward the elderly and how they interact with the elderly.

Methods

The unit of analysis for this study was the Bangkok Metropolitan population aged 18–59 years. The sample size of 1,020 respondents was selected based on quota sampling according to the proportion of Bangkok's population by gender and age ([Table 1](#)). Data collection was conducted using a questionnaire with lifestyle, values, demographics, attitude toward the elderly, and social interaction variables. The 28 items of lifestyle measurement and 17 items of values measurement were derived from the authors' previous work ([Eiamkanchanalai et al., 2013](#)). The 28 items of attitude toward the elderly measurement were adapted from [Rupp et al. \(2005\)](#) and adjusted to fit the Thai context using a focus group discussion with 15 respondents. The focus group yielded 10 questions about social interaction.

Results

Analysis of Lifestyle and Values Measurements

The measurements of lifestyle and values were analyzed using principal component analysis with the varimax rotation method to identify the constructs of the measurements. Based on the criteria that factor loading of each item should be greater than .3 and avoiding cross loading, one question was dropped from lifestyle measurement. The final constructs showed that the 27 questions on lifestyle measurement had seven factors ([Table 2](#)), and the 17 questions on values measurement had five factors ([Table 3](#)).

Regarding lifestyle measurement, the Kaiser–Meyer–Olkin index of the analysis was .820 implying that the dataset was appropriate for analysis. [Table 2](#) shows the seven factors of lifestyle measurement: fashion and party conscious, price comparison and concern, leadership oriented, fast pace living, community concern, immediate

member concern, and weight concern. The cumulative percentage of variance explained by all factors was 54.450. The Cronbach's alpha coefficient of all items was .825 and the Cronbach's alpha coefficients for individual factors ranged from .519 to .770, representing the reliability of the measurement.

On the other hand, the analysis of values measurement was favorable with a Kaiser–Meyer–Olkin index of .808. The five factors of values measurement were: saving for future, planning for better future, quality of life, compromise, regulatory, compliance, and independence. The cumulative variance explained was 54.302, the Cronbach's alpha coefficient of all questions was .765, and the Cronbach's alpha coefficients of individual factors ranged from

.545 to .703. All the criteria supported the reliability of the measurement.

Lifestyle and Values Based Segmentation

The standardized mean scores of the seven lifestyle factors and five values factors were calculated. Incorporated with demographics factors, two-step cluster analysis was conducted. Two-step cluster analysis was suitable in this analysis because the data applied in the analysis consisted of continuous data, that is, lifestyle and values factors, and categorical data, that is, demographics factors.

Table 1
Respondent profiles

Age	Male	Percentage	Female	Percentage	Total	Percentage
18–24	84	17.04	86	16.32	170	16.67
25–34	151	30.63	157	29.79	308	30.19
35–49	180	36.51	194	36.81	374	36.67
50–59	78	15.82	90	17.08	168	16.47
Total	493	100.00	527	100.00	1,020	100.00

Table 2
Construct of lifestyle measurement

	Factor loading	Average scores	Rotation sums of squared loadings	% of variance	Cronbach's alpha	Communalities
Factor 1: Fashion and party conscious						
I have the latest fashion outfit.	.823	2.972	3.205	11.871	.770	.338
I choose to dress fashionably, not for comfort.	.770					.714
I always change my hairstyle according to trends.	.654					.650
I like to party with music and conversations.	.603					.558
I influence my friend's purchase decision.	.494					.414
Dressing nicely is an important thing in my life.	.462					.424
I seek advice about brands from my friends.	.393					.369
Factor 2: Price comparison and concern						
I believe that price comparison can save a lot of money.	.793	3.396	2.319	8.590	.670	.663
I always check prices before making decision.	.740					.581
I seek to buy special offer products.	.556					.409
I spend times discussing about products and brands.	.489					.514
Factor 3: Leadership oriented						
I think that I have more self-confidence than others.	.793	3.356	2.250	8.333	.671	.667
I think that I have various skills.	.788					.660
I prefer others to consider me as a leader.	.610					.522
I do not have to depend on others.	.543					.345
Friends seek advice from me.	.349					.350
Factor 4: Fast pace living						
I eat instant noodle or canned food at least once a day.	.810	2.398	2.158	7.992	.731	.705
I consume and accept the flavor of processed food.	.730					.610
Instant noodle or canned food is a part of my lifestyle.	.728					.653
Factor 5: Community concern						
I am an active member of the charitable organization.	.668	3.261	1.781	6.598	.539	.607
I like to work for community project.	.642					.496
I participate in social and political campaign.	.634					.507
I try to arrange home for my immediate member's comfort.	.450					.354
Factor 6: Immediate member concern						
I drop everything when my immediate member is ill.	.806	4.183	1.524	5.644	.519	.668
Immediate member is important to my life.	.739					.600
Factor 7: Weight concern						
I only drink low fat or low sugar drinks.	.793	3.067	1.464	5.422	.559	.697
I like to consume foods with low starch fat and sugar.	.770					.625
Item excluded from the analysis						
I eat diet foods at least once a day.						

