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Taxonomy of Economic Perspective on Cognitive Domain for Older Workers Government Policy

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Abstract: This research was a pilot study to investigate the knowledge and attitudes of people in Bangkok, aged 20-60 years, working-age and school-age at the university level on the “National Elderly State Policy”. This data was obtained from 600 samples. Questionnaire outcomes are (1) population in all age groups has no different information behaviors receiving on the national elderly state policy. (2) All age groups agree that the Elderly Policy news is contributed via television to society the most. (3) They receive news about the policy less than two days a week. (4) Their average attentions are paid to the policy. Therefore, it takes less than 15 minutes to be able to read and understand the policy of older people including all projects from the state made for the elderly via television. Moreover, the interpretation from economic applied perspective summarizes that according to the statistics of the National Bureau of Statistics finds that the population of Thailand is growing especially number of elderly. Various needs of the elderly include the elderly care industry and facilities for seniors such as elderly care center, real estate for the elderly, clothes for the elderly, food for the elderly be needed in nearly future. Particular, health habitation and nutrition equipment leisure activities for the elderly traveling and psychological counseling for the elderly are demanded. So, the government should now concern and put the strategy for supports on the national elderly plan in accordance with state policy. However, the policy might not be worked if information does not contribute to society in proper and the knowledge cannot be transferred. So, this paper is used besides the questionnaire but also economic theory for explanation and interpretation the national elderly plan in accordance with the state policy announced.

Keywords: Taxonomy, Economic, Cognitive Domain, Older Workers, Government Policy.

INTRODUCTION

In the recent century, older society aging in Thailand is pointed as the main concerning obviously being as “Aging Society”. The birth and mortality rate affect directly to population number corresponding with Thais age structure. The changed in Thais age structure shows as downturn pyramid meaning it is toward

to “Aging Population”. This structure can reflect to an increased in the dependent rate on coming future. Noticing that overall picture in future Thais population in nearly 20 years from now till 2035 showing that labor population per older will be increased in the decreasing rate (Prasartkul and Vapattanawong, 2010). It might probably turn to touch zero or negative number. Moreover, the globalization era causes the change in economic, social, and technology affecting to the adjusting of family size from big to be single. Sometimes the single size designs the number of new born baby to be only one or none (Bjork, 1999; Siritarungsri, Surachet and Chanwongsa, 2010). Kongtong & Romprasert (2015) mention that the average age of Thais in both men and women increased from 68 to 75 and 75 to 80 respectively making the elderly people having high trend than previous period.

Thai Government sets plan for the elders No. 2 concreting to accommodate the change be based on

1. To build the security for older age in order to create stability to society
2. To encourage seniors sharing the knowledge making the beneficial participate to society
3. To create the awareness in the community with dignity and live with quality
4. Elderly people are not a burden on society or disadvantaged.

According to the philosophy and strategy everyone should think of a matter on perception and understanding to recognize the the seniors are as persons who are socially useful. Moreover, the people who are going to be in older age group have to prepare themselves to enter in the elders’ age as in quality. Furthermore, government should set a framework and guidelines clearly to meet the achievement of the objectives set with dignity, quality and self-secure of life for older people in the future.

Therefore, this study is to study the behavior on cognitive thought process for apply of the theory and structure of economics together with the analysis and synthesis of ideas to engage in translation, interpretation and expand on the plans of government elders policy. Furthermore, to be the pilot suggested that the government should aware on other factors else or what other needs of society. In addition, to serve as a guide or check the consistency of policy that currently exists in terms of preparing for the support to step into the society of the elderly for Thailand. The benefits are expected to receive for the relevant agencies such as Ministry of Social Development and Human Security or Elderly Fund Department of Elder Affairs or the agency that responsible for overseeing or involving with the activities or services in long term care for the elderly. Sub-district Administrative in various sectors can use the information to improve on supporting system for elderly care effectively in proper channel.

LITERATURE REVIEW

The scope of paper is to take part in behavior or cognitive thinking and to join the main theoretical structure of economics to discuss the plans of National Seniors. The main theory of economics that are applied as follows:

1. Economic Theory on demographic change
2. Economic Theory on savings and investment
3. Economic Theory on investment on human resources and
4. Economic Theory on economic changes.

