

Prediction of Market Situation for Studying Elder Consumers' Health Care Product Usage Behaviors in Medical Clinics in Thailand

Kedwadee Sombultawee, Thirawat Chantuk

Silpakorn University, Thailand

0323

The Asian Conference on Society, Education and Technology 2013

Official Conference Proceedings 2013

Abstract

This research aims to study older consumers' health care product and service usage behavior in medical clinics in Thailand, applying prediction of market situation as an analysis frame. The goals of this research are 1) Studying older consumers' health care product and service usage behavior in medical clinics in Thailand and 2) Forecasting market situation in order to develop proper marketing strategies for elderly medical clinics in Thailand. The methodology of this research is applying quantitative research methods to forecast marketing situation, using a sampling group, which is the older population living in urban areas of Thailand, including Bangkok and metropolitan area and urban areas in provinces with high rate of older population, the total number of the samples is 400 (Alpha 0.05); descriptive statistics, Pearson product - moment correlation coefficient inferential statistics as well as Pearson's chi squared test statistical procedures are also applied in this research. The results showed that older consumers in medical clinics in Thailand decide to purchase or consume the products by the principles of market situation prediction that establishes cause-effect relationship. Older consumers' purchase decision is chiefly influenced by health factors and logical factors, other less influential factors are emotional factors and social factors while economy factors have the least influence. If the entrepreneurs plan to maintain or expand elderly health care product markets, they should develop proper marketing strategies, emphasizing "Product" and "Place" factors.

Keywords: Market situation, elder consumer, health care product

Focusing on the Literal and Metaphorical Patterns of Prepositions: Corpus and its Applications

English prepositional phrases are among the most easily confused patterns for learners of English. In this paper, we investigate eleven English prepositions in the fixed frame [PREP *the* NOUN *of*] retrieved from the British National Corpus. Then, we analyzed the NOUNs in this frame by first mapping to their senses and then categorizing them into literal and metaphorical meanings.

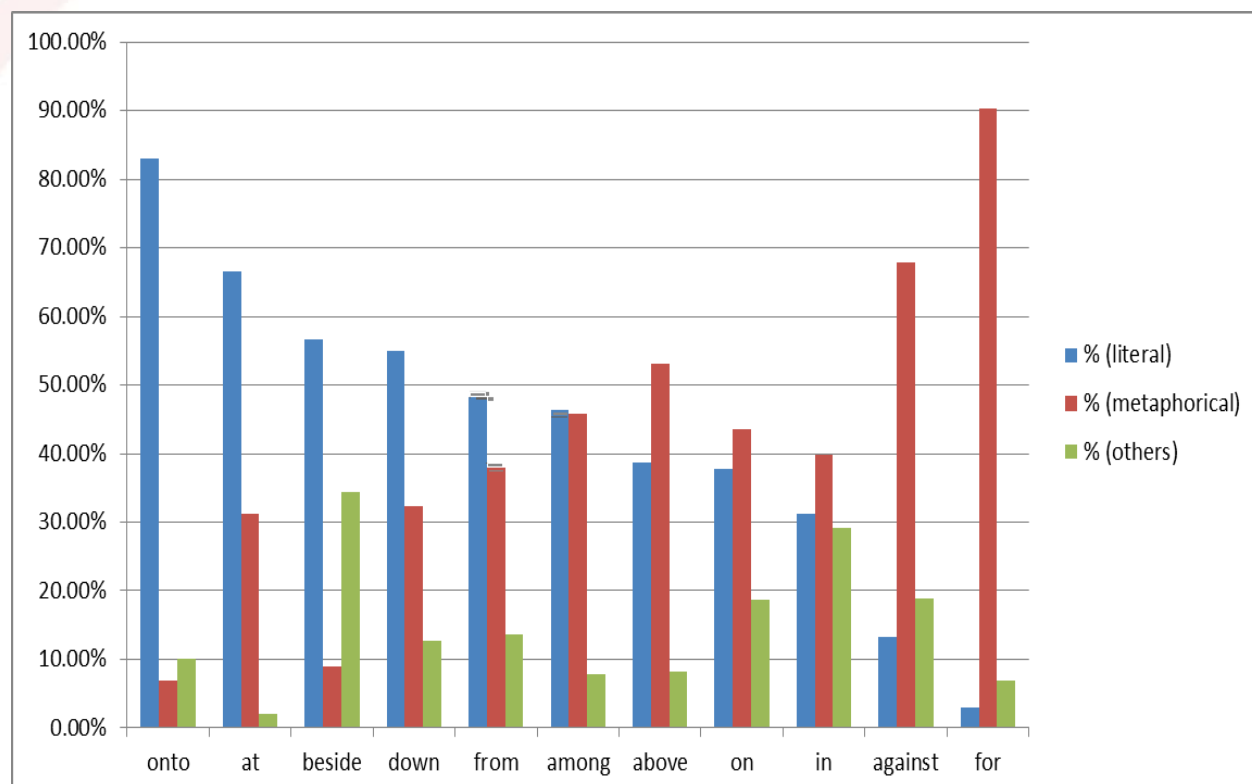


Figure 1: Literal and Metaphorical Uses of Prepositions

The meaning of [PREP *the* NOUN *of*] form a continuum in Figure 1: More literal meanings were found on the left than on the right. ('Others' are such as proper nouns or NOUNs with a mild meaning such as *use*, *meaning*, which cannot be categorized.) When the PREPs are *onto*, *at*, *beside*, or *down*, more than half of the instances convey a literal meaning (e.g., ***onto*** *the shoulder of*, ***at*** *the door of*). Conversely, when the PREPs are *for*, *against*, or *above*, more than half of the instances convey a metaphorical meaning (e.g., ***for*** *the improvement of*, ***against*** *the history of*).