The results suggested that 1,020 respondents were classified into 16 sub-groups, which were named according to their gender, occupation, and age. Characteristics of each sub-group are shown in [Tables 4 and 5](#). To simplify the findings, the 16 sub-groups were then categorized into seven major groups: college student, female office worker, male worker and company owner, informal worker, first jobber, fast track young manager, and company support staff and government officer.

Analysis of Attitude toward the Elderly and Social Interaction Measurement

The 28 questions on attitude toward the elderly were analyzed using principal component analysis with the varimax rotation method. After considering the factor loading of each question, six questions were dropped from the analysis. The results with the remaining 22 questions are shown in [Table 6](#). There were seven factors extracted from the analysis with a Kaiser–Meyer–Olkin index of .841 and the cumulative variance explained 61.133 percent. The Cronbach's alpha coefficient of all questions was .800, the Cronbach's alpha coefficients of each factor ranged from .441 to .811, and the reliability of the measurement was supported.

[Table 7](#) shows the standardized mean scores of attitude toward the elderly factors for each sub-group. For easier interpretation, the attitude toward the elderly was summarized into three outcomes—positive, negative, and neutral. Based on the seven factors of attitude toward the elderly, a sub-group that had a higher number of positive factors than negative factors was referred as having a positive attitude. A sub-group that had a higher number of negative factors than negative factors was categorized as having a negative attitude, while a sub-group that had equal numbers of positive and negative factors was referred

as having a neutral attitude. The summary of this typology is presented in [Table 9](#).

In addition, social interaction measurement consisted of 10 items ([Table 8](#)). Nearly all of the sub-groups scored high in three items—satisfied with the elderly in family, willing to help the elderly when encountered, and willing to live within the same household with the elderly. Those sub-groups with high scores on these three items but low scores on the remaining items were regarded as having a low level of social interaction. Moreover, those with high scores in at least four items were referred as having a high level of social interaction. The summary of this classification is presented in [Table 9](#).

Discussions and Implications

The relationships between types of attitude toward the elderly and the level of social interaction are summarized in six patterns shown in [Table 10](#). From [Table 10](#), sub-groups with a negative attitude toward the elderly but having a high level of social interaction are considered crucial. The more interaction they have, the higher the tendency their attitudes can deteriorate. These sub-groups are female college students, senior traders and freelancers, and first jobbers. They might not have a high level of social interaction with the elderly voluntarily but rather were bound by their social duty and obligations to perform tasks for the elderly, such as living within the same household with the elderly and having the elderly as colleagues or co-workers. Educational programs and positive attitude-enhancing activities should be carried out to promote a more pleasant social interaction for these sub-groups.

