

ABSTRACT

TITLE : DEVELOPING A LIFE MANAGEMENT PATTERN OF THE ELDERLY:
A CASE STUDY OF BUA THOENG VILLAGE, SAWANG WEERAWONG
DISTRICT, UBON RATCHATHANI PROVINCE

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The purposes of this research were (1) to study general information related to the financial, health, and social dimensions of the elderly at Ban Bua Thoeng, Village No. 4, Tha Chang Sub-district, Sawang Weerawong District, Ubon Ratchathani Province and (2) to develop a life management model for the elderly in Bua Thoeng Village. This study used mixed method research together with participatory action research. Data were collected through a documentary approach, participant observation, and in-depth interviews with 12 key informants among the elderly living at Bue Thoeng Village permanently or who resided there during the period of this research. Data were analyzed by using content analysis and interpretation to create conclusions.

The study found that Bua Thoeng Village elderly people do not have a clear life management style because the elderly live their lives aimlessly. In terms of finances, the elderly are dependent on their children. In terms of health, they are not aware of their own health care. In terms of social aspects, they have a sense of worthlessness and loneliness. These problems led to the development of a life management model for the elderly at Bua Thoeng Village by using the activities of producing and selling herbal drinks and health education activities as a medium for the life management of the elderly to improve their quality of life. Participatory action research demonstrated that the elderly give priority to social life management, followed by health, and finance respectively. Also, they follow four steps of life management including (1) goal setting, (2) time allocation, (3) action and (4) self-regulation. These steps bring to them three-dimensional success. Concerning the financial dimension, it was found that the elderly earn more income from dividends, an average of 1,100 baht/person for selling herbal drinks. In the health dimension, it was found that the elderly pay more attention to their health by reducing their intake of salty, sweet, and oily foods, resulting in lower blood pressure, and most of the elderly exercise more. Concerning the social dimension, they realize their self-esteem through pride based on using their experience, knowledge, and expertise employed in the production and distribution of herbal beverages.