



OLIS 2013 Autumn

# Do You Understand the “Senior”?

## - From the perspective of Gerontology

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**Senior life design  
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# Self-Introduction

## Public work

- Tokyo Metropolitan Government  
Nursing Care Service Public Information System Investigator
- Tokyo Metropolitan Government  
Welfare Service Third-Party Evaluation Evaluator

## Research work

- Chief Researcher of the Secretariat, Society for Applied Gerontology - Japan
- Collaborative researcher, Institute for Aging and Development, J.F. Oberlin University

## General work

- Consulting (ex., Product development for seniors)
- Research (mainly qualitative)
- Corporate consulting
- Lectures, speeches
- Writing



Do you know  
what “gerontology” is?



Background of today's topic

# Origin of the word, “gerontology”

Gerontology was coined by combining the Greek words••••

*geronto* (old people)

*logy* (study of~)

} **Gerontology**



In Japan, “gerontology” was translated as “*rojin-gaku*” in 1950.

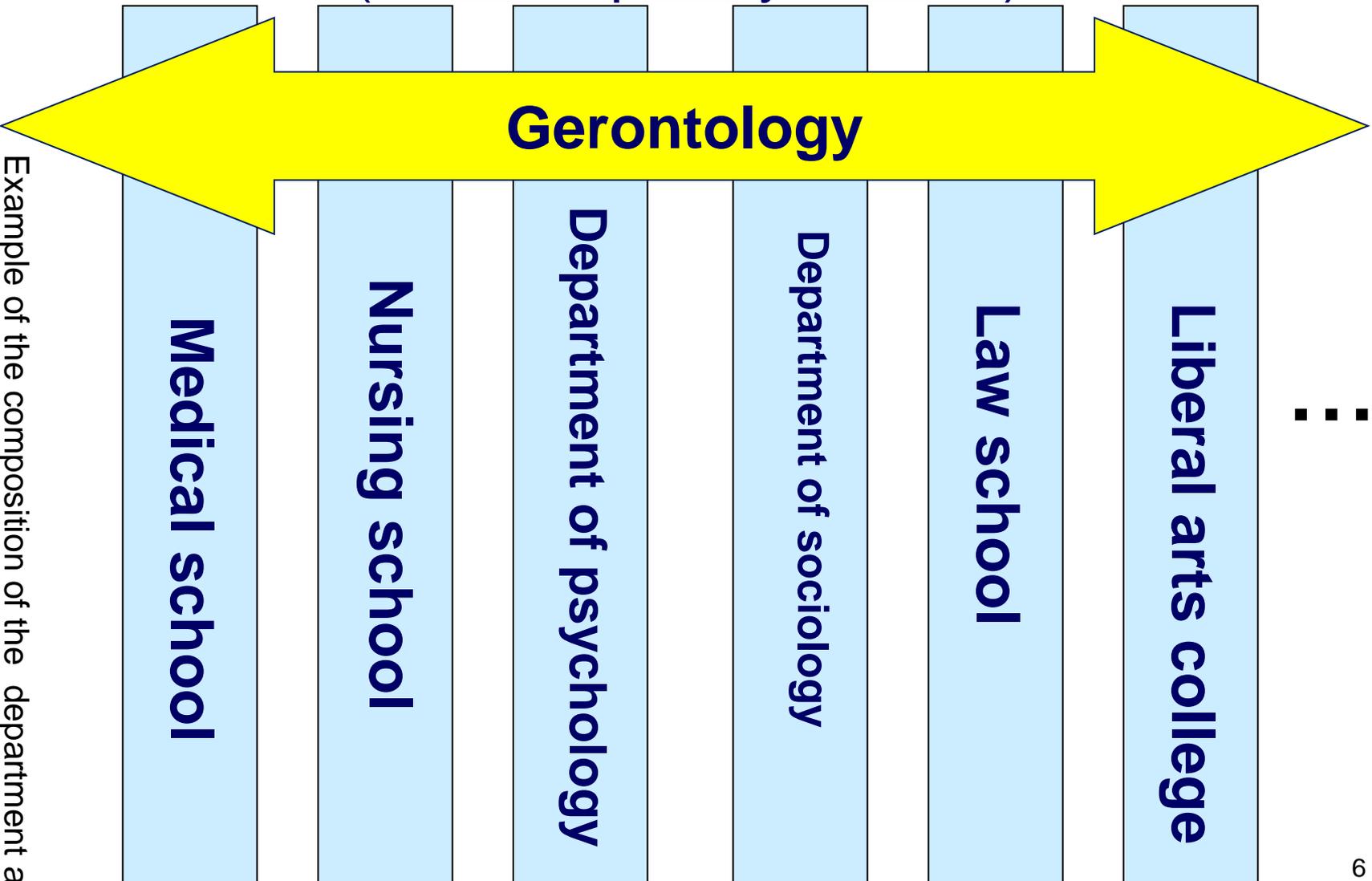
# What is gerontology?