The second priority should focus on the sub-groups with a positive attitude but having a low level of social interaction. These sub-groups are male office workers, fast-track young managers, and company support staff and

Table 3
Construct of value measurement

	Factor loading	Average scores	Rotation sums of squared loadings	% of variance	Cronbach's alpha	Communalities
Factor 1: Saving for future						
I am frugal.	.765	3.566	1.947	11.455	.591	.599
I try not to enjoy today's life for the better future.	.692					.502
I save money for the future.	.630					.483
Factor 2: Planning for better future quality of live						
It is important to me to have a better quality of life in the future.	.788	4.065	1.927	11.337	.654	.656
It is important to me to plan for the future carefully.	.665					.595
I invariably try everything to achieve my future goals	.582					.573
I work hard for a better future	.477					.430
Factor 3: Compromise						
A manager must be an expert in the field in which he manages.	.696	4.000	1.843	10.844	.614	.564
I would cooperate to keep group harmony.	.634					.459
Organizational conflict is healthy.	.547					.372
It is important that I receive individual recognition at work.	.510					.527
Factor 4: Regulatory compliance						
Company rules are always to be followed.	.776	3.924	1.813	10.665	.703	.640
It is important that people conform to company norms to reach goals.	.759					.671
Factor 5: Independence						
Change in my life is important to me.	.652	3.569	1.700	10.002	.545	.521
It is important to me to be the leader when I work on group projects.	.644					.614
It is important to me to meet new people.	.640					.595
I can achieve anything I set out to achieve.	.468					.431

Table 4
Result of lifestyle and value segmentation

College student		Female office worker				Male worker & company owner				Informal worker				First jobber		Fast track young manager		Company support staff & government officer	
		Male college student	Female college student	Female office worker	Female middle manager	Male blue collar & worker	Male office worker	Male executive & company owner	Female senior office worker	Middle age trader	Senior trader & freelance vendor	Housewife & female Street vendor							
n	Proportion	47	49	53	36	61	57	49	46	93	104	55	96	78	58	63	75		
	Lifestyle																		
Price Comparison and Concern	.083	.609	.573	.399	-.213	-.234	-.107	.028	.158	.074	-.920	-.255	.140	.106	.088	-.242			
Leadership Oriented	-.070	-.378	-.109	.005	-.235	-.138	-.452	-.004	.111	.337	.631	.323	-.579	.127	.060	-.070			
Fast Pace Living Community	.476	.374	.013	.053	.023	-.562	-.641	.139	-.222	-.137	.096	.250	.110	.592	-.136	-.217			
Concern Immediate Member	-.258	-.113	-.043	-.305	-.539	-.058	.287	.416	-.231	-.077	.211	.406	.313	.151	-.409	.073			
Concern Weight Concern	-.155	.159	-.116	.059	-.149	.288	-.010	-.321	.140	-.072	.415	-.339	-.015	.392	.136	-.194			
Fashion and Party Conscious	-.149	-.054	-.101	.147	.139	.079	.077	.222	-.204	.020	-.394	-.091	.268	.039	-.101	.177			
Value Saving for Future	-.073	.104	.061	-.113	-.186	-.287	-.102	.027	-.027	.414	.184	-.241	.228	-.326	-.226				
Planning for Better Future	-.168	-.075	.410	.260	-.400	-.255	-.079	-.085	.205	-.168	.1255	-.100	-.241	.230	-.008	-.372			
Quality of Life Compromise	.112	.294	.135	.145	-.081	.348	.034	-.043	.374	.168	-.1241	-.500	-.085	.150	.398	-.130			
Regulatory Compliance	-.333	-.066	.180	.203	-.019	.273	.056	-.095	.272	.256	-.674	-.373	.053	-.227	-.115	.284			
Independence	.072	.033	.133	-.282	-.429	-.369	-.590	.235	.031	.282	-.128	.394	-.248	.345	-.106	.086			