Bloom (1956) gives the concept of individual behavior that consists of three aspects:

1. *Cognitive Domain:* It is the early stages of awareness on the easiest level, using the intelligence and judgement on making decision
2. *Affective Domain:* This process requires no tools to measure behavior. It is born in the mind of person
3. *Psychomotor Domain:* It is the level of expression and behavior observed in accordance with the definition of the word “Behavior” (Krathwohl, Bloom and Masia, 1964).

From the description above can be obtained from a review of research in term of economic theory to apply it related to the 4 main parts following.

Economic Theory on Demographic Change

The essence of the book from Malthus (1826) concluded that the natural resources available in each country determine the population meaning that whenever the population is not at equilibrium, it occurs a natural way to adjust the amount by itself through the changes in the incidence and mortality rates. For example, it will be affected to food shortages, disease and war making in a higher mortality rate which it makes the number of population declined again. On the other hand, whenever the population is below the equilibrium level, being of the people is improved. The mortality declines is as the incidence increases as people get married early and more children resulting population increased to balance again. The purpose of writing this article, Multhus (1826) wants to encourage people to self-control in the marriage. Because he realizes that when the development of the industry is occurred, demographic changes begun to step into the growth rate of the population turning to decline. “Malthusian Population Trap” or “Development of Mainstream Economists” focuses on the impact of population through domestic savings rate and investment return. The other parts of economists mention that population growth does not have a negatively effect on development but the higher growth rate can bring up a proactive used of resource combining with technology. Thus, the negative impact of the increased population can be offset by the positive impact on changes in technology or social organization. The more population is increasing, the less on obstacle to develop for country is. The concept of equilibrium trap on lower income is similar to the development concept of Mainstream Economists who believe that the investment is a significant driver to take the country out of a poverty trap. The model is showing on growth rate of income per worker clearly is in “Solow Neo-Classical Growth Model” defined as:

$y = Y/L$ is output per worker; $k = K/L$ is capital per worker; s is the saving rate which is equal to the rate of increasing on labor cost per worker and n is the growth rate of labor. If the additional functions on producing are a constant return to scale, one can prove that $\Delta k = sy - nk$, so the growth rate of labor to be offset by increasing the rate of savings. Therefore, the relationship between the rate of population growth and savings-investment is the deciding factor on impact of demographic change on developing countries. The model always shows that the negative impact of increasing population often been postulated that the savings rate varies inversely with the rate increase, which is a burden on the population increases rapidly. It is therefore not surprising that most studies concluded that the rate of population growth has negative effect on the level of living of people.

Economic Theory on Savings and Investment

Savings theory uses to study the linkages between population and savings such as Life Cycle Saving Model (Ando and Modigliani, 1963) including the research on applied theory of savings such as Feldstein (1974); Mirer (1980); Juster (1981); Danziger, Van Der Gaag, Smolensky and Taussig (1982); Torrey and Tauber (1986); Hurd (1990); Venti and Wise (1990) and Merrill (1994). It can be seen that this theory is an incentive for some people to save money for the future because they want to make it possible to have a lifelong consumption and not over-fluctuate according to the fluctuations in income that accrue by age. People save for their age during working period more than their consumption. If the motivation for saving is true, as described in the savings life cycle theory, the savings will be those in the working age and the person who will use the savings is children and elders. Therefore, the society with young people in working age should have a higher overall saving rate for supporting childhood and elderly society. A high population growth rate will result in a low savings rate and will impede the development of country in future. However, under the current global economic situation with capital mobility, the international products without boundary, the impact of demographic change in income per capita through savings variables, the investment on size of the domestic market is likely to be subdued because of the size of the domestic market on the domestic savings seems to be declining. The attracting foreign investment is determined by other factors such as return on investment. If the demographic change will have a negative effect on the country's development through investment variables then it would have resulted in more human capital investment than physical investment.

Economic Theory on Investment on Human Resources

Investing in human resources is the most important in education. Analysis on the relationship between education and the macroeconomic development finds that education is one of the important factors contributing to economic growth. Micro analysis on personal income also confirms that education contributes to increasing individual income as well. The education is public goods that have positive externalities such as the enhancement of political institutions security effectiveness. In the same time, it is a catalyst for advances in science. At the same time, education is a means of conservation and conveys the culture from generation to generation. The indirect effects of these studies are all important to the development of the country. The high birth rate will increase the number of school-age children in the educational system in each year. It may not be possible for everyone to have a thorough education or otherwise the quality of their education may be reduced, or at least an increase in the quality of their education. The negative impact of population growth on country development through human capital investment variables is likely to be true. The empirical studies have shown that the negative impact of rapid population growth on human capital investment is a fact. The educational resources and health comes from two parts:

1. government investment and
2. personal investment.

