

Beyond Longevity: The IKIGAI-BAYANIHAN Framework for Purposeful Aging

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Abstract

The global aging crisis exposes the limitations of retirement models that emphasize financial security and medical care while overlooking purpose and social integration. This study developed and validated a purpose-driven retirement community framework grounded in the Japanese philosophy of Ikigai and localized through the Filipino ethos of Bayanihan. Using a convergent mixed-methods Design Science Research approach, quantitative survey data (n = 70) and qualitative focus group discussions were integrated to iteratively design and refine the model. Findings indicate that purpose-aligned roles are the strongest predictor of life satisfaction and psychological well-being, followed by cooperative economic participation and access to preventive healthcare, while social participation functions as an indirect reinforcing mechanism. Qualitative results further reveal that while Ikigai provides inner meaning in life, sustaining purpose in later adulthood requires collective support. Bayanihan functions as this social scaffold, enabling purpose to be lived communally. The resulting Ikigai-Bayanihan framework reframes aging from dependency to contribution within a scalable, culturally grounded system.

Keywords: healthy aging, ikigai, purpose-driven retirement, design science research, sustainable retirement model

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Introduction

Population ageing has become one of the defining demographic transformations of the twenty-first century, challenging governments and communities to rethink how longer lives can be supported through sustainable and socially inclusive systems. Although advances in healthcare and socioeconomic development have extended life expectancy, many retirement systems continue to prioritize financial security and medical care while giving comparatively less attention to the conditions that sustain purpose, dignity, psychological well-being, structured social participation, and continued contribution in later life. These challenges are particularly significant in Asia, which is projected to be home to more than 60% of the world's population aged 60 years and older by 2050, underscoring the need for culturally responsive approaches to ageing (United Nations Department of Economic and Social Affairs [UNDESA], 2024).

Despite growing evidence supporting healthy ageing and meaningful engagement, few studies have translated these concepts into an empirically validated retirement framework that integrates purpose, preventive healthcare, economic participation, and structured social engagement within a community-based design. To address this gap, the present study employed a convergent mixed-methods Design Science Research (DSR) approach to develop and validate the Ikigai-Bayanihan Purpose-Driven Retirement Framework, providing an evidence-based and implementation-ready model for retirement community design in the Philippines with potential adaptation across other ageing societies.

Literature Review

Healthy Ageing: Beyond Longevity

Healthy ageing has become the principal framework guiding contemporary ageing policy and research. Building on the World Health Organization's definition of healthy ageing as maintaining functional ability through supportive environments (WHO, 2015), international policy frameworks increasingly recognize that population ageing requires coordinated action extending beyond healthcare alone. The United Nations Decade of Healthy Ageing identifies age-friendly communities, integrated care, long-term care, and positive attitudes toward ageing as global priorities (WHO, 2020), while UNDESA (2024) and the OECD (2024) similarly advocate policies that promote participation, inclusion, and the continued social and economic contribution of older adults. Collectively, these frameworks establish healthy ageing as a multidimensional approach integrating health, participation, and supportive community systems.

The findings of the present study extend these policy frameworks by demonstrating that healthy ageing can be operationalized through an evidence-based retirement community model. Purpose-aligned roles emerged as the strongest predictor of life satisfaction and psychological well-being, while cooperative economic participation and preventive healthcare significantly strengthened later-life outcomes. These findings suggest that the policy principles advanced by WHO, UNDESA, and the OECD can be translated into an integrated community system that intentionally supports purpose, participation, health, and continued contribution throughout later life.

Determinants of Meaningful Engagement in Later Life

Healthy ageing is increasingly understood as a multidimensional process extending beyond disease prevention to encompass the conditions that enable meaningful engagement throughout later life. The literature consistently identifies four interrelated determinants: purpose and meaning, psychological well-being, social participation, and continued contribution. Together, these domains provide the conceptual foundation for understanding how older adults remain engaged, resilient, and productive.

Purpose and meaning have long been recognized as central to later-life well-being. Frankl (1963/2006) identified the search for meaning as a fundamental human motivation, while Ryff (1989) positioned purpose as a core dimension of psychological well-being. Subsequent studies extended this perspective by highlighting the public health importance of psychological well-being (Trudel-Fitzgerald et al., 2019) and the value of psychological interventions that enhance wellness among older adults (Moye, 2023). Similarly, successful ageing has been linked to active engagement with life (Rowe & Kahn, 1997), with contemporary research demonstrating that community participation, adaptation to later-life transitions, intergenerational engagement, and protection from social isolation strengthen resilience and sustained participation among older adults (Gough et al., 2021; Löfgren et al., 2021; Lyu et al., 2024; Whear et al., 2023). The literature further recognizes continued contribution beyond retirement through knowledge retention, intergenerational knowledge transfer, and extended economic participation (DeLong, 2004; Fasbender & Gerpott, 2022; OECD, 2024).

Altogether, these studies establish meaningful engagement as a multidimensional construct encompassing purpose, psychological well-being, social participation, and continued contribution. However, these determinants have largely been examined as related but independent domains. The present study extends this literature by demonstrating that purpose-aligned roles, cooperative economic participation, preventive healthcare, and structured social participation operate as interdependent determinants of later-life well-being. Rather than remaining conceptual, these validated relationships were translated through Design Science Research into the *Ikigai-Bayanihan Purpose-Driven Retirement Model*, providing an evidence-based framework for designing retirement communities that intentionally sustain purpose, participation, health, and continued contribution.