Table 5
Demographic profile of each sub-group

	College student		Female office worker			Male worker & company owner			Informal worker			First jobber young manager	Fast track company support staff & government officer		
	Male	Female	Female	Female	Female	Female	Male	Middle	Senior	Housewife & female freelance Street vendor					
			College student	Office worker	Office worker	Manager	Office clerk	Office clerk	Executive & company owner	Office worker					
Gender															
Male	47	0	0	0	0	0	45	93	97	34	84	3	21		
Female	0	49	53	36	61	57	47	1	0	21	12	75	37		
Age															
18–24	43	44	1	2	1	0	0	1	0	2	15	6	53		
25–34	4	2	50	33	13	0	0	16	67	3	4	45	3		
35–49	0	2	2	0	47	43	0	22	13	76	40	9	45		
50–59	0	1	0	1	0	14	49	8	12	25	9	27	21		
Education (Degree)															
Lower than Bachelor	32	47	4	2	0	13	2	43	1	0	52	75	66		
Bachelor	14	1	49	34	60	0	47	2	92	70	3	19	11		
Master and Higher	1	1	0	0	1	44	0	1	0	34	0	2	1		
Occupation															
Unemployed	0	2	0	1	1	0	0	2	0	0	3	4	0		
Formal worker	0	0	34	33	57	51	44	46	83	64	1	0	4		
Informal worker	1	1	19	2	3	6	3	0	8	40	54	92	70		
Studying	46	46	0	0	0	0	1	0	0	0	1	0	0		
Monthly income (Thai baht)															
No income	46	48	6	1	1	0	2	0	2	6	1	27	14		
<15,000	0	1	3	2	1	0	0	22	2	3	1	26	52		
15,000–24,999	0	0	42	0	30	6	11	15	37	3	42	33	3		
25,000–44,999	0	0	0	33	0	17	8	5	41	0	7	8	5		
45,000–64,999	0	0	0	0	26	18	18	2	5	39	2	1	1		
≥ 65,000	1	0	2	0	3	16	10	2	6	53	2	1	2		

government officers. These groups of people tend to devote time to self-interest and preoccupy themselves with work-related activities. Thus, they tend to neglect to interact with other people including the elderly. Nonetheless, their attitudes toward the elderly are positive; a healthy social interaction among these people and the elderly is achievable. Promotion of the elderly as resourceful persons or business mentors by public and private sectors can lead to a successful social interaction among these groups of people; for example, utilizing the elderly's knowledge and experience via senior volunteers to educate or mentor young generations in museums or historical tourism spots.

The third priority should aim at the sub-groups with either a negative or neutral attitude or having a low level of social interaction. As both attitude and social interaction are well below other sub-groups, fundamental information regarding the elderly and aging society should be disseminated to these groups. General social interaction through cultural participation should be employed; for example, cross-generation sport or art activities, or

traditional ceremonies which incorporate joint activities across generations.

The last priority should emphasize the elderly, as societal attitudes toward them are generally reactions stemming from people's direct experience with the individual elderly's behavior. In this current research, four undesirable characteristics of the elderly were identified—isolation and living in the past, being unable to adapt to changes, having poor hygiene and untrustworthy, and being uninteresting and lacking of knowledge. These negative attitudes are most likely to contribute to a low level of social interaction. As a result, public and private sectors should create changes in the elderly to increase their competency and adaptation to the changing environment; for example, promotion of lifelong learning via a public library or seniors club, educational programs for the elderly on how to adapt to changes, promoting the elderly's understanding of what society expects of them, and how to be desirable through active aging. A program to promote how to utilize mobile and communication devices should be introduced in the