For household investment, it is found that on average, children from large families tend to have lower education levels. This effect is not clear in a well-off family. However, this relationship does not necessarily mean that having a child causes a low education. This is because parents may make decisions on the number of children they want. However, the study by Rosenzweig and Wolpin (1980) find that when parents have more children than planned such as in the case of twin, parents will adjust their children's educational expenditures automatically.

Economic Theory on Economic Changes

Economic theory is very important in describing on human behavior in non-marketed activities called the theory of household production. Mincer (1963), Becker (1965), Lancaster (1966) and Muth (1966) contribute to develop this theory under the concept of production within the household. The birth of a family is just like the birth of a production unit. To reduce the cost of manufacturing transactions people have to produce and consume themselves, the cost of family production transactions can be reduced for a number of reasons:

1. Family reunion makes the scale of production for consumption larger. This saves on size, for example, one member may spend a great deal of time earning money for intermediate purchases. Another person may spend a lot of time producing what the family wants to eat.
2. Most members' family reunification is a long-term contract where two or more people are willing to receive the results of resource use whether the results are good or not. Such long-term contracts help to produce the household within each stage. It is done easier without ever having to renew the contract, which reduces transaction costs.
3. Family life partnership with a long contract period will further reduce transaction costs. This can reduce the cost of oversight at every stage of production because all members are trying to make the higher total utility of family members. Because of this act is equal to the increase of their own utility from their generosity.

Pollak (1985) describes three important family roles in the past:

1. Production of goods and services for consumption in the household may lead to the production of some products that the family cannot produce enough to trade with their own products.
2. Collateral between members of the family is when one is suffered.
3. Acting is as a transferor of knowledge from one generation to another.

In production role, family institutes have the advantage of other production units. Family relationship is a long-term relationship and no contract termination. However, family production has a small disadvantage because it may not take full advantage of the economies of scale if the benefits are larger than the size of the general family. In addition, only qualified family members may not be able to get the right person. This reduces the efficiency of production. For this reason, it is concluded that family institutions have the advantage of other manufacturing institutions on producing goods and services that save on the size of the production be not very large. Production technology is not too complex for family members to learn. It is a highly regulated manufacturing process. It requires more trust than using the system. But family institutions are at a disadvantage to other manufacturing institutions. In production of economies of scale, production size is quite large and the cost of supervision is not very high. It is a production that requires a variety of sophisticated manufacturing technology so that a member of a household may be people who have no knowledge of those matters. When production changes to more industrial goods, the advantage of the family unit was reduced because industrial production is often characterized by economies of scale. Production is relatively large and with modern production systems that can clearly classify each task and clear with modern tools making it possible to design a control system and effectively supervise the work of many workers.

Pilunowat (2003) mentions that attitude is based on individual learning. It is a social interaction experience and is an important mechanism that contributes to different attitudes. Any knowledge is associated with the mind which it is linked to the mental state of the person who is different. The attitude towards the elderly is therefore important for policy setting that will enhance the well-being of the elderly. Chau-Kiu, Chan & Lee (1999) find that in western society the attitude at various ages having the negative outlook on the elderly such as being a burden to society, daily capacity decreases. On the other hand, David, Kimuna, and Zusman (2005) tell that if the child is in a good environment with the elderly, it will tend to positive attitude towards people. For eastern society, it gives importance and value to the elderly. However, after those days, there is the change of some young people who tend not to give more respect to the elderly by separating the practice. One concludes that the attitude towards the elderly is likely to change from the influence of many factors by looking at the concept and lifestyle on traditional values, especially the issue of respect for the elderly is as well as the tendency to look in.

METHODOLOGY

This study has conducted from 51 Bangkok Metropolitan areas. The samples from the Bangkok area are divided into two areas and one group: Phranakhon and Thonburi. The Phranakhon area is separated into Ratanakosin group, Burapha group and Srinakarin group. The Thon Buri area is split into South Krung Thon area and North Krung Thon area. However, Cho-Praya group is the specific group for Bangkok. The sample is a working age population with an age between 20-60 years. The reason for specifying is because this group will be the current caregiver of the elderly and will take care of the elderly in the future as well as taking care of themselves. Prasartkul and Wapattanawong (2005) say that today's perception of believing and attitudes can affect the expression including treatment of the elderly especially the current policy on the elderly can be adapted. Being aware of the attitude of people in the 20-60 range is a very important issue. This will use as a policy preparation for consistency and suitability on tendency in the future. Furthermore, the elderly will be prepared and planned for life at own age.