Social Participation in Healthy Ageing

Social participation is consistently recognized as a fundamental component of healthy ageing in both international policy and empirical research. The World Health Organization (WHO, 2021) identifies participation as a key action area of the United Nations Decade of Healthy Ageing, emphasizing age-friendly environments that enable older adults to remain engaged in activities they value according to their abilities and preferences. Similarly, the United Nations Department of Economic and Social Affairs (UNDESA, 2023) promotes lifelong learning, volunteering, civic engagement, and intergenerational participation as strategies for strengthening the inclusion and continuing contributions of older persons.

Empirical evidence supports these policy directions. Community participation has been associated with sustained engagement, social connectedness, autonomy, and resilience among older adults adapting to later-life transitions (Gough et al., 2021; Löfgren et al., 2021). Likewise, Goto et al. (2024) reported that community participation, together with subjective health and psychological well-being, was associated with stronger perceptions of *ikigai*.

Collectively, the literature positions social participation as an important mechanism through which healthy ageing and purposeful living are supported.

The findings of the present study support the importance of social participation while refining its role within an integrated retirement system. Although structured social participation was positively associated with later-life outcomes, it did not independently predict psychological well-being after accounting for purpose-aligned roles, cooperative economic participation, and preventive healthcare. Rather than diminishing its importance, these findings suggest that social participation is most effective when embedded within purposeful economic, health, and community systems rather than experienced as an isolated activity. Accordingly, the Ikigai-Bayanihan Purpose-Driven Retirement Model integrates participation within cooperative enterprises, shared community spaces, mentorship, and intergenerational activities, where it reinforces purpose, belonging, and meaningful contribution as part of a broader evidence-based community system.

Cross-Cultural Perspectives on Purpose and Collective Well-being

The Japanese philosophy of *ikigai*, commonly translated as “one's reason for being,” is one of the most widely recognized cultural frameworks for understanding purposeful living and healthy ageing. Popularized internationally by García and Miralles (2017), *ikigai* has increasingly been examined as a psychosocial construct associated with higher quality of life, lower depressive symptoms, greater psychological well-being, stronger social connectedness, active participation, and increased life satisfaction among older adults (Fukuzawa & Sugawara, 2023; Goto et al., 2024; Hajek et al., 2024; Tsuzishita & Wakui, 2021). Collectively, these studies position *ikigai* as a framework in which purpose is sustained through both personal meaning and supportive social relationships.

Comparable values are reflected across other Asian cultural traditions, where individual well-being is understood within the context of reciprocity, mutual support, and collective responsibility. In the Philippines, *bayanihan* embodies communal solidarity and voluntary cooperation (Agoncillo, 1990; Jocano, 1999; Lynch, 1970). Contemporary evidence demonstrates that these values continue to strengthen reciprocity, intergenerational knowledge transfer, social cooperation, cultural preservation, and community resilience (National Economic and Development Authority, 2023; Pungan & Rabago, 2025). Similar principles are evident in Indonesia's *gotong royong*, which promotes collective action and mutual trust (Koentjaraningrat, 1984; Lukiyanto & Wijayaningtyas, 2020), and Thailand's *nam jai*, which emphasizes generosity, compassion, and voluntary assistance in sustaining interpersonal harmony (Komin, 1990).

Altogether, the literature demonstrates that while these traditions differ in cultural origin and expression, they share a common recognition that purpose is strengthened through meaningful relationships, reciprocal contribution, and community participation. The present study extends this cross-cultural perspective by integrating the individual philosophy of *ikigai* with the collective ethos of *bayanihan* within a single Design Science framework. Instead of simply adapting one philosophy to another, the Ikigai-Bayanihan Purpose-Driven Retirement Model demonstrates how universal principles of purpose can be translated into culturally grounded community systems that support health, participation, economic resilience, and meaningful contribution in later life.

Research Paradigm

The study employed a convergent mixed-methods Design Science Research (DSR) approach to investigate the determinants of purposeful ageing and translate validated evidence into an implementation-ready retirement community model. Ikigai provided the theoretical lens for understanding purpose through four interrelated dimensions: what one loves, what one is good at, what the world needs, and what one can continue contributing while DSR provided the methodology for transforming empirical evidence into a practical design artifact. Within this paradigm, quantitative analyses established statistical relationships among the study variables, qualitative findings explained participants' lived experiences, and their integration informed the development of the Ikigai-Bayanihan Purpose-Driven Retirement Model.