- 1 Scientific study of age-related change
- 2 Scientific study of issues of the middle-aged and seniors
- 3 Study from the perspectives of the humanities (ex., history, philosophy, religion, literature)
- 4 Application of the knowledge useful for adults and seniors

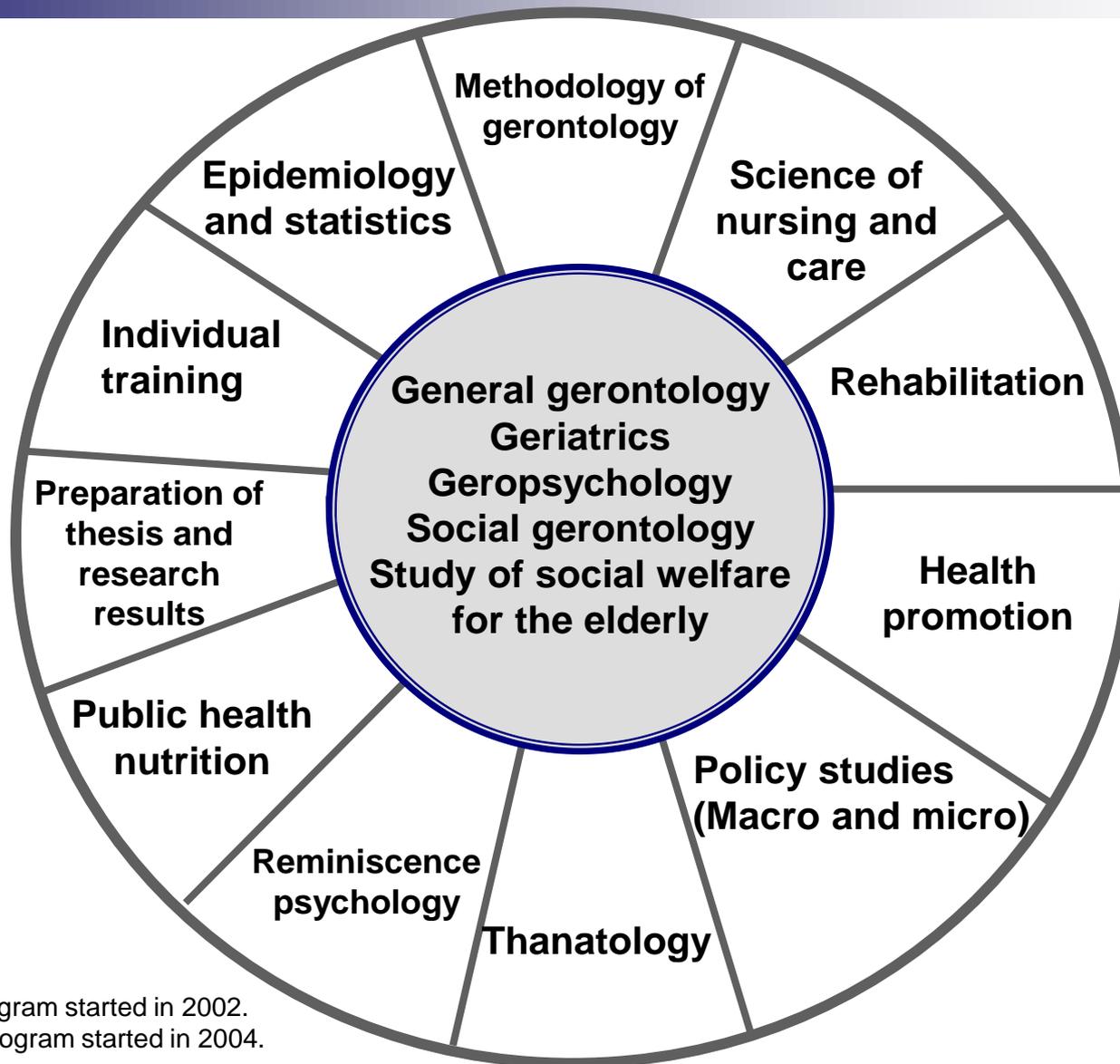
(Maddox et al. eds.: The Encyclopedia of Aging, 1991)

- 5 Study of intergenerational issues

# Introduction to gerontology (interdisciplinary content)



Example of the composition of the department at each university or graduate school

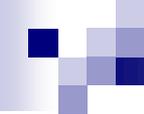


The first half of the PhD program started in 2002.  
 The latter half of the PhD program started in 2004.