The tool used in this study is a self-answer questionnaire. The content of the questionnaire consists of three parts: Part1 is "Personal Information Factors". Part 2 is "News Behavior Responses". And Part 3 is "Perception in the Media Concerning on Elderly Project". To obtain a questionnaire that accurately measures attitudes toward aging, experts have examined before being tested against a population close to the actual population. The total number of questionnaires has been fully tested is 600. The reliability of the questionnaires is found to have a reliability coefficient of 0.8, which it is a reliable level. After that, the questionnaire is adjusted appropriately again before being used to store the actual data. Data collection is a self-administered questionnaire if respondents do not want to answer, they can stop not to act in every single minute.

For government policy questions in Part 2 and Part 3 on the elderly, the questions from the questionnaire are for measuring attitudes toward the elderly directly addressed via wording scope. However, in this study, the questionnaire is adjusted and adapted to suit social and culture contexts.

DISCUSSION

To study the thinking behavior of people in Thai society about the elderly national plan particular in Bangkok, paper uses the questionnaire to present. The presentation of the results is divided into three parts. Part1 is "Personal Information Factors". Part 2 is "News Behavior Responses". And Part 3 is

“Perception in the Media Concerning on Elderly Project”. This study is a pilot study to reflect attitudes on the behavioral or cognitive behaviors of economically and socially diverse samples based on age, the notion is that the environment and social economy that is taught will result in the same or similar mindset or attitudes. Population sampling is a very selective approach for area without assigning the same number and proportion. The number of fully-fledged is 600 persons following the Yamane measurement be based on actual data collected during 2016-2017 showing in Table 1.

Table 1
Number and Percentage of Actual Sample Storage Part 1 on Factors of Personal Data

1.1 Gender	Male	226 (37.66%)
	Female	374 (62.33%)
1.2 Age	20-30	276 (46%)
	31-40	153 (25.50%)
	41-50	112 (18.66%)
	51-60	59 (9.83%)
1.3 Education Level	Secondary	67 (11.16%)
	Vocational or Higher	71 (11.83%)
	Bachelor	399 (66.50%)
	Higher than Bachelor	63 (10.50%)
1.4 Current Position	Manager	70 (11.66%)
	General Officer	269 (44.83%)
	President / Vice President	37 (6.16%)
	Part-Time	94 (15.66%)
	Other	130 (21.66%)
1.5 Income per Month	Less 5,000 ?	54 (9%)
	5,000-9,999 ?	106 (17.66%)
	10,000-14,999 ?	167 (27.83%)
	15,000-19,999 ?	109 (18.16%)
	Above 20,000 ?	164 (27.33%)
	Total	600 (100%)

Part 1

Factors in Personal Information, there was no difference in every age group. But the interesting point is that the 51-60 age group. Because this group is a group of older people who are working and has behaviors on receiving information more often than others, especially 1-2 days per week (38.98%). Also, 51-60 year old pays attention to seniority policy at a high level (45.76%) showing in Table 2.

Table 1, This questionnaire is answered by female more than male in age between 20-30 (46%) and 31-40 years (25.50%) the most. This might be coming from the reason as “working people between the ages of 25-49 are called millionaire population in Thailand meaning that the Thai population was born in the high fertility period of 1963-1983. So, this model is more numerous than the population of previous

generations and later generations. Working-age population is an indirect indicator that this population has a good socio-economic status considering the nature of work done , general officer (44.83%) and earned income around 10,000-14,999 (27.83%) the most.

