A Study on Supply and DemandSatisfaction of Elderly Care in Urban and Rural Areas

Zhehan Zhao, Cheng Chung Wu, XinyiSu, JieningMao,Tao Wang, Yanyan Jiang

Jiaxing Nanhu University, Zhejiang, China

ABSTRACT

According to the data, by 2021, China's population over the age of 65 has reached 190.64 million, accounting for 13.5% of the total population. With the growth of China's aging population and the increasing degree of aging, the problem of social pension is facing great challenges. Exploring the supply and demand of pension has become the key to solve the problem of social pension and an important way to alleviate the pressure of social development caused by deep aging.Therefore, in order to deeply explore the problems existing in the supply and demand of social pension, this survey team designs relevant pension supply and demand satisfaction questionnaires to understand and analyze the overall quality of social pension, the needs of the elderly and the problems existing in the supply of social pension. This survey and analysis mainly analyzes the satisfaction of pension supply and demand from multiple angles combined with data through descriptive analysis, multiple regression analysis and other methods.The survey results show that the overall pension satisfaction of most of the elderly is generally satisfactory, the elderly have low willingness to provide for the elderly in pension institutions, the elderly are more satisfied with the setting of pension infrastructure, and there is a gap between the elderly's cognitive pension services and the actually enjoyed pension services. Therefore, according to the survey results and analysis, the survey team puts forward relevant suggestions and Countermeasures to balance the supply and demand of the elderly, and improve the overall elderly care service quality and overall elderly care satisfaction.

Keywords: Population Aging, Supply and Demand, Elderly Care

I. INTRODUCTION

From the early 1960s to the mid-1970s, the population with the second fertility peak after the founding of new China entered the elderly, and the number of China's elderly population began to increase rapidly, with an average increase of 6.2 million every 12 months. At the same time, as the total population has gradually achieved zero growth or even negative growth, the aging of the population will be further accelerated. By 2023, the number of elderly population will increase to billion, which is equal to the number of children aged 0-14. By 2050, the total elderly population will exceed 400 million, and the aging level will be promoted to more than 30%. Among them, the elderly population aged 80 and over will reach 94.48 million, accounting for 23.62% of the elderly population. In 2020, China's elderly population over 65 years old will account for 13.5% of the total population. According to the prediction of China development foundation, the proportion of elderly people over 65 years old will exceed 14% in 2022, that is, China will enter a "deep aging society".

With the extension of human life span and the reduction of population birth rate, aging has become a worldwide problem. China is one of the countries with a high degree of population aging in the world, and the situation to deal with the challenge of aging is becoming more and more serious. "Actively respond to the aging population and accelerate the construction of an elderly care service system coordinated by home-based community institutions and combined with medical care and health care". The Fourth Plenary Session of the 19th CPC Central Committee pointed out the direction for the cause of elderly care with Chinese characteristics in the new era. Meeting the multifaceted needs of a large number of elderly people and properly solving the social problems caused by population aging are related to the overall development of the country and the well-being of the people. The high-quality development of elderly care is inseparable from the supply of high-quality elderly care services. Jiaxing is one of the regions with a relatively high aging population in Zhejiang. As of 2021, the population aged 60 and above reached 990 thousand and 300, an annual growth rate of 3.1%, which was 2.1 percentage points higher than that of the registered residence population. The elderly population accounts for 27.0%, with an

average annual increase of 0.5 percentage points. It can be seen that the degree of population aging in Jiaxing is gradually increasing, and there is a great demand for elderly care services and health services.

II.   REVIEW OF LITERATURE

Huang (2021) found that the elderly population in Zhejiang Province has strong demand for health aids, health products, integrated medical care and nursing elderly care institutions and leisure elderly care. However, the health elderly care market is underdeveloped and imperfect, resulting in the supply of health elderly care market lagging behind the demand for elderly care. Tian (2020) studied the problems and Countermeasures of community home-based elderly care services in Zhejiang Province, and found that there are some problems in community home-based elderly care services in Zhejiang Province, such as insufficient supply, mismatch and imbalance between supply and demand, imperfect management and operation mechanism, unprofessional service personnel, insufficient source of funds, low use efficiency, insufficient guarantee of the rule of law and so on. Zhou (2021) studied the current situation and problems of rural elderly care and found that there are some problems in rural elderly care, such as backward elderly care facilities and large demand for elderly care services.

III.   RESEARCH METHOD

Considering that the sample survey targets the elderly over 60 years old, this sample survey is an offline survey. When 444 is determined as the sample size, in order to facilitate the investigation, the multi-stage and two-stage stratified sampling method is adopted in seven county-level cities of Jiaxing according to the principle of random sampling:

(I) The proportional distribution stratified sampling method was used to match the number of questionnaires distributed in seven county-level cities, and the survey streets and communities were randomly selected from each county of seven county-level cities in the city. According to the data of Jiaxing statistical yearbook 2013.

(II) Convenience sampling mainly adopts the "street blocking method" to determine the specific survey objects. As the respondents are the elderly over 60 years old, the survey area will choose community service centers, nursing homes, parks and other places where the elderly gather more for questionnaire distribution.