**Figure 1 Structure of the master's program in gerontology at the Graduate School of Gerontology at J. F. Oberlin University**

Completed the first half of the PhD program at the Graduate School of Gerontology, J.F. Oberlin University





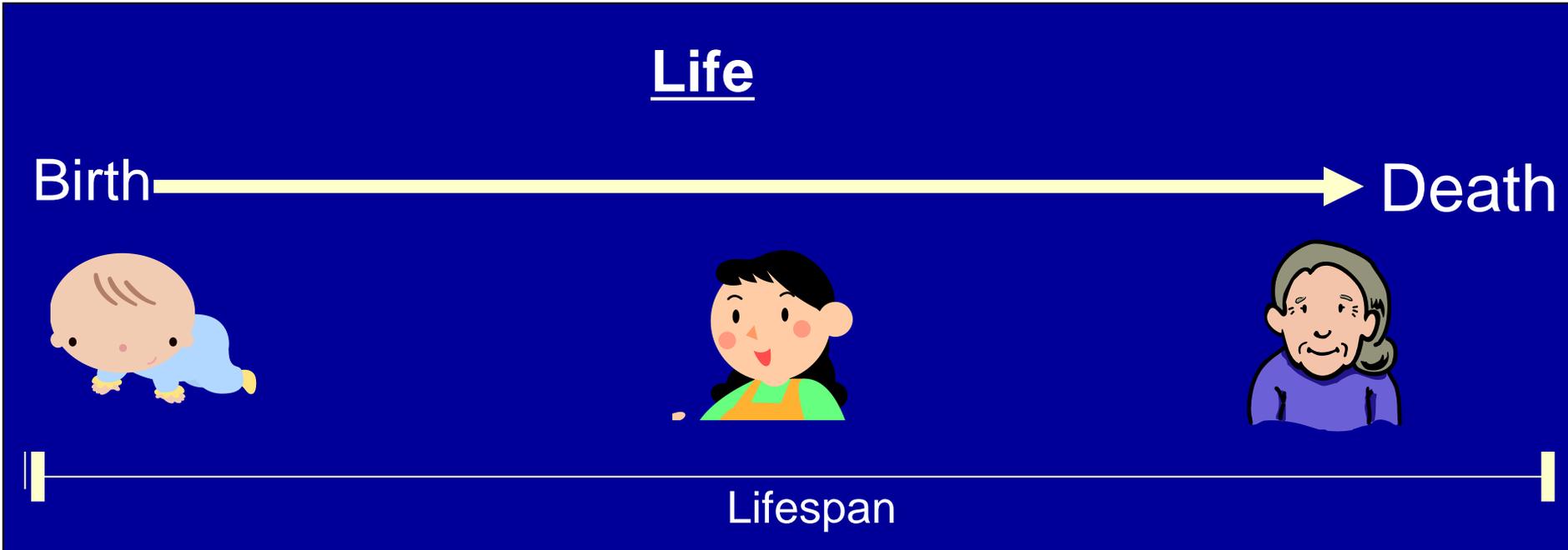
# Aging and Senescence

# Aging and senescence I

- **Aging** = **Process of getting older**
- **Aging senescence** = **Weakening of mind and body due to aging**

Common = “getting older”

# Aging and senescence II



**Aging** →

**Senescence** ..... →

# Normal aging

- **Normal senescence** → **Physiological senescence**
- **Pathological senescence** → **More significant impairment of mental and physical functions compared to normal individuals of the same age**

# Senescence from a biological perspective

- **Senescence of the motor system**→

Characteristically, impairment of motor function is not notable in mild exercise, such as walking, but it is more extensive in running or exercise requiring instantaneous force.

- **Senescence of the sensory system**→

Sensory function, such as vision, hearing, taste, skin sensation and sense of equilibrium generally decline. The main cause is weakened neurological function.

- **Senescence of the autonomic nervous system**→

Circulatory function, respiratory function, digestive function, urinary continence function, thermoregulation, body fluid regulation, blood sugar regulation, endocrine function

