The research Report

Kenji Ushizawa, PHD.
Prof. School of Management and Information Science, SANNO University

(The research of the reality and the future of the consumer education to the elderly by the Grant of Japanese Ministry of Education, Culture, Sports, Science and Technology.)

This is an interim report of the research done in 2002-2003. We have been researching the reality and the future consumer education of elderly as well as elderly with slight dementia. We did the questionnaire investigation and the evaluation for experiments. I report about those contents, an interim result and the future way of advancing it.

Presently in Japan, the aging population is increasing rapidly. Therewith, the elderly in need of care increases as well. Also with the declining birth rate, Japanese public finance related to the social welfare may face collapse. We admitted the need of the fundamental research with ascertaining actual condition properly in order to devise a countermeasure instead of ignoring such social conditions. It means own life independence that the elderly can take the proper consumption behavior. Therefore, it enables to build the sustainable aged society in which the elderly people can be independent. We have been performing the research in order to establish the various policies for it and to contribute the economic re-activation.

We carried out a survey to 2000 Japanese social welfare facilities via mail. As for contents of a questionnaire, it is constructed of the following:
1) Questions about the future of the care and welfare for the future social conditions.
2) Theme about the consumer problem and education of the elderly.
3) Contents about dementia of the elderly
4) The question related to Takizawa program and motivative exercise as a related research
250 effective answers were collected from mailing survey. There were high supports about the need of care to the disabled elderly within the community, the securement of care and welfare related persons and the education to the elderly for the independent life in the future. However, few facilities educate the elderly to become an independent consumer in the current condition. It became clear this is a future subject to be considered.

We have evaluated the practical use (actual ability) of the daily life activity. Also, the evaluating system was examined and applied. The system implemented the view of one’s life as a consumer along with the research. We will continue the research of practical application for improvement of the evaluation system. Furthermore, we tried to evaluate the influence on consumption and consumption preparation activities to the elderly.

We will try to perform comparative studies on the education of the elderly not only in Japan but on an international level.

Furthermore, we aim to develop specific ways of educating the elderly, and to propose the idea with evaluating its effects.