

Senior Acceptance of Digital Leisure and Recreation Products for Health Promotion

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ABSTRACT

Aging is a worldwide issue, the fact that elderly people are more susceptible to contracting chronic diseases. The health promotion plan has becoming a key issue to the senior citizen. While leisure and exercise helps to restore physiological and psychological calm, delay premature-aging and accelerate interpersonal interaction. With updating development of modern technology, all kinds of digital products came out and the internet emerged. These digital products have not only facilitated the convenience in daily life, but they have changed the elders' concept and habits about leisure. The elders were able to enjoy and make a good use of these digital products, which would bring enrichment and convenience in daily life. For this reason, this study applying Steenkamp & Baumgartner' (1994) Optimum Stimulation Level, Pender' (1996) Health Promotion Model (HPM) and the concept of new product development to evaluation seniors' preference attributes and adoption intention for new technology products of digital leisure and recreation, moreover the benefit of health promotion to the elderly. This study applying questioner to investigate over 65 years old people, industry and academic professionals. Raw data including SEM, Multiple Regression Analysis, Discriminant Analysis, Conjoint analysis and Cochran's Q Test. The analysis is applied Regression Analysis, Discriminant Analysis, Conjoint analysis and Cochran's Q Test. Results provided a good comprehension of the characteristics and constrains of digital leisure and recreation products mix and new product development, and to propose an integral marketing strategy in digital leisure and recreation industry. Finally, to enhance and promote competitiveness, long-term development, and some in-depth and constructive thinking to both private and public sectors in the future.

Keywords : Digital leisure and recreation, senior, health promotion, Technology Acceptance Model (TAM), Optimum Stimulation Level (OSL)