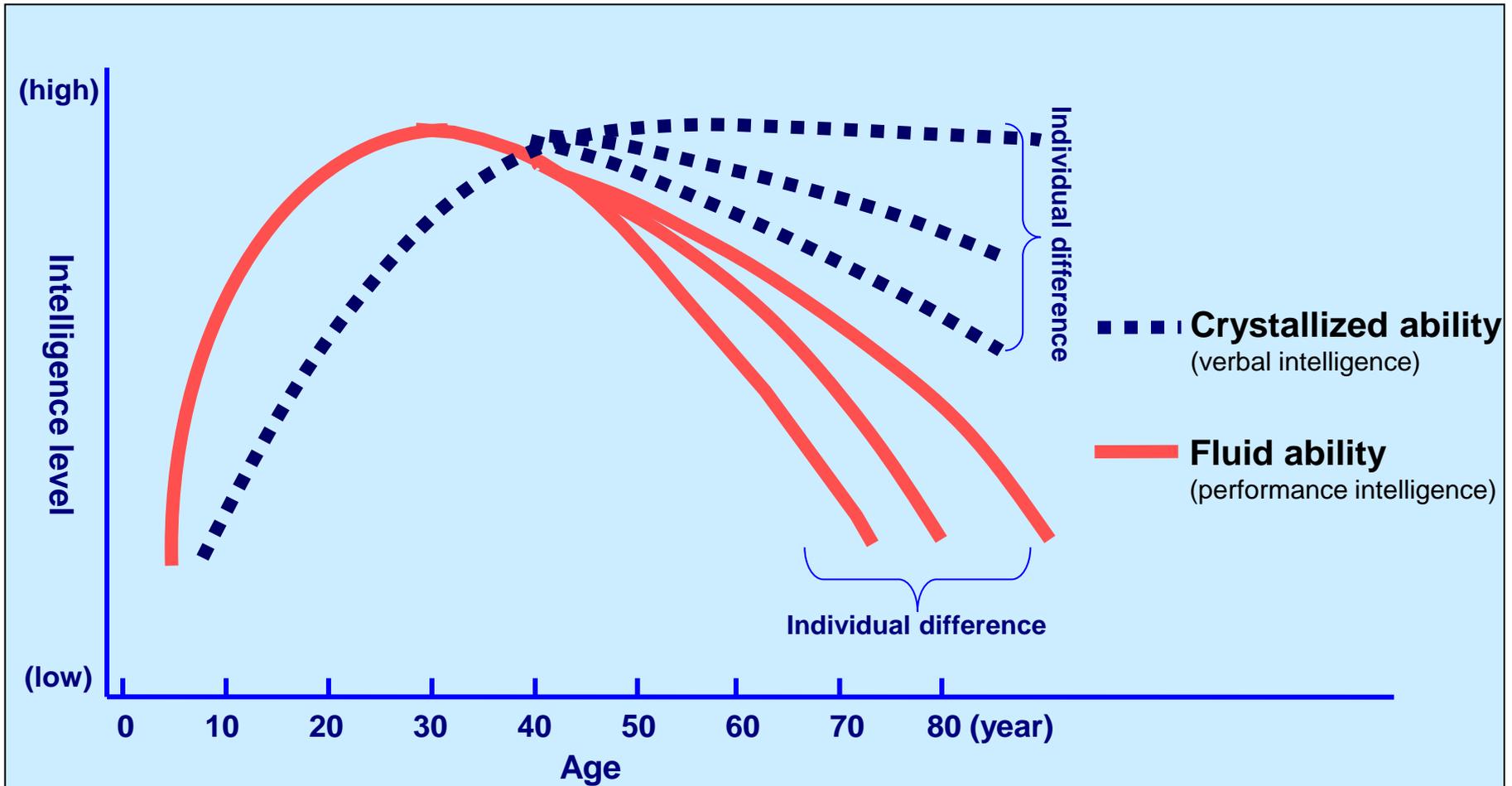
- **Senescence of the sleep-wake function**→

25% to 40% of elderly people complain of sleep disorders. Activity level is lowered with the age-related decline of sensory function and biological clock in the brain.

- **Senescence of the higher-level neurological system**→

Fluid intelligence

# Age-related change in intelligence



**Figure 2** Age-related change in intelligence (lifelong change in fluid and crystallized abilities)

# Psychological change

Erikson's developmental stage and challenges



Age	0 -1.5 years	1.5 – 3 years	3 – 6 years	6 – 12 years	12 – 20 years	20 – 40 years	40 – 60 years	60 years -
Stage	Infancy	Early childhood	Play age	School age	Adolescence	Early adulthood	Adulthood	Maturity (old age)
Challenge or component	Trust   Mistrust	Autonomy   Shame and doubt	Initiative   Guilt	Industry   Inferiority	Identity   Role diffusion	Intimacy   Isolation	Generativity   Stagnation	Ego integrity   Despair
Energy for living	Hope	Will	Purpose	Competence	Fidelity	Love	Care	Wisdom

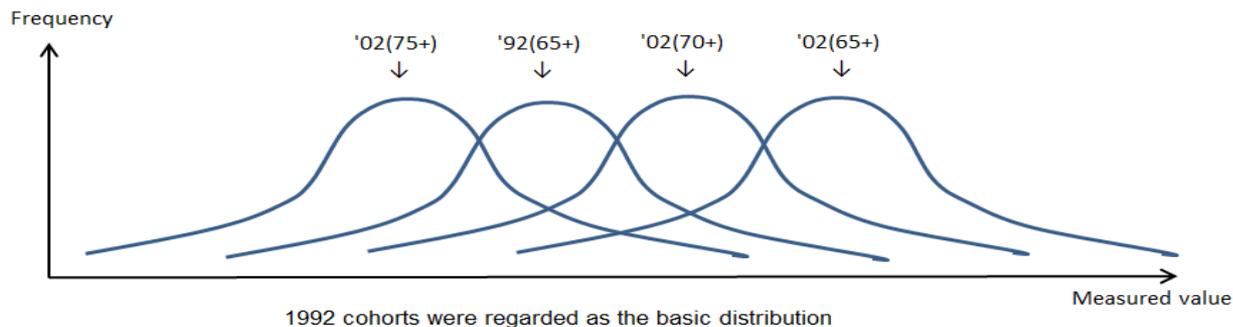
# New concept of old age

(Peter Laslett)

