

The main problem in the market for elderly products is in the sales part. The false propaganda and counterfeiting of the elderly health care products are common. The general physical store has a limited variety of ageing products, and even if there are many kinds of online products, online shopping does not meet the shopping habits and consumption characteristics of the elderly. Third, old-age tourism is struggling. For the elderly who love to travel, it is difficult to travel by themselves. Some travel agencies do not accept applicants for seniors over the age of 70, and some require health certificates or family escorts even if they receive them. There are also some travel agencies that do not have too many restrictions on the elderly, but they often use low-priced temptations to achieve their bad goals such as abduction or forced shopping. Fourth, online consumption is not easy for elderly. Online stores are generally rich in variety, but many older people are not good at online shopping and online payment, and the return of online shopping products also requires labor costs, economic costs and time costs.

For the consumption hotspots of the aging population and the contradiction between supply and demand, we should respond promptly: First, actively cultivate the market system for the aged care service, rectify and strengthen market order of the aged care service, and prevent the elderly from falling into various consumption misunderstandings. The second is to establish and improve a special care system for the disadvantaged elderly. Tailor—make different services such as daily care service, hour service, host service, social worker service, psychological counseling and hospice care service for different types of elderly. The third is to implement the family doctor signing service as soon as possible, and achieve full coverage of the elderly group. Let the elderly have a convenient, cheap, safe Next—door health service. The fourth is to speed up the promotion of intelligent pension model. Relying on the social public information platform, the elderly's aged care service needs can be timely connected with enterprises and social organizations to provide more convenient, high—quality and efficient services for the elderly, thus achieving a balance between supply and demand for aged care services.

Key Words: aged service, supply and demand contradiction



## Exploring the long-term care needs of aged people in Sri Lanka

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Abstract: As Sri Lanka's population ages rapidly, more personal care and health support services will be needed for people who have disabilities and thus require assistance to function independently. Since people are living longer lives, the prevalence of physical and mental conditions related to age is increasing, which increases the demand for care among elderly. Increase of the very old could create several issues related to care, those who are residing in elderly homes as well as their own homes'. Supply of care has remained mainly in the hands of families; formal LTC service provision at present is considered inadequate even to meet current needs and demand. When elderly people need long-term care and their health problems make it difficult or impossible for them to perform the basic activities of daily life. This study mainly focuses on exploring the long-term care needs of aged people in Sri Lanka. This study is based on information collected from eight elders' homes in Sri Lanka and in-depth interviews carried out in three districts: Colombo, Gampaha and Kalutara. This study used a mixed method approach employing semi-structured survey with 150 elderly people who need long-term care with twenty in- depth interviews representing seven selected cases from each districts and three focus-group discussions. Purposive sample method was used to select sample for the survey. This study showed there are negative effects of decline of functional status on elderly people health. The 'Active Ageing' fully deteriorates with the decline of functional status of the elderly. The risk factors for functional decline include age, presence of illness, and socio-economic status. However, cognitive impairment is higher among the elderly in elder's homes as they hardly receive required mental support. However, elders those who live with their families facing caring issues with the changing life patterns of adult children. Major issues encountered by institutionalized elders include, lack of financial support from the government to improve the standards of the homes, shortage of workers at the adult homes, unhygienic conditions as well as lack of or no support received by their respective families. However, elders those who live in their homes also facing several issues resulting decline in the capacity of the family to provide required care to them. As an ageing country, there is no system in Sri Lanka to provide organized formal LTC to elders, while family members predominantly provide. Very few number of elders are getting institutional care, which is also no proper caring mechanism for long-term care for elders.

Key Words: Long-term care, healthy-ageing, impairment status, adult homes, health problems