Figure 1

Ikigai as a Framework for Purpose, Well-being, and Sustainable Aging

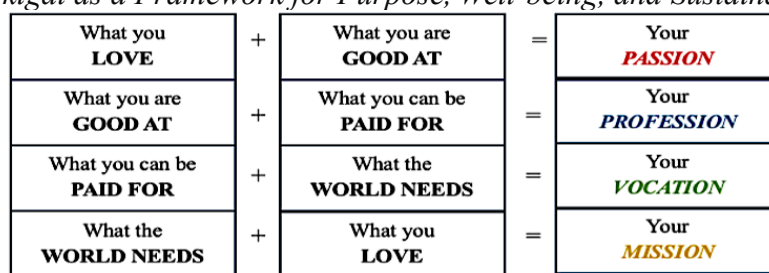
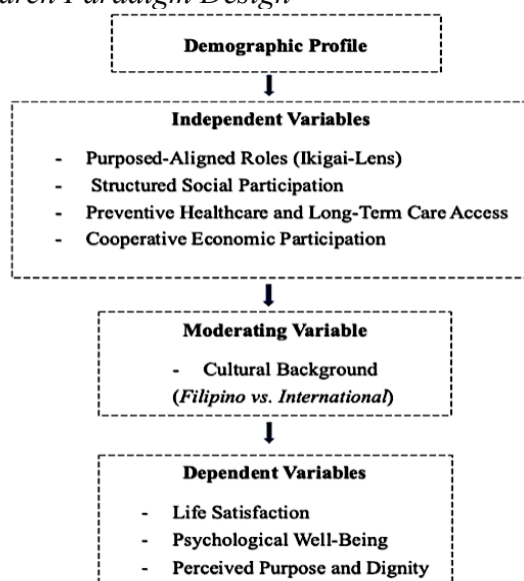


Figure 2 illustrates the study's conceptual research paradigm. Four independent variables: Purpose-Aligned Roles, Structured Social Participation, Preventive Healthcare and Long-Term Care Access, and Cooperative Economic Participation were hypothesized to influence life satisfaction, psychological well-being, and perceived purpose and dignity, while cultural background was examined as a moderating variable. The quantitative framework guided hypothesis testing, and qualitative evidence enriched interpretation before both strands converged during the Design Science process.

Figure 2

Research Paradigm Design



Research Objective

This study examined how four components of the Ikigai framework: Purpose-Aligned Roles, Cooperative Economic Participation, Preventive Healthcare and Long-Term Care Access, and Structured Social Participation influence purposeful engagement, well-being, and ageing with dignity among retirees. Specifically, it investigated their relationships with financial security, health-related quality of life, psychological well-being, life satisfaction, and perceived purpose while examining whether these relationships vary across cultural backgrounds.

Study Objectives

This study aimed to:

1. Determine the influence of cooperative economic participation on financial security and life satisfaction.
2. Examine the influence of preventive healthcare and long-term care access on health-related quality of life.
3. Assess the influence of structured social participation on psychological well-being.
4. Determine the influence of purpose-aligned roles on perceived purpose and dignity.
5. Examine whether cultural background moderates the relationships between the Ikigai components and retirees' outcomes.

Hypotheses

- H1:** Cooperative economic participation significantly influences financial security and life satisfaction.
- H2:** Preventive healthcare and long-term care access significantly influence health-related quality of life.
- H3:** Structured social participation significantly influences psychological well-being.
- H4:** Purpose-aligned roles significantly enhance perceived purpose and dignity.
- H5:** Cultural background significantly moderates the relationships between the Ikigai components and retirees' outcomes.

Translating Evidence into Design

The validated findings provided the empirical foundation for the development of the Ikigai-Bayanihan Purpose-Driven Retirement Model. Purpose-aligned roles emerged as the strongest predictor of life satisfaction and psychological well-being, establishing purposeful engagement as the framework's organizing principle. Cooperative economic participation informed the design of resident-led enterprises and the Bayanihan Fund to strengthen financial resilience, while preventive healthcare guided the development of an integrated wellness system. Although structured social participation did not independently predict psychological well-being, it informed the design of shared community spaces, cooperative activities, and intergenerational programs that reinforce purpose through everyday interaction. Collectively, these empirically validated relationships were translated into the framework's spatial, governance, operational, and implementation components, ensuring that the resulting model represents an evidence-based Design Science artifact.

Methodology

The study employed a convergent mixed-methods Design Science Research (DSR) approach to identify the determinants of purposeful ageing and translate validated findings into the Ikigai-Bayanihan Purpose-Driven Retirement Model. Quantitative and qualitative data were collected concurrently, allowing statistical relationships to be interpreted alongside retirees' lived experiences. Quantitative analyses identified predictors of life satisfaction, psychological well-being, and perceived purpose and dignity, while qualitative findings provided contextual explanations that informed the design process. DSR extended the inquiry beyond explanation by transforming validated evidence into an implementation-ready retirement community framework using an Input-Process-Output (IPO) design process.

Participants comprised retirees, semi-retired professionals, caregivers, and community-dwelling older adults from the Philippines and selected international locations. Of the 72 responses received, two incomplete questionnaires were excluded, resulting in a final sample of 70 participants aged 50–72 years. Respondents were required to be at least 50 years old, capable of providing informed consent, and able to complete the online questionnaire. Including Filipino and international participants enabled examination of cultural background as a moderating variable. The participants of the study were mostly female with age bracket of 55 to 64 of age, retired, living with the family and mostly staying in Metro Manila.