Since metaphorical meanings could be 'time' (*in the period of*) or 'non-time' (*against the refusal of*), we further analyzed the metaphorical uses into two groups.

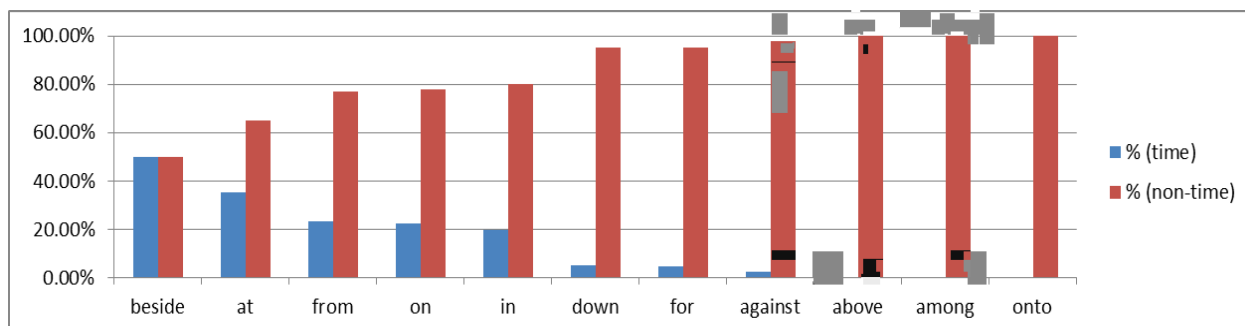


Figure 2: Time and Non-Time Uses of Metaphorical Meanings

While contrasting both figures, several interesting observations could be made: *Beside* has a majority of literal meanings (Figure 1) while its metaphorical meanings are half ‘time’ and half ‘non-time’. *Onto* has the higher percentage of literal meaning yet its metaphorical meaning shows no instance of time-related use. *Among* and *above* have high metaphorical uses but these metaphorical instances are also non-time related.

As shown above, we could see that prepositions have many facets of meanings. The teaching of prepositions can also be multi-faceted by considering literal and metaphorical uses and authentic exemplification using corpus.

References

- Chen, Y. (2002). The problems of university EFL writing in Taiwan. *Korea TESOL Journal*, 5(1), 59-81. Retrieved from http://www.kotesol.org/files/u1/ktj5_allFall2002.pdf
- Li, C. C. (2005). A study of collocation error type in ESL/EFL college learners' writing. Unpublished master's thesis, Ming Chuan University, Taiwan, R.O.C
- Liu, C. P. (1999). An analysis of collocation errors in EFL writings. *The Proceedings of the Eighth International Symposium on English Teaching*, pp.483-494, Taipei: Crane Publishing Co., Ltd.
- Tang, Y. T. (2004). A study of the collocation errors in the oral and written production of the college students in Taiwan. Unpublished master thesis, National Taiwan Normal University, Taiwan, R.O.C.

Appendix:

A. Literal:

1. *The kinetic treatment of crystallization from the melt is based on the radial growth of a front through space and can be likened to someone scattering a handful of gravel **onto the surface of** a pond. (HRG 1084)*
2. *Only some wreckage was washed up, **off the coast of** Alaska. (G3P 1389)*

B. Metaphorical:

1. *And today's Government privatisation announcement writes another page **into the history of** Belfast International Airport. (HJ4 3303)*
2. *A horse that has been hurt by people a number of times, especially **in the absence of** any reward, will learn to expect only ill of people and will always be anxious in relation to them. (ADF 771)*

C. Others:

1. *All sectors, **with the exception of** construction, are forecasting improvements in sales, order books and exports, with optimists outnumbering pessimists by a significant margin. (AJ2 168)*
2. *Australia has been isolated **from the rest of** the world for a long time and its flora and fauna are unique having evolved on their own without competition from species elsewhere. (AM2 473)*

D. Metaphorical (Time):

1. *Horoscopic astrology, according to which the positions of the planets **at the time of** birth determines the fate of the individual, did not develop until much later. (ASF 180)*

E. Metaphorical (Non-time):

1. *Traditionally, controversy has centred **around the question of** whether local authorities should adopt best commercial practice, ... (GVU 1414)*
2. *Darwin is important in any history of the environmental sciences because his theory focused attention **onto the problem of** how species become adapted to their environment. (G0H 618)*