IV.   RESULTS OF EMPIRICAL   ANALYSIS

According to the division of pension supply cognition, five aspects of perfecting institutional mechanism, encouraging entrepreneurship and employment, adjusting policy welfare, improving infrastructure and expanding elderly activities will be reconstructed into four aspects:necessity of raising the elderly, satisfaction of the pension environment, necessity of rehabilitation and leisure supply and satisfaction of rehabilitation and leisure supply.

Table 1Regression analysis of pension supply satisfaction and pension status satisfaction

Model	Unstandardized coefficient		t	Standardization coefficient	Sig
	BetaEstimates	Standard error		Betadistribution	
constant	5.437	0.652	8.338		0.000***
Necessity of pension environment	0.242	0.157	1.535	0.248	0.131
Pension environment satisfaction	0.162	0.126	1.283	0.206	0.205
Necessity of rehabilitation leisure supply	-1.360	0.249	-5.458	-0.941	0.000***
Satisfaction of rehabilitation leisure supply	0.867	0.199	4.352	0.833	0.000***

F Vaule	14.453
Adj R^2	0.742

From the regression equation, it can be seen that the regression coefficient of the necessity of rehabilitation and leisure supply on the overall satisfaction is -1.360, which is the largest regression coefficient. Therefore, the change of this factor has the greatest impact. Every time the factor increases by 1, the overall satisfaction decreases by 1.360 on average. The necessity of rehabilitation leisure supply has a significant negative impact on overall satisfaction. When the necessity of rehabilitation and leisure supply increases, it proves that the current social allocation in this aspect is not perfect, the demand of the elderly increases, representing the decline of overall satisfaction; When the necessity of rehabilitation and leisure supply decreases, it proves that the government has invested funds and energy in this area, and the elderly's demand for it no longer increases, which represents the increase of overall satisfaction.

Secondly,According to the division of pension demand cognition, five aspects of meticulous care, professional service, accurate medical care, functional facilities and diversified activities will be reconstructed into four aspects: necessity of medical life, satisfaction of medical life, necessity of rehabilitation and leisure demand and the satisfaction of rehabilitation and leisure demand.

Table 2Regression analysis of pension demand satisfaction and pension status satisfaction

Model	Unstandardized coefficient		t	Standardization coefficient	Sig
	BetaEstimates	Standard error		Betadistribution	
constant	0.295	0.598	0.493		0.624
Necessity of medical life	0.391	0.187	2.085	0.231	0.042*
Satisfaction of medical life	0.919	0.119	7.743	0.978	0.000***
Necessity of rehabilitation	-0.323	0.120	-2.684	-0.408	0.010*
Satisfaction with rehabilitation and leisure needs	-0.133	0.109	-1.226	-0.163	0.226
F Vaule	35.597				
Adj R^2	0.719				

Taking the necessity of medical life, satisfaction of medical life, necessity of rehabilitation leisure demand and satisfaction of rehabilitation leisure demand as independent variables, and satisfaction of the elderly with the current overall elderly care service system as dependent variables, multiple linear regression analysis was carried out to test the significance of the regression equation. The influence of each factor on the overall satisfaction was analyzed. The adjusted R ratio was 0.719, and the fitting degree was high. After data analysis, the six aspects (necessity of medical life) of caring for the elderly, paying attention to the daily necessities of the elderly, improving the care ability of elderly care service personnel, accepting legal and fraud prevention knowledge, TCM health preservation, TCM rehabilitation and online appointment to see a doctor are important factors affecting the elderly's

satisfaction with the overall elderly care service system.

V.   CONCLUSION

In terms of demand, meticulous care for the elderly, paying attention to the daily necessities of the elderly, improving the care ability of elderly care service personnel, accepting legal and fraud prevention knowledge, TCM health preservation, TCM rehabilitation and online appointment are important factors affecting the elderly's satisfaction with the overall elderly care service system. The elderly's satisfaction with paying attention to daily necessities, online hospital appointment, rehabilitation aids, recycling daily necessities, Jiaxing University for the elderly and elderly entertainment activities is lower than the overall average. Therefore, paying more attention to the supply of daily necessities and online hospital appointments can more effectively meet the demand. To fully meet the needs and improve the pension system, we need to create innovative tools suitable for the elderly and meet the needs of the elderly from the perspective of the elderly, using modern scientific and technological innovation and combining the needs of the elderly. Let the elderly realize zero procedure appointment. Pay attention to every kind of daily necessities of the elderly, so that the elderly can live comfortably and use at ease. In order to balance the supply and demand of elderly care, we should enhance the effectiveness of supply and improve social satisfaction, strengthen the construction of medical care and rehabilitation, and create a cultural atmosphere. Let the elderly have a healthy body while increasing the fun of life of the elderly, enrich cultural life, and enhance the familiarity and cohesion among the elderly. While developing their interests, the elderly can also feel the positive atmosphere of participating in activities, and their later life has become more colorful.

REFERENCE

[1].   Huang, Q. Y. (2021). Research on the demand and influencing factors of community elderly care service for the elderly based on CLHLS. Journal of nursing, 2021(3): 5-9.
[2].   Tian, Y. (2020). Problems and Countermeasures of community home-based elderly care service in Zhejiang Province. Journal of Shaoxing University, 40 (7): 109-114.
[3].   Zhou, W. J. (2021). Endogenous power and policy optimization of rural elderly care service supply. Agricultural Economy, 2021 (2): 77-78.