Data were collected using a structured questionnaire comprising demographic information and validated measures of purpose-aligned roles, structured social participation, preventive healthcare and long-term care access, cooperative economic participation, and later-life well-being. Cronbach alpha was utilized to test the reliability of the questionnaire. Established instruments included the WHOQOL-OLD, SF-12 Health Survey, Lubben Social Network Scale (LSNS-6), Ikigai-9 Scale, Satisfaction with Life Scale (SWLS), and Positive and Negative Affect Schedule (PANAS). A researcher-developed Cooperative Economic Participation Scale measured context-specific dimensions not represented in existing instruments. All constructs were assessed using standardized five-point Likert scales. Quantitative data were analyzed using descriptive statistics, Pearson correlation, multiple regression, moderation analysis, and reliability testing after confirming statistical assumptions. Qualitative data were analyzed thematically, and findings from both strands were integrated through convergent mixed-methods triangulation to strengthen interpretation and validate relationships among the study variables

Results and Discussion

Descriptive Statistics and Reliability

All study constructs demonstrated acceptable to excellent internal consistency, with Cronbach's alpha values ranging from .797 to .929, supporting the reliability of the measurement scales. Purpose-aligned roles recorded the highest mean ($M = 4.29$), followed by psychological well-being ($M = 4.15$), life satisfaction ($M = 4.13$), structured social participation ($M = 4.04$), preventive healthcare ($M = 3.94$), and cooperative economic participation ($M = 3.63$). Overall, respondents reported high levels of purpose, well-being, and community engagement, providing a reliable foundation for the subsequent correlation and regression analyses.

Relationships Among the Study Variables

Pearson correlation analysis revealed significant positive relationships among the principal study variables. Cooperative economic participation was positively associated with preventive healthcare, structured social participation, purpose-aligned roles, life satisfaction, and psychological well-being. Purpose-aligned roles demonstrated the strongest association with psychological well-being, while life satisfaction and psychological well-being were also strongly correlated. These findings indicate that the study variables are positively related and provide empirical support for examining their independent and combined contributions through the subsequent regression analyses

Table 1

Pearson Correlation Matrix of Key Variables

Variable Pair	r	p	Interpretation
Cooperative ↔ Preventive Healthcare	.35	.02	Moderate positive association
Cooperative ↔ Structured Social Participation	.63	< .001	Strong positive association
Cooperative ↔ Purpose (Ikigai Lens)	.59	< .001	Moderate-to-strong positive association
Cooperative ↔ Life Satisfaction	.47	< .001	Moderate positive association
Cooperative ↔ Psychological Well-Being	.60	< .001	Strong positive association
Preventive Health ↔ Life Satisfaction	.50	< .001	Moderate positive association
Purpose ↔ Psychological Well-Being	.68	< .001	Strong positive association
Life Satisfaction ↔ Psychological Well-Being	.79	< .001	Very strong positive association

Note. All correlations significant at $p < .05$

Regression Analysis

Regression analysis identified purpose-aligned roles as the strongest predictor of life satisfaction ($\beta = .411$, $p < .001$) and psychological well-being, followed by cooperative economic participation ($\beta = .277$, $p = .003$) and preventive healthcare ($\beta = .177$, $p = .015$). These findings are consistent with the literature identifying purpose as a central determinant of later-life well-being (Frankl, 1963/2006; Ryff, 1989), while extending evidence that psychological well-being, health, and meaningful engagement contribute to healthy ageing (Moye, 2023; Trudel-Fitzgerald et al., 2019). They likewise support international policy frameworks advocating continued participation, health, and contribution throughout later life (OECD, 2024; UNDESA, 2023; WHO, 2021).

Although structured social participation demonstrated significant positive bivariate relationships with well-being, it did not remain an independent predictor in the multivariate model ($p = .086$). This finding does not diminish its importance but suggests that its contribution may be realized through its interaction with purpose, cooperative economic participation, and preventive healthcare rather than as an isolated determinant. This interpretation is consistent with the broader literature recognizing participation as a mechanism

that supports connectedness, resilience, and purposeful engagement (Löfgren et al., 2021; Goto et al., 2024; Gough et al., 2021). Collectively, these findings support the design of the Ikigai–Bayanihan Framework as an integrated system, where purpose, health, economic participation, and social engagement function as complementary rather than independent components.

Table 2
Regression Model Predicting Life Satisfaction

Predictor	B	β	p	Interpretation
Cooperative Economic Participation	0.277	.277	.003	Significant positive predictor
Preventive Healthcare Access	0.177	.177	.015	Significant positive predictor
Structured Social Participation	−0.171	−.171	.086	Not statistically significant
Purpose-Aligned Roles (Ikigai Lens)	0.411	.411	< .001	Strongest predictor in the model

Regression Model Predicting Life Satisfaction

Table 2 presents the multiple regression model predicting life satisfaction. Purpose-aligned roles emerged as the strongest predictor ($\beta = .411, p < .001$), followed by cooperative economic participation ($\beta = .277, p = .003$) and preventive healthcare access ($\beta = .177, p = .015$). These findings are consistent with studies identifying purpose as a central determinant of psychological well-being and life satisfaction (Frankl, 1963/2006; Ryff, 1989), while reinforcing evidence that psychological well-being and meaningful engagement contribute to healthy ageing (Moye, 2023; Trudel-Fitzgerald et al., 2019). They likewise align with international frameworks advocating continued participation, health, and contribution as essential components of healthy ageing (OECD, 2024; WHO, 2021).