- (1) First age      ▪ ▪ ▪ “Age of dependence, immaturity and being raised”
- (2) Second age    ▪ ▪ ▪ “Age of independence, work, culture and saving”
- (3) Third age     ▪ ▪ ▪ “Age of accomplishment, completion and fulfillment”
- (4) Fourth age    ▪ ▪ ▪ “Age of dependence, decrepitude and death”

Men became 4 years younger and women became 10 years younger in terms of their grip strength. Both men and women became 11 years younger in terms of normal walking speed.

Improved level of health = prolonged average life expectancy

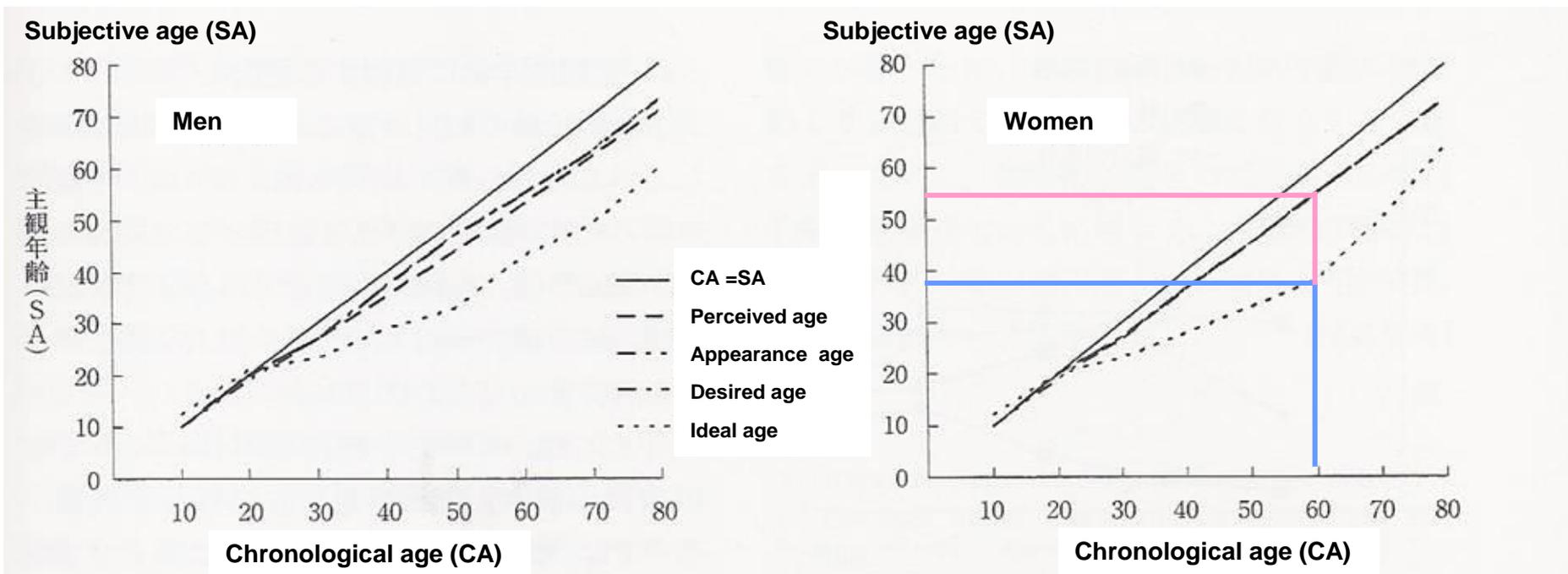


Which age cohort of 2002 matches the distribution of measured values of the 1992 cohort of people aged 65 years or older?

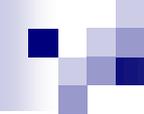
Measured value	Mean $\pm$ standard deviation		
	1992 (65 years or older)	2002 (age of matching distribution)	
Grip strength			
Male	30.2 $\pm$ 6.9	69 years or older	30.0 $\pm$ 6.6
Female	18.2 $\pm$ 4.9	75 years or older	18.2 $\pm$ 5.3
Standing on one leg			
Male	36.6 $\pm$ 24.0	69 years or older	36.8 $\pm$ 23.0
Female	25.3 $\pm$ 23.0	68 years or older	25.8 $\pm$ 22.1
Normal walking speed			
Male	1.16 $\pm$ 0.27	76 years or older	1.17 $\pm$ 0.30
Female	1.00 $\pm$ 0.27	76 years or older	1.00 $\pm$ 0.27
Maximum walking speed			
Male	1.92 $\pm$ 0.44	69 years or older	1.92 $\pm$ 0.42
Female	1.56 $\pm$ 0.40	73 years or older	1.55 $\pm$ 0.38

Matching of data of age cohorts in 1992 and those in 2002

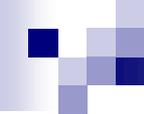
60-year-old women think that they are five or six years younger than their age.