Table 6
Construct of attitude toward the elderly measurement

	Factor Loading	Average scores	Rotation sums of squared loadings	% of variance	Cronbach's alpha	Communalities
Factor 1: Aversion to elderly						
• I don't like it when elderly people try to make conversation with me.	.805	2.335	3.062	13.920	.811	.703
• I sometimes avoid eye contact with elderly people when I see them.	.755					.655
• Complex and interesting conversation cannot be expected from most elderly people.	.728					.570
• Feeling depressed when around elderly people is probably a common feeling.	.706					.587
Factor 2: Inability to accept change						
• Elderly people have more rules.**	.744	3.363	2.036	9.254	.671	.653
• Elderly people usually refuse to learn new things.**	.715					.577
• Elderly people often do not accept their physical deficiencies.**	.610					.504
• Elderly people complain more than other people.	.576					.637
Factor 3: Unhygienic & untrustworthy						
• Most elderly people would be considered to have poor personal hygiene.	.702	2.793	1.918	8.718	.620	.564
• Most elderly people can be irritating because they tell the same stories over and over again.	.672					.662
• Most elderly people should not be trusted to take care of infants.	.664					.617
Factor 4: Interesting & knowledgeable						
• Most elderly people are interesting, individualistic people.	.763	3.670	1.917	8.715	.624	.610
• Elderly people should be encouraged to speak out politically.	.694					.616
• Being in a company of most elderly people is quite enjoyable.	.668					.520
• Experience and knowledge of elderly people are valuable.**	.515					.467
Factor 5: Secluded & living in the past						
• Many elderly people are not interested in making new friends, preferring instead the circle of friends they have had for years.	.827	3.627	1.829	8.312	.676	.721
• Many elderly people are stingy and hoard their money and possessions.	.750					.618
• Many elderly people just live in the past.	.632					.572
Factor 6: Separated						
• Elderly people don't really need to use our community sports facilities.	.688	2.080	1.412	6.418	.679	.664
• It is best that elderly people live where they won't bother others.	.595					.593
Factor 7: Remained with same age group						
• Many elderly people are happiest when they are with people their own age.	.755	3.340	1.275	5.797	.441	.683
• Elderly people should find friends their own age.	.690					.656
Items excluded from the analysis						
• I would prefer not to go to an open house at a senior's club, if invited.						
• Teenage suicide is more tragic than suicide among the elderly.						
• I personally would not want to spend much time with an elderly person.						
• Elderly people should feel welcome at the social gatherings of young people.						
• It is sad to hear about the plight of the elderly in our society these days.						
• Elderly people need more attention than others.**						

Note: ** represents items proposed by this study

Table 7
Attitude toward the elderly by sub-groups

	College student		Female office worker		Male office worker		Male worker & company owner		Informal worker		First jobber	Fast track	Company support staff & manager			
	Male	Female	Female	Female	Female	Female	Male	Male	Middle	Senior	Housewife & female	young	manager			
	college	college	office	office	middle	executive	blue collar	trader	age	trader	Street vendor	young	manager			
	student	student	worker	worker	experienced	experienced	worker	company	owner	owner	vendor	young	manager			
	3–5 years	3–5 years	6–10 years	6–10 years												
Aversion to elderly	.236	.001	−.111	−.319	.069	−.248	−.190	−.046	−.179	.218	−.351	.090	−.111	−.054		
Inability to accept change	.101	.216	−.105	−.108	−.021	−.091	−.329	−.156	−.023	−.161	.518	.208	−.022	.215	.013	−.230
Unhygienic & untrustworthy	−.058	.010	−.201	−.014	−.011	.067	−.201	−.105	−.297	.116	−.100	.127	.439	.175	−.262	−.182
Interesting & knowledgeable	−.072	.062	.251	−.192	−.219	.083	−.325	−.160	.036	−.047	−.064	.023	.034	.100	.009	−.162
Secluded & living in the past	−.245	−.065	.214	.305	−.171	−.064	−.016	.138	−.133	−.026	−.113	−.044	.378	.052	−.070	−.021
Separated	−.177	.145	−.052	−.029	−.155	−.306	.069	.380	−.192	−.187	−.270	.472	.168	.114	−.159	.110
Remained with same age group	.261	.118	.041	.137	.189	−.465	.004	−.023	.043	−.144	.439	.088	−.038	.045	−.307	−.151