In contrast, structured social participation did not independently predict life satisfaction ($p = .086$) after controlling for the other variables. This finding differs from studies reporting positive associations between participation and later-life well-being (Löfgren et al., 2021; Goto et al., 2024; Gough et al., 2021), but does not contradict them. Rather, it suggests that participation may derive its greatest benefit when integrated with purposeful roles, cooperative economic engagement, and preventive healthcare instead of functioning as an isolated intervention. This interpretation informed the Ikigai-Bayanihan Purpose-Driven Retirement Model, where social participation is intentionally embedded within productive, health-promoting, and purpose-driven community systems.

Table 3
Regression Model Predicting Psychological Well-being

Predictor	B	β	p	Interpretation
Cooperative Economic Participation	0.277	.277	.003	Significant positive predictor
Preventive Healthcare Access	0.177	.177	.015	Significant positive predictor
Structured Social Participation	-0.171	-.171	.086	Not statistically significant
Purpose-Aligned Roles (Ikigai-Lens)	0.411	.411	< .001	Strongest predictor in the model

Table 3 presents the multiple regression model predicting psychological well-being. Purpose-aligned roles emerged as the strongest predictor ($\beta = .411$, $p < .001$), followed by cooperative economic participation ($\beta = .277$, $p = .003$) and preventive healthcare access ($\beta = .177$, $p = .015$). These findings are consistent with literature identifying purpose as a central dimension of psychological well-being (Frankl, 1963/2006; Ryff, 1989) and with studies emphasizing the contribution of psychological well-being to healthy ageing (Moye, 2023; Trudel-Fitzgerald et al., 2019). They also align with international policy frameworks that recognize health, participation, and continued contribution as essential components of healthy ageing (OECD, 2024; UNDESA, 2023; WHO, 2021).

Although structured social participation demonstrated positive bivariate relationships with psychological well-being, it did not remain an independent predictor after controlling for purpose-aligned roles, cooperative economic participation, and preventive healthcare ($p = .086$). This finding differs from studies reporting positive associations between community participation and later-life well-being (Löfgren et al., 2021; Goto et al., 2024; Gough et al., 2021), but it does not contradict them. Rather, it suggests that the benefits of participation may be realized through its integration with purpose, health, and productive engagement rather than through participation alone. This interpretation directly informed the Ikigai-Bayanihan Purpose-Driven Retirement Model, where social participation is intentionally embedded within cooperative enterprises, wellness activities, mentorship, and intergenerational programs to reinforce purpose and psychological well-being.

Table 4
Moderation Analysis of Cooperative Economic Participation and Life Satisfaction

Moderator	Interaction (B)	p	R ²	Interpretation
Health Status × Cooperative	-0.13	.29	.33	Interaction not statistically significant
Cultural Background × Cooperative	-0.71	.005	.37	Statistically significant interaction
Economic Status (Tier) × Cooperative	-0.12	.55	.23	Interaction not statistically significant

Table 4 presents the moderation analysis examining whether health status, cultural background, and economic status influenced the relationship between cooperative economic participation and life satisfaction. Among the three moderators, only cultural background demonstrated a statistically significant moderating effect ($B = -0.71$, $p = .005$), whereas health status and economic status did not significantly alter the relationship. These findings indicate that while

cooperative economic participation contributes positively to life satisfaction, the strength of this relationship varies across cultural contexts.

This finding is consistent with literature recognizing that purpose, participation, and well-being are shaped by cultural values and social traditions. Research on *ikigai* demonstrates that purpose is experienced within broader social and cultural contexts (Fukuzawa & Sugawara, 2023; Goto et al., 2024; Hajek et al., 2024; Tsuzishita & Wakui, 2021), while studies of *bayanihan* describe collective participation and reciprocity as enduring features of Filipino communities (National Economic and Development Authority, 2023; Pungan & Rabago, 2025). Comparable traditions, including *gotong royong* in Indonesia (Koentjaraningrat, 1984; Lukiyanto & Wijayaningtyas, 2020) and *nam jai* in Thailand (Komin, 1990), likewise demonstrate that community participation is expressed through culturally embedded systems of cooperation. The present study extends this literature by providing empirical evidence that culture influences how cooperative participation contributes to life satisfaction, supporting the framework's adaptive implementation across different cultural settings while preserving its evidence-based core

Table 5
Summary of Hypotheses Testing Results

Null Hypothesis	p-value	Decision	Interpretation
H ₁ : Cooperative economic participation is not associated with life satisfaction.	.003	Reject H ₁	Significant positive association observed
H ₂ : Preventive healthcare access is not associated with psychological well-being.	.015	Reject H ₂	Significant positive association observed
H ₃ : Structured social participation is not associated with psychological well-being.	.086	Fail to reject H ₃	No independent association in multivariate model
H ₄ : Purpose-aligned roles are associated with perceived purpose and dignity.	< .001	Reject H ₄	Strong positive association observed

Table 5 summarizes the hypothesis-testing results. Four of the five hypotheses were supported. Purpose-aligned roles emerged as the strongest predictor of later-life well-being, followed by cooperative economic participation and preventive healthcare, all demonstrating significant positive relationships with the study outcomes. These findings are consistent with literature identifying purpose as a fundamental dimension of psychological well-being (Frankl, 1963/2006; Ryff, 1989), recognizing psychological well-being as an important determinant of healthy ageing (Moye, 2023; Trudel-Fitzgerald et al., 2019), and emphasizing the value of continued participation, health, and contribution throughout later life (OECD, 2024; UNDESA, 2023; WHO, 2021).

