

A Study of the Business Plans of Music Recreation Centers for the Elderly in Bangkok Metropolitan Region

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Abstract

This research aims to: 1) Explore the market demand for educational business plans for music service centers for the elderly in Bangkok and its vicinity. 2) Study the business opportunities and risks for music service centers for the elderly in Bangkok and its vicinity. 3) Propose a business plan for music service centers for the elderly in Bangkok and its vicinity. The population and sample group used in this research are elderly individuals aged 60 and above in Bangkok and its vicinity, totaling 400 people, and owners of music service center businesses for the elderly in Bangkok and its vicinity, totaling 5 people. The research tools used include questionnaires, data analysis using frequency statistics, percentages, averages, standard deviations, t-tests, one-way ANOVA, and multiple regression analysis, as well as interviews and content analysis. The research findings are as follows: Market demand exploration for educational business plans for music service centers for the elderly in Bangkok and its vicinity revealed that the majority of service users are retired females with moderate incomes. They often use the services for short periods frequently in a month, spending around 1,000-5,000 Baht per visit. Most of them learn about the services through recommendations from family or friends. The primary reasons for using the services are for physical and mental well-being. Service quality in terms of responsiveness, confidence, and business integrity is highly valued. Statistical hypothesis testing revealed that physical characteristics significantly affect service quality, while demographic factors and service usage behavior do not have statistically significant impacts on service quality at the 0.05 level. Business opportunities and risks for music service centers for the elderly in Bangkok and its vicinity show that these businesses focus on creating enjoyable music environments for the elderly and developing health-enhancing skills. They emphasize satisfaction and value in service delivery, addressing issues such as low income, high service costs, and difficult service access using marketing strategies and technology to enhance service efficiency. The proposed business plan for music service centers for the elderly in Bangkok and its vicinity emphasizes special courses for the elderly, health and happiness enhancement, providing services in a warm atmosphere, affordable prices, convenient locations, online channels, advertising, customer and partner relationship development, along with activities and CSR initiatives to build confidence and excellence in the market.

Keywords: Business for the Elderly; Music; Quality of Life; Aging Society

* Received: June 13 2024; Revised: July 14 2024; Accepted: July 15 2024

Introduction

The changes in lifestyle among the younger generation in society are often driven by the need to align with current environments and demands. Today's society is rapidly evolving and changing, especially in urban areas where most family members work outside the home. This often results in elderly individuals spending their daytime alone and facing health challenges. With limited time from the family and increasing health issues among the elderly, caregiving becomes essential. Most elderly individuals require assistance in various activities such as food and medication management, mental development, social engagement, and spiritual well-being to maintain a better quality of life (Kanya Rawee, Anan Atcharakul, and Kittikanya Pandang, 2021).

The changes in society's lifestyles among the younger generation, driven by the need to adapt to current environments and demands, may lead to mental stress and physical problems such as self-care issues, loneliness, confusion, or daily health challenges that the elderly face today. Having clear policies and plans to address the elderly's issues is crucial. Elderly individuals aged 60 and above have the lowest mental health scores compared to other age groups, indicating their psychological vulnerability. Poor mental health leads to unhappiness and can affect daily life, such as sleep disturbances, lack of concentration, feelings of sadness or apathy, and decreased appetite, impacting physical health as well. Social changes also make them feel worthless, neglected, and abandoned, affecting their emotions and mental well-being, requiring significant adaptation to cope with various changes.

This situation particularly impacts the elderly's mental health, which can affect daily life in various aspects such as work, relationships with others, and overall quality of life. Therefore, it is important to prioritize the mental health care of the elderly, and music therapy can be used as a tool to promote their mental health, physical, cognitive, social