Table 2
Age 51-61 years on Behavior of Receiving Information

2.1 Usually, you get news about the elderly policy from what kind of media is.

Television	51	Radio	13	News	19	Poster	2	Chat	15	Internet	26
	(40.47%)		(10.31%)		(15.07%)		(1.58%)		(11.90%)		(20.63%)

2.2 How often do you have been informed about the elderly policy?

Every day	8	3-4 days/ week	8	1-2 days/ week	23	Less than 2 days in a week	20
	(13.55%)		(13.55%)		(38.98%)		(33.89%)

2.3 If you see information on the elderly policy, how much do you care?

Do not pay attention	1	Less	5	Much pay attention	26	A lot	27
	(1.69%)		(8.47%)		(44.06%)		(45.76%)

2.4 Do you think you have the knowledge or understanding of the elderly policy from which media the most?

Television	40	Radio	1	News	3	Poster	1	Chat	6	Internet	8
	(67.79%)		(1.69%)		(5.08%)		(1.69%)		(10.16%)		(13.55%)

2.5 How much time do you spend with the state policy information on older people in the media?

More than 1 hours	8	40-60 minutes	3	30-44 minutes	16	15-29 minutes	13	Less than 15 minutes	19
	(13.55%)		(5.08%)		(27.11%)		(22.03%)		(32.20%)

Table 3, it presents the behavior of receiving information finding that the respondents generally mostly received information 39.26% from the media coverage via television; however, they receive less than two days a week (45.83%). The interest in information about elder policy is also in moderate importance. The respondents can understand the content and knowledge about the elderly policy on television and internet more than other media in 49.5% and 29.33% respectively . However, they spend time when the older people policy shown by taking less than 15 minutes (43.5%) to pay attention on.

Based on the area,

1. all areas received information from television by receiving less than two days a week.
2. all areas give the interests on elderly policy in moderate level.
3. all areas gain knowledge or understanding about older people’s policy via television.
4. People give time with news on the elderly policy less than 15 minutes in all areas consistent with the overview contrasting to specific in age 51-60 range because this group pays a lot of interests.

Table 3
Behavior of Receiving Information

<i>3.1 Usually, you get news about the elderly policy from what kind of media is.</i>											
Television	426 (39.26%)	Radio	102 (9.40%)	News	151 (13.91%)	Poster	23 (2.11%)	Chat	91 (8.38%)	Internet	292 (26.91%)
<i>3.2 How often do you have been informed about the elderly policy?</i>											
Every day	45 (7.50%)	3-4 days/ week	85 (14.16%)	1-2 days/ week	195 (32.50%)	Less than 2 days in a week	275 (45.83%)				
<i>3.3 If you see information on the elderly policy, how much do you care?</i>											
Do not pay attention	41 (6.83%)	Less	135 (22.50%)	Much pay attention	315 (52.50%)	A lot	109 (18.16%)				
<i>3.4 Do you think you have the knowledge or understanding of the elderly policy from which media the most?</i>											
Television	297 (49.50%)	Radio	21 (3.50%)	News	44 (7.33%)	Poster	12 (2%)	Chat	50 (8.33%)	Internet	176 (29.33%)
<i>3.5 How much time do you spend with the state policy information on older people in the media?</i>											
More than 1 hours	34 (5.66%)	40-60 minutes	28 (4.66%)	30-44 minutes	91 (15.16%)	15-29 minutes	186 (31%)	Less than 15 minutes	261 (43.5%)		

Part 2 is “News Behavior Responses”. For the opinion on the preparation of the elderly, it is found from Table 2 that the majority of those aged 51-60 years who holds a bachelor degree and being a general employee with monthly income from 20,000 Baht and above, there was a high level of media exposure regarding elderly policy through television media. It means the television is the best of distributing information from the public sector to the people in Thailand. This information should reflex in good trend that these people have begun to look at their roles and responsibilities in becoming an elder including to take care of themselves in advance for the near future. In addition, 51-60 years group is also now considering that the government tries to prepare many supportive projects for the elderly having accessed to information easily.

Elderly people should be supervised because they are physically and mentally deformed and cautious in eating. Some food does not fit the physical well-being of the elderly. So, the government has done many projects to accommodate the elderly; for example, health insurance scheme, a project to encourage the elderly to participate in society, a conceptual project for community awareness of the elderly, and the project is called elder is not a burden. By contribute these projects to society via variety of Medias; however, which media can transfer the information be proper and move toward to society promptly the most? It is showing in Table4 along with the question asking in Part 3 is “Perception in the Media Concerning on Elderly Project”.