Although structured social participation did not independently predict psychological well-being in the multivariate model, this finding should not be interpreted as evidence that participation lacks importance. Previous studies consistently associate community participation with social connectedness, resilience, and purposeful living (Löfgren et al., 2021; Goto et al., 2024; Gough et al., 2021). The present study refines this understanding by suggesting that participation contributes most effectively when integrated with purpose-aligned roles, cooperative economic participation, and preventive healthcare rather than functioning as

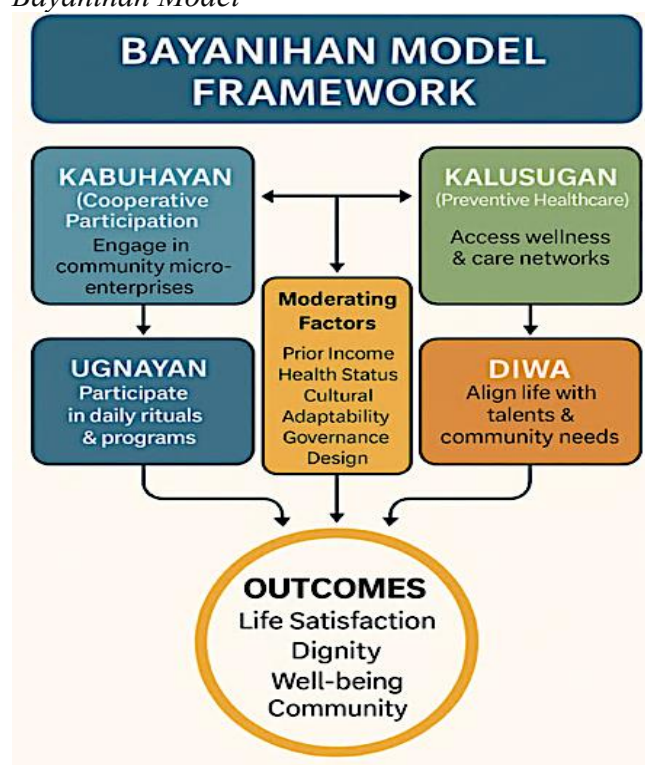
an isolated intervention. Collectively, these findings provided the empirical basis for the development of the Ikigai-Bayanihan Purpose-Driven Retirement Model.

Development of the Ikigai-Bayanihan Purpose-Driven Retirement Model

The *Bayanihan Model* represents the first Design Science artifact produced by this study, translating validated quantitative and qualitative findings into an integrated community system for purposeful ageing. Instead of adapting an existing retirement model, the framework emerged directly from the convergent mixed-methods findings, which identified four interdependent determinants of later-life well-being: *Diwa* (purpose-driven), *Kabuhayan* (cooperative economic participation), *Kalusugan* (preventive healthcare), and *Ugnayan* (structured social participation). Through iterative design, these empirically validated determinants were synthesized into a coherent framework that supports purpose, dignity, well-being, and continued contribution throughout later life.

Qualitative findings further demonstrated that although purpose begins with the individual, it is sustained through belonging, reciprocity, cooperation, and opportunities to contribute. These insights positioned *Bayanihan* not merely as a cultural value but as the social architecture through which purposeful ageing is continuously reinforced within everyday community life.

Figure 3
Bayanihan Model



Integrating Ikigai and Bayanihan

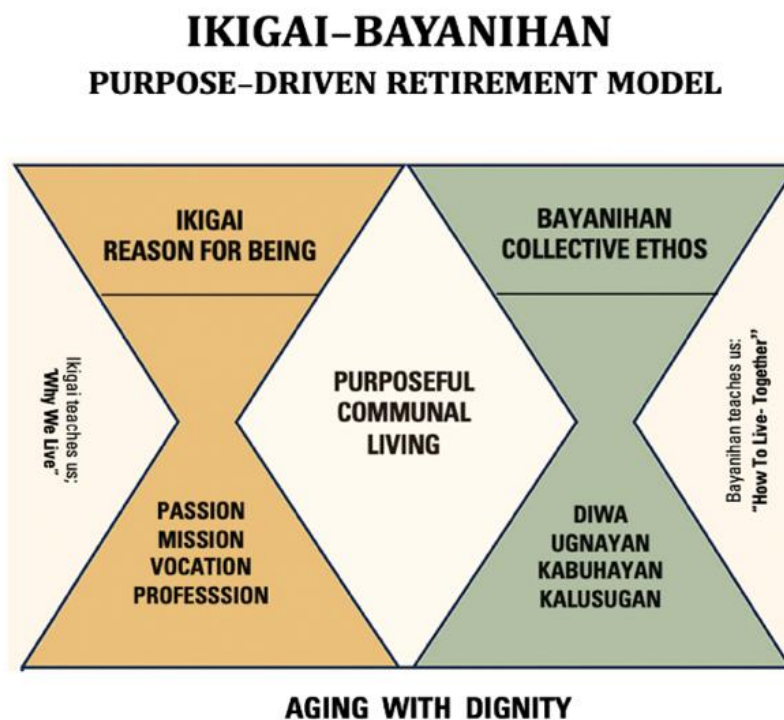
Building on the Bayanihan Model, the study subsequently integrated the four validated pillars with the philosophical dimensions of Ikigai. This synthesis revealed a strong conceptual alignment between the empirical findings and Ikigai's dimensions of passion, vocation, mission, and profession. Rather than representing competing philosophies, the two frameworks