Table 8
Social interaction by sub-groups

	College student		Female office worker		Male office worker		Male worker & company owner		Informal worker		First jobber	Fast track	Company support staff & manager			
	Male	Female	Female	Female	Female	Female	Male	Male	Middle	Senior	Housewife & female	young	manager			
	college	college	office	office	middle	executive	blue collar	trader	age	trader	Street vendor	young	manager			
	student	student	worker	worker	experienced	experienced	worker	company	owner	owner	vendor	young	manager			
	3–5 years	3–5 years	6–10 years	6–10 years												
Satisfied with elderly in family	4.03	4.29	4.21	4.61	4.36	4.37	4.41	4.26	4.45	4.36	3.89	4.14	4.07	4.30	4.38	4.44
Satisfied with elderly in workplace	3.88	3.78	3.57	3.80	3.29	3.96	3.87	3.44	3.42	3.70	3.29	3.23	3.22	3.68	3.45	3.92
Satisfied with elderly in society	3.42	3.46	3.23	3.43	3.33	3.56	3.35	3.28	3.38	3.43	3.10	3.3	3.32	3.36	3.54	3.58
Willing to donate for elderly related activities	3.57	3.88	3.79	4.03	3.79	3.91	3.94	3.78	3.83	3.83	3.56	3.57	3.73	3.84	3.89	3.63
Willing to pay tax that support elderly' living condition	3.70	3.82	3.79	4.03	3.80	4.02	4.02	3.80	3.83	3.51	3.57	3.72	3.69	3.84	3.68	
Willing to help elderly when meet	4.26	4.35	4.40	4.31	4.16	4.27	4.09	4.29	4.23	4.25	4.09	4.15	4.33	4.22	4.15	
Willing to sacrifice time to help elderly activities	3.32	3.53	3.64	3.72	3.41	3.68	3.78	3.61	3.52	3.61	3.25	3.55	3.58	3.69	3.78	3.55
Willing to work with the elderly	3.49	3.84	3.89	3.94	3.64	3.75	3.84	3.80	3.73	3.78	3.99	4.08	4.42	4.08	3.78	3.79
Willing to live within the same household with the elderly	3.85	4.12	4.04	4.08	3.89	4.11	4.00	3.87	3.99	4.08	4.42	4.10	3.87	4.12	4.08	4.01
Willing to do career that have elderly as customer	3.89	4.00	4.09	4.06	3.74	3.91	3.98	3.76	3.85	4.04	4.42	4.10	3.87	4.12	3.89	3.96

Table 9

Attitude toward the elderly and social interaction classified by sub-groups

		Attitude towards elderly			Social interaction	
		Negative	Neutral	Positive	Low	High
1. College student	Male college student	X			X	
	Female college student	X				X
2. Female office worker	Female office worker experienced 3–5 years			X		X
	Female office worker experienced 6–10 years			X		X
	Female middle manager		X		X	
	Female executive			X		X
	Female senior office worker			X		X
3. Male worker & company owner	Male blue collar & clerk		X		X	
	Male office worker			X	X	
	Male executive & company owner			X		X
4. Informal worker	Middle age trader		X			X
	Senior trader & freelance	X				X
	Housewife & female street vendor	X			X	
5. First jobber		X				X
6. Fast track young manager				X	X	
7. Company support staff & government officer				X	X	

Table 10

Relationships between types of attitude toward the elderly and level of social interaction

		Social interaction	
		Low	High
Attitude toward elderly	Negative	<ul style="list-style-type: none"> Male college student Housewife & female street vendor 	<ul style="list-style-type: none"> Female college student Senior trader & freelance First jobber Middle age trader
	Neutral	<ul style="list-style-type: none"> Female middle manager Male blue collar & clerk 	
	Positives	<ul style="list-style-type: none"> Male office worker Fast track young manager Company support staff & government officer 	<ul style="list-style-type: none"> Female office worker experienced 3–5 years Female office worker experienced 6–10 years Female executive Female senior office worker Male executive & company owner

initial stage so that the elderly can continue to be connected with families and friends. Other educational programs and intergenerational activities through elementary schools should be carried out in the later stage.

Conclusion and Recommendation

This study aimed at promoting a harmonious intergenerational society by investigating population attitude toward the elderly and their social interaction in society. The study extends past research where intergenerational relations and family relationships were the main focus.

Moreover, this research analyzed the population from a marketing perspective by employing the concepts of lifestyle, values, and demographic data to cluster samples into sub-groups. Each sub-group profile provides a better insight of how its attitude toward the elderly and social interaction are formed. With this understanding, appropriate social activities and educational and attitude enhancement programs can be designed effectively for each sub-group.

This study, however, focused only on the Bangkok Metropolitan area. Its generalization is limited. Further study and replication in different geographical areas are needed. As the elderly themselves are also adjusting to the sudden shift toward being part of an aging society, the well-

informed elderly in the future may differ from the present group. Thus, future attitudes toward the elderly and their social interaction will most likely be different. With keen awareness among all sub-groups in society, a sustainable harmonious intergenerational society can be accomplished.

Conflicts of Interest

There are no conflicts of interest.

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