Subjective age and real age (prepared based on Sato et al., 1998)

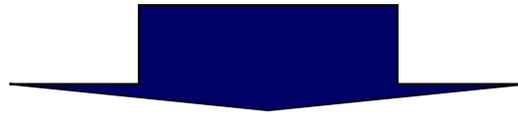


# How to think about the Senior Market



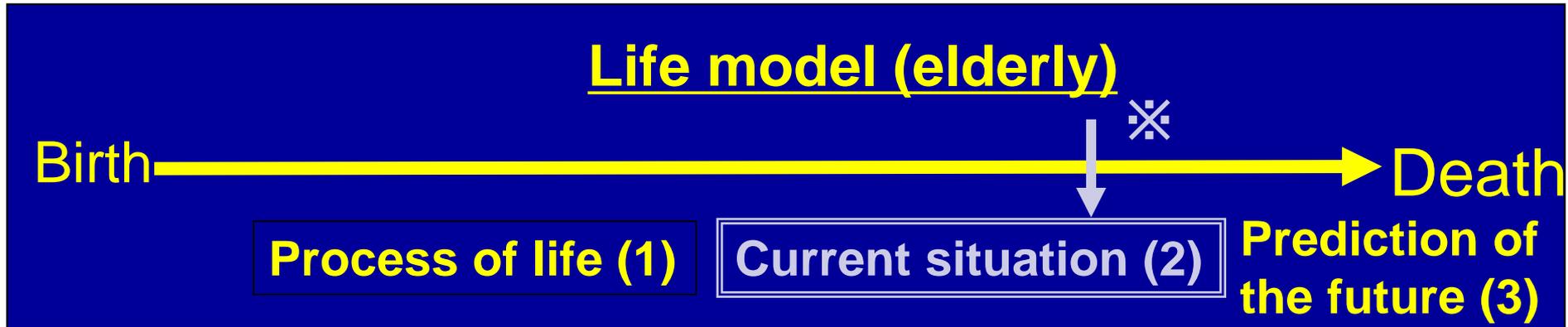
Why is the Senior Market  
hard to understand ???

# Assumption by the selling/creating side (stereotype)



- They do not understand the body, mind, and progression of seniors.
- II
- The opportunity to holistically study seniors as in gerontology is lacking.

# Aging and senescence III



## Equation to understand elderly

### (2) Current situation

- Physical factor
- Psychological factor
- Social factor
- Factor of physical environment

..... etc.

×

### (1) Process

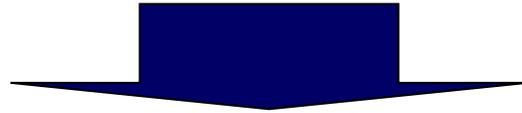
### (3) Future

=

Understanding of the elderly

- Subjectivity
- Objectivity

Seniors cannot be generalized.



Seniors are diverse  
= highly individual  
They cannot be classified by age

# Difficulty of the senior market

- (1) Difficulty due to diversity → Income, work status, past experience
  - (2) Difficulty in understanding needs → Long years of experience, appearance
  - (3) Difficulty in recognizing and comparing products → Disparity related to information technology
  - (4) Difficulty of invisible consumption → Consumption for others, “koto” consumption (consumption of intangible values)
  - (5) Difficulty in predicting anxiety about future → Anxiety about disease, senescence and money
- ⋮  
Etc.