explain complementary dimensions of purposeful ageing: Ikigai provides the individual's reason for living, while Bayanihan provides the collective environment that enables purpose to be expressed, supported, and sustained. The integration of these complementary perspectives produced the Ikigai-Bayanihan Purpose-Driven Retirement Model, demonstrating how universal principles of purpose can be translated into a culturally grounded and implementation-ready retirement community framework.

Within the integrated model, Diwa aligns with passion by nurturing purpose-aligned roles; Kabuhayan reflects vocation through cooperative economic participation; Kalusugan supports mission by promoting preventive healthcare and lifelong well-being; and Ugnayan embodies profession by creating structured opportunities for participation, contribution, and shared prosperity. Together, these four pillars function as an interconnected system in which improvements in one domain reinforce outcomes across the others, reflecting the empirical relationships identified in this study and providing the foundation for the framework's governance, spatial planning, business model, and implementation strategy.

Figure 4

The Final Output of the Study: The Ikigai-Bayanihan Framework for Purposeful Aging



Conclusion and Recommendations

The Ikigai-Bayanihan Purpose-Driven Retirement Model demonstrates that purposeful ageing can be intentionally designed through integrated community systems. The findings identify purpose as the organizing principle of retirement community development, supported by preventive healthcare, cooperative economic participation, structured social engagement, and collaborative governance. Together, these evidence-based design principles provide a practical foundation for implementing culturally responsive retirement communities.

Although developed within the Philippine context, the model was intentionally designed for cultural adaptation by preserving its validated core relationships while allowing governance, financing, spatial planning, and implementation strategies to respond to local contexts.

Consistent with Design Science Research, the model incorporates continuous evaluation using validated measures of purpose, well-being, health, participation, governance, and economic resilience. This iterative process supports evidence-based refinement while maintaining the integrity of the Ikigai-Bayanihan Model.

Implementation Framework

The Ikigai-Bayanihan Purpose-Driven Retirement Model is an evidence-based Design Science artifact that integrates purpose-driven living, cooperative economic participation, preventive healthcare, and structured social participation within a culturally grounded retirement community framework. The findings identified purpose-aligned roles as the strongest predictor of life satisfaction and psychological well-being, followed by cooperative economic participation and preventive healthcare, while structured social participation reinforced these outcomes through its interaction with the other determinants. Supported by a phased implementation strategy and Business Model Canvas, the framework provides practical guidance for governments, cooperatives, private organizations, and community stakeholders seeking sustainable retirement communities adaptable across diverse ageing societies.

Implementation and Spatial Translation

The detailed 20-hectare Land Use Master Plan (Appendix A) translates the framework into an integrated retirement community design that connects governance, healthcare, cooperative enterprises, learning, and community spaces within a coherent physical environment. Implementation follows a three-phase strategy: Phase 1 (Years 0–1) establishes governance, partnerships, the pilot site, and core infrastructure; Phase 2 (Years 1–3) implements healthcare, cooperative enterprises, lifelong learning, and purpose-driven community programs; and Phase 3 (Years 3–5) refines the operational model and prepares it for broader replication. This staged approach reflects the iterative nature of Design Science Research, enabling continuous refinement while preserving the framework's evidence-based design principles.

Table 6*Phased Implementation Timeline of the Ikigai-Bayanihan Model*

Phase	Timeframe	Key Activities	Major Deliverables	Review & Decision Points
Phase 1: Preparation Foundation	Year 0-1	- Project Secretariat establishment - Land acquisition & zoning compliance - Cooperative registration & governance design - Baseline assessment (Ikigai- 9, SWLS, PANAS, SF-12) - Leadership and capacity-building programs	- Legally registered cooperative - Bayanihan Fund formally established - Baseline M&E database completed - Master development plan approved	Go / No-Go Decision 1 <i>End of Year 1:</i> Institutional and financial readiness for infrastructure investment
Phase 2: Infrastructure & Program Development	Year 1-3	- Construction of core residential clusters - Development of Wellness Hub & preventive care systems - Establishment of agroforestry & cooperative enterprises - Talent Formation Center setup - Pilot livelihood & mentorship programs	- Operational Wellness Hub - Initial housing clusters occupied - Agro-enterprises generating revenue - Purpose-driven programs launched	Go / No-Go Decision 2 <i>End of Year 3:</i> Operational viability and readiness for scale-up
Phase 3: Community Activation & Commercial Pilot	Year 3-5	- Full activation of Ikigai Centers - Expansion of cooperative enterprises - Intergenerational & international engagement programs - Continuous monitoring, evaluation, and refinement	- Fully functioning Ikigai-Bayanihan community - Stable cooperative income streams - Demonstrated social, health, and economic outcomes	Annual performance review Adaptive refinement for replication
Phase 4: Consolidation & Replication	Year 5 onward	- Longitudinal impact evaluation - Policy engagement & dissemination - Replication planning for ASEAN and Global South contexts	- Replication toolkit - Policy briefs & investment prospectus - Model adaptation guidelines	Strategic replication readiness assessment

Business Sustainability

Table 7 presents the Business Model Canvas supporting the Ikigai-Bayanihan Purpose-Driven Retirement Model. By integrating cooperative enterprises, healthcare, agribusiness, eco-tourism, education, partnerships, and diversified revenue streams, the framework establishes a financially sustainable operating model that aligns economic resilience with purposeful ageing. The canvas demonstrates that the proposed retirement community is supported by a practical and implementation-ready business strategy.

