

Research title : Lifestyle of the Working Elderly People in Bangkok Metropolitan Areas

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Abstract

Lifestyle of the Working Elderly People in Bangkok Metropolis is a qualitative research that uses a depth interview as a tool to gain data. The number of interviewee of this research is 36 persons, male 18 persons and female 18 persons. To select these interviewees, the researcher used the technique of purposive sampling and social class concept.

This research found that the Lifestyle of the Working Elderly People in Bangkok Metropolis can be classified into 11 groups under the theory of AIO (AIO Categories of Lifestyle Studies) as the following below.

1. Dharma Activist

The people in this group prefer Dharma activities. They spend their time to make a merit and share it with others and are ready to devote themselves to social activities.

2. Family Oriented

The people in this group spend their time for family activities. They like to go to anywhere or do any activities with their family. The most important thing in their lives is family.

3. Devoted Parents

The people in this group perceive that their sons or daughters need help from them. Even though they get married, their parents believe that they have to assist them in the form of money, advice and etc.

4. Sport Lovers

The people in this group devote their time to do an exercise such as walking, running, golfing, and etc. Moreover they can spend a lot of time in fitness.

5. Healthy eating Consumer

The people in this group are careful of eating, so they can earn anything including eating, taking food supplement and Chinese herb in order to gain good health.

6. Avid Traveler

The people in this group like to travel domestically and abroad. In their mind, they have a plan to travel everywhere.

7. Always Good-looking

Most of the people in this group are women who like to take good care of themselves in order to get good-looking. They like going to salon, spa and etc.

8. Shopaholic

The people in this group spend most of their lifetime to shop everywhere named shopping paradise. This group concern about good-looking so they like to buy clothes, luggage and shoes.

9. Very choosy

The people in this group are selective. They can spend time to compare what they want to buy. They make a comparison of origin of products, price and store in order to make the best decision before buying.

10. Political Fan

The people in this group are interested in politics. They never miss any information on this matter. And they also never miss to make their voting for an election.

11. Very conservative

The people in this group concern Thai culture that should be preserved such as wai, proper dressing and paying respect to the elderly. And they believe that many problems in society are attributed to the failure of Thai family.