Table 4
How to Know the Government Projects

<i>What media do you know about the following projects?</i>						
<i>Projects</i>	<i>Television</i>	<i>Radio</i>	<i>News</i>	<i>Poster</i>	<i>Friends and Relatives</i>	<i>I do not know</i>
Health insurance scheme	415 (49.17%)	78 (9.24%)	137 (16.23%)	36 (4.26%)	92 (10.90%)	86 (10.18%)
Encourage the elderly to participate in society	337 (44.28%)	84 (11.03%)	106 (13.92%)	29 (3.81%)	76 (9.98%)	129 (16.95%)
Community awareness of the elderly	341 (45.28%)	76 (10.09%)	91 (12.08%)	31 (4.11%)	70 (9.29%)	144 (19.12%)
Elder is not a burden	334 (44.06%)	69 (9.10%)	94 (12.40%)	33 (4.35%)	75 (9.89%)	153 (20.18%)

Because of many Medias in public relations used, whoever decides what media to use will have to consider carefully. Space, audience's participation, speed and permanence are considered to support on achieving the government policy strategies. Repeating approach will increase the interests, more accurate and precise. But using this method should be aware, if repeatedly is too long, it may be saturated. However, if at any point saturation, the effect will be reduced immediately because the recipient is getting tired. So, if government is going to do so, there should be both continuity and variety. Furthermore, it should provide opportunities for recipients to participate such as in the television program that the audience joined the list. It will have more attractive influence than the host (government) will give nothing. Participating recipients can do both entertainment and knowledge items sharing. Each program arrangement should have a single conceptual center with the right place and easy to reach. The information must be easy to understand and the least time consuming is the visualization of the actual visual material of the simulator. The details are not too long but clear vision; also, it should be classified stories or groups of materials listed and continue to relate.

Television is a progressive media. The news can be conveyed both by words, texts and pictures. It also sends the picture in the distance with the TV program is similar to the radio. Variety TV is a medium that has a role and is very popular now a day. Regarding to the respondents' answers, the television is the best channel to send information especially government policy because it attracts much attention and the audience can keep a lot of news. Because they use both audio and visual. Besides, television can offer some items better than radio and newspapers such as documentaries, academic demonstrations. However, the bad is realized as "one way communication".

To answer the objective of applying the principles of economics on the National Elderly Plan, by changing the structure of Thai people and the change of population on development of living, it is found that the most of population responded be female correspondent to Table 5.

In 1999, the total female population was slightly more than males. Male population is aged 1-49 years are more than women, especially those living outside the municipality. However, the male population aged 50 and over is less than that of females. According to gender and age demography is related to the pattern of savings. Females were most likely to have the type of stock and deposit savings more than male by 18 percent.

Table 5
Gender Ratio Classified by Area

<i>Age</i>	<i>Thailand</i>	<i>In-bound</i>	<i>Out-bound</i>
Total	99.5	95.0	100.7
0-14	102.6	101.6	102.9
15-49	101.3	94.9	103.3
50-59	93.7	92.3	94.1
60 above	85.2	82.0	86.0

Source: Office of the National Economic and Social Development Board, 2017.

Furthermore, demographic characteristics of age, there was a statistically significant relationship with the savings pattern and correlated with the cumulative share capital with the cooperative. The amount of deposits with the savings cooperatives a year. Age group less than 36 years have the most savings and deposit type. The 55-year-olds have higher percent savings in share capital and deposits (Wongwanit, Tubtong and Werayannon, 2012).

Human Capital: Education, it is the key to helping older people access information such as health and social services as well as increasing opportunities for work earning. The demographic characteristics of the educational level correlated with the type of savings. The group has higher education than the Bachelor, the capital savings and deposit types will be higher than Bachelor Degree around 8 percent which it means they will concern for their future in the elderly age.

The position is related to the accumulation of share capital with the cooperative approximately per month. The higher position is, the accumulated share capital with cooperatives does.

Total revenue per month is correlated with financial planning and the style of savings. The amount of deposits with the savings cooperatives a year is high as total income per month correlated with especially with the group of more than 20,000 Baht having much financial planning. When the income per capita increased, savings and investment capacity will increase and total revenue can increase at a faster rate consistent with the Solo Development Model that the rate of increase in labor must be compensated by the increase in savings and so investment.

Based on the estimated population of Thailand from 2010 to 2040 (National Statistical Office, 2010), it is found that the proportion of the elderly population aged 80 and over is likely to increase significantly. The proportion of elderly elders will increase from about 13 percent of the total elderly population. This increase in end-age elderly population will reflect the aging of the elderly. Considering the sex ratio of the elderly population from 2010 to 2040 increased by almost 2 percent due to female gender will last longer than males.