# Equation to understand seniors

Understand the insight unique to seniors based on the following two factors

Aging events + Life events

Equation to understand seniors

Insight  
unique  
to seniors

=

Era

×

Generation

×

Life  
events

**Aging  
events**

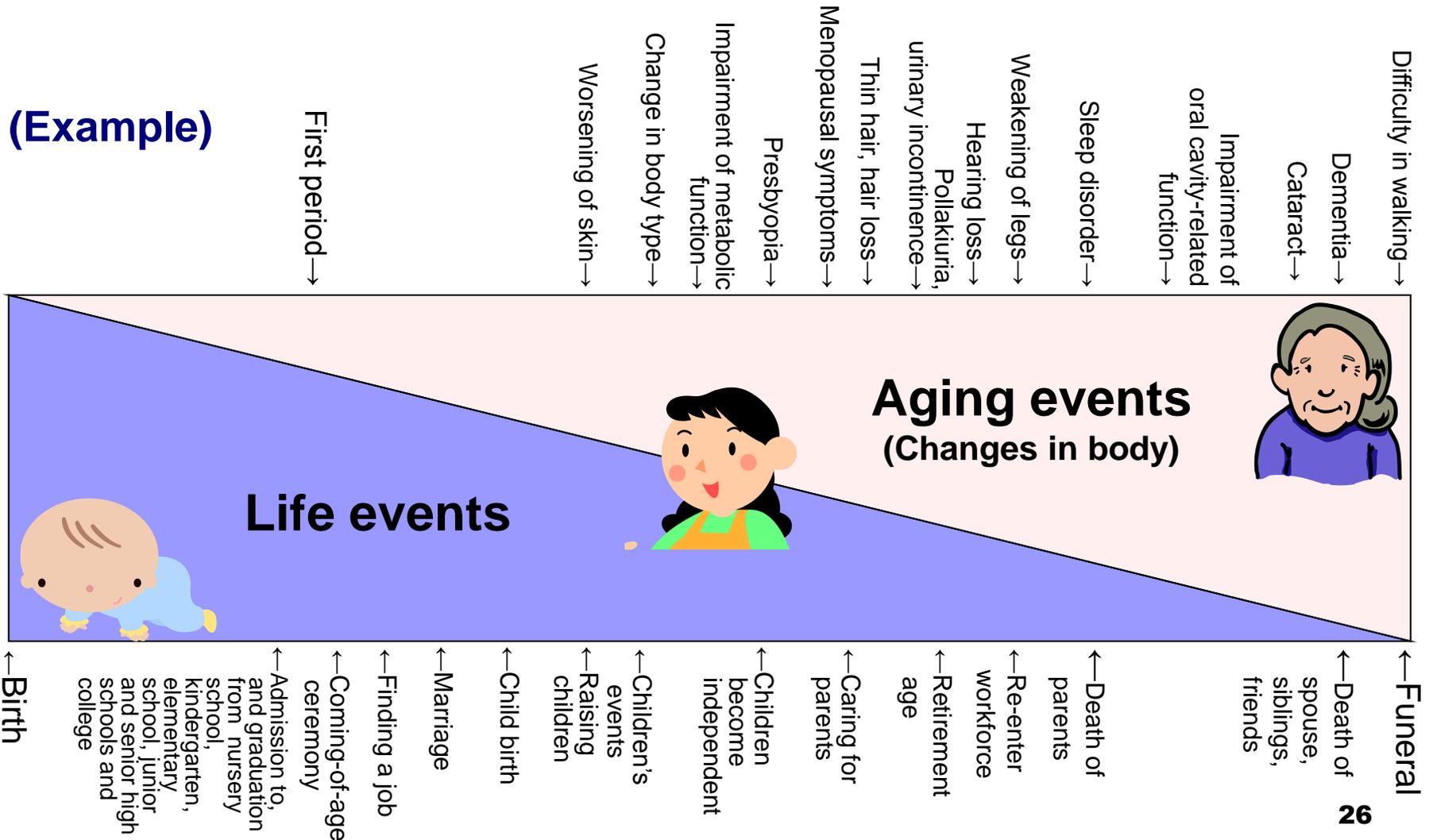
Uniqueness that is  
also the origin of the  
name at aging lab  
(USP)

There must be a discrepancy in what  
they feel, their values and  
behavior due to different eras or  
generations.

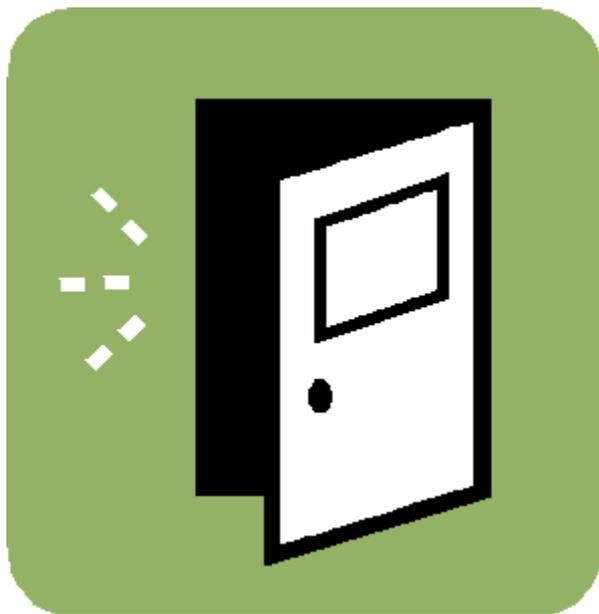
= Trigger for consumption

# Key to understanding seniors

There are many life events at younger ages and there are more aging events at older ages due to diseases or lowered ADL.



**(2) Market trigger point for the “Past Seniors” is “the moment the gate (door) of their heart opens”, which is the key to consumption.**



**Q. What is your favorite old song?**



(3) “Market trigger point for the “Future Seniors” is the “anxiety” unique to seniors.