Table 7
Business Model Canvass of Ikigai-Bayanihan Model

Key Partners LGUs/Agencies DOH - accredited clinics & Hospitals Universities NGOs (elder care) OSCA PRA DOT TESDA Agri-coops Insurance PhilHealth CDA Medical Professionals	Key Activities Health + wellness services Agroforestry production Cooperative enterprises Training and mentorship programs	Value Proposition A culturally grounded, cooperative-based, purpose-driven retirement ecosystem integrating preventive health, livelihood, that preserving dignity while generating local economic value.	Customer Relationships Membership + purpose plans; Mentorship placement; Health subscription bundles	Customer Segmentation International retirees Filipino retirees (mid to lower income) Local workers Indigent elderly (CSR)
	Key Resources Land + community clusters Talent Formation Center Wellness Hub Cooperative governance AI wellness dashboard		Channels Direct website bookings; Local Government Units (LGU) referrals; Philippine Retirement Authority (PRA) International retirement agencies; Long-Stay Foundation (Japan) Local coop outlets. Dept. of Tourism (DOT)	
Cost Structure CapEx Structure: Housing Wellness Hub Bed & Breakfast Dormitory In-house Clinic Land OpEx : Staff training, Agri-agro maintenance Technology Wellness Hub & Clinic Reserve contributions Tech, and M&E Program maintenance management		Revenue Streams Bed & Breakfast (tester facility / visitors and guests) Souvenir products / farm to table brand Pool of Wisdom Consultancy Wellness subscriptions Agri-retail & exports Training workshops Dormitory and Events Cooperative dividends Entry Retirement Package Monthly Subscription (international and local) Grants		

From Evidence to Implementation: The Contributions of the Ikigai-Bayanihan Purpose-Driven Retirement Model

The Ikigai- Bayanihan Purpose-Driven Retirement Model advances purposeful ageing by translating validated empirical findings into an implementation-ready Design Science artifact. Its contributions include *gerontology* (purposeful ageing framework), *Design Science* (evidence-based artifact), governance (Public-Private-People Partnership (PPPP-model), *business* (cooperative financing model), *public policy* (implementation-ready retirement framework), and *global ageing* (culturally adaptable framework). Supported by an implementation roadmap and Business Model Canvas, the framework provides policymakers, practitioners, and community developers with an evidence-based approach to designing sustainable retirement communities across diverse ageing societies.

Limitations and Implications

The findings should be interpreted within the context of the study's limitations. Although the framework was developed and validated using a statistically adequate but relatively small, context-specific Philippine sample, it provides an implementation-ready Design Science artifact that requires further validation through pilot implementation, longitudinal evaluation, and cross-cultural studies. Despite these limitations, the study demonstrates that purposeful ageing can be intentionally designed through integrated community systems and offers practical guidance for policymakers, planners, researchers, community developers, and investors seeking sustainable retirement community models.

Recommendations

The successful implementation and replication of the Ikigai-Bayanihan Purpose-Driven Retirement Model depends on preserving the integrity of its four interdependent pillars: *Diwa* (purpose-driven living), *Kabuhayan* (cooperative economic participation), *Kalusugan* (preventive healthcare), and *Ugnayan* (structured social participation). These pillars must function as an integrated system rather than as independent or optional components. While governance, financing, spatial planning, and implementation strategies should be adapted to local contexts, weakening or omitting any pillar may compromise the framework's theoretical coherence, empirical validity, and intended outcomes. Preserving the four-pillar architecture is therefore essential to maintaining both the scientific integrity and practical effectiveness of the model.

Informed Consent Statement

Written informed consent was obtained from all participants prior to their participation in the study.

Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

During the preparation of this manuscript, the authors used ChatGPT (OpenAI) to assist with language editing, including proofreading, improving clarity, coherence, and readability. The AI tool was not used to generate the study's scientific content, interpret findings, or formulate conclusions. All outputs were critically reviewed, revised, and verified by the authors, who assume full responsibility for the accuracy, originality, and integrity of the manuscript.

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Appendix

Appendix A presents the 20-hectare Land Use Master Plan developed from the Ikigai-Bayanihan Purpose-Driven Retirement Model. Although omitted from the main manuscript because of space limitations, the master plan demonstrates how the framework's four pillars are translated into an integrated spatial design that connects residential, healthcare, cooperative, educational, agricultural, and recreational functions. It serves as the implementation blueprint supporting the practical application and future pilot development of the proposed retirement community.

Appendix A

Land Use Masterplan: Ikigai-Bayanihan Retirement Community