Development in all countries requires investment. The investment can take place when there is an investment demand in combination with the supply of investments. Increasing the population will increase the demand for goods and services expand the domestic market and increase the opportunities or demand for investment. The true level of investment is determined by the supply side of the investment. In a closed economy, the source of funds comes mainly from domestic savings. Therefore, the rapid increase of population can be a hindrance to savings. Education investment is not the same as the physical investment

that can derive foreign investment. Because return on investment can be transferred to capitalist countries, but investment in human resources means capital accumulated in person and non-transferable. Therefore, it is difficult to attract foreign investment. Human resources investment is dependent on domestic resources. High birth rates inevitably lead to an increase in the number of school-age population in the education system. The quality of education may be reduced. In addition, empirical studies have shown that the negative impact is the continued with human resource and health as well.

These expression in details above consistent to the

1. Economic Theory on demographic change
2. Economic Theory on savings and investment
3. Economic Theory on investment on human resources and
4. Economic Theory on economic changes.

CONCLUSION AND IMPLEMENTATION

The Ministry of Social Development and Human Security has reported on higher elderly trends because Thailand moves toward to an elderly society in no more than 10 years. The government has set a policy to handle the situation in three parts:

1. To encourage the elderly to live safely and with dignity. Using technology to keep the elderly safe promotion of local administrative organizations is by designing the accommodation to support the lifestyle.
2. To enhancing the health of the elderly is organized the public health system for the elderly to access the service easily.
3. To promote sustainable income insurance is for some elderly people who are 60 years old but still have the potential to work and some people who have specialized abilities. The law will be amended to be consistent.

Regarding to the report, the researcher wonders that the perception of Thai people about the elderly plan according to state policy, especially in Bangkok, is perceived and understood via which channel of media is. Also, how this demographic changed affects to the applied of economic theory does.

According to the taxonomy of economic perspective on cognitive domain finds that female is the most respondents on questionnaire with the age around 20-30 in the Bachelor Degree. General officer with the income earning around 10,000-14,9999 baht reflexes to answer on older state policy. These groups response that they mostly earn information of the policy via television. However, the information is quite not attract them to pay attention contrasting to the age between 50-60 years. This might be because 50-60 years group is the the range of paying attention on their older stage level which the state policy will be matched and supported them on benefits in the long run after retiring from working in recent period. No matter what which group is the most concerning on the state policy but the best channel to contribute information faster and much knowledge understanding is via television. But the point is the information must be in well prepared to serve on the right time, the right place and the right project which it is suited to the right person.

For the applied of economics theory, the relationship between population growth and savings-investment is the deciding factor for the impact of demographic change on national development. But model shows the negative impact of population increases. It has traditionally hypothesized that the rate of inverse variation in the rate of burdens increases when populations increase. It is therefore not surprising that these studies conclude that the rate of population increase negatively affects the well-being of people. There are other studies that have similarly concluded. Mostly, it uses the same assumptions as the Solo model as follows in the production function. Then the relationship links between the investment - savings with population be negative and most importantly, there is no change in production technology during the study or the change comes from the outside and does not relate to the population. However, under the current global economic situation, capital movements are taking place and international products without a main impact of demographic change on increase of income per person through savings variables. The investment or size of the domestic market is likely to be subdued because of the size of the domestic market or the domestic savings to investment seems to be declining.

Attracting foreign investment is determined by other factors such as the return on investment, the political environment and others. If demographic change is detrimental to country development through investment variables then it would have resulted in more human capital investment than physical investment. Rosenzweig and Wolpin (1980) studied show that when a parent has more children than planned such as in the case of twin children. Parents will adjust their educational expenditures to be proper shared on their own children. From the above, it can be seen that the integration of individuals into families can be explained for economic reasons that is to maximize efficiency. So, when the social environment and the economy is changing, the role of family as well as the family's advantage in their roles has also changed. When production changes to more industrial goods, the advantage of the family unit was reduced. Because industrial production is often characterized by production that can benefit.

Reducing the dividing and creating access opportunities for state services, government should prepare for the elderly to improve the quality of life and the availability of jobs or activities. It is appropriate to crate and not burden the future by providing care in the rehabilitation center and hospitals that are partnerships of the public, private, community and family sectors as well as financial systems for care of all elderly.

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