“Anxiety” and “negative mindset” unique to seniors turns into consumption.

Until when can I be in **good health**?  
How many times more can I do this?  
How much **saving** should I have to complete my life?  
When I get ill, **who will take care of me**?

Anxiety  
about health

Anxiety about  
monetary assets

Anxiety about  
human connection

Anxiety about ordering  
one’s affairs preparing for  
the worst

Maintenance of  
good health

Proposal of a life  
plan to add values

Maintenance of  
human relationships  
in the community

“Koto”(matters) rather than  
“mono”(things)  
Time consumption/  
Consumption for others

# “Trigger Point of the Senior Market”

(2)  
“The Past”



+

(1)  
“Contemporary Seniors”



+

(3)  
“The Future”



Impact of past experiences and encounters upon consumption

Consumption under the influence of current needs, life stages, social conditions, etc.

Consumption looking ahead the senescence

# Successful example of “era”



**Shopping mall**



**Cell phone**

## ☆Point☆

- Trend toward nuclear families = can share time and communicate with other generations
- Change in the form of commercial facility and communication method

# Successful example of “generation”



**Clothing store**



**Sports club**

## ☆Point☆

- Seniors want to have the same things as those owned by younger people and share the same time with younger people. They want to be younger.  
Consumption by mother and daughters
- Change in how they use money

# Successful example of “aging event”



Nutritional supplement



Cosmetics

Anti Aging Skin Care for woman over 50  
Tension and shine + moisture and elasticity  
EVITA Deep Moisture

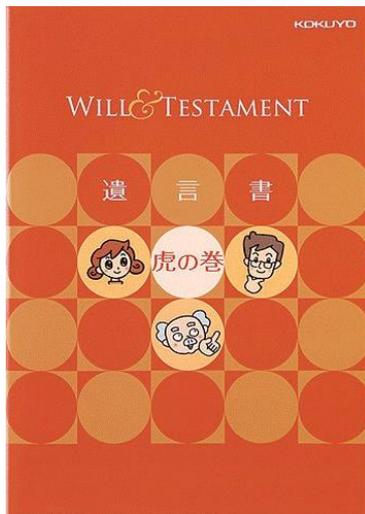


Low-sodium soy sauce

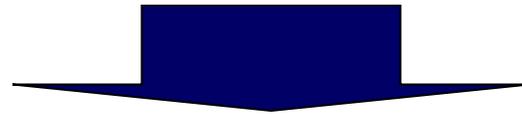
## ☆Point☆

The product appeal is clear and matches body-related trouble or problems of seniors. It is not sold face-to-face.

# Successful example of “life events”



Set of an instruction book and a form for writing wills



JR-East (East Japan Railway Company)  
For those who are 50 and up,  
take 5% off the price of ticket  
with the membership card

The advertisement is for the "大人の休日倶楽部" (Adults' Holiday Club) membership card. It features a photo of a train on a track. The text reads: "満50歳以上の方へ" (For those aged 50 and over), "きっぷが5%割引になる、" (Ticket price is 5% off), and "旅の必携カード" (Essential travel card). The logo for the club is shown as "大人の休日 倶楽部" with a crown icon.

## ☆Points☆

- These products have a clear purpose and advantages.
- They suggest that it is good to be a senior (positive attitude toward being a senior).

# The most successful example (off the record)

## **“Ore ore (*it's me, it's me*)” fraud (all the factors can be found)**

- Age-related physical change → Hearing loss (aging event)
- Psychological effect → Seniors want to help someone (life event)
- Crystallized intelligence →  
Myth of safety of land-line phones (generation)  
Ability to respond to the situation that never occurred (generation)
- Social background → Refund fraud, earthquake fraud, etc. (era)
- Adaptability to society → Adaptability to machines such as ATM (generation)

【2011】

Type	# of confirmed	Amount of defrauded money
"Ore ore(it's me, it's me)" fraud	4,656	9,005.60 million yen
Billing fraud	756	1,038.16 million yen
Loan guarantee fraud	525	721.85 million yen
Refund and other fraud	296	253.97 million yen
Total	6,233	11,019.58 million yen (The amount of money withdrawn from ATM later: up to 1,699.42 million yen)

\* The total amount of actual damage in 2011 was about 12,719.00 million yen. □

Watch dog BANK-KEN against financial crimes says:

**Be careful about financial crimes!**

Can you say you would never be involved in financial crimes?

We explain the methods of crimes and prevention measures in a easy-to-understand manner.

“Ore ore (it's me, it's me)” fraud

Year	# of confirmed	Amount of defrauded money
2007	6,430	14,532.90 million yen
2008	7,615	15,519.28 million yen
2009	3,057	5,202.66 million yen
2010	4,418	6,043.83 million yen
2011	4,656	9,005.60 million yen
As of the end of August, 2012	2,243	5,997.53 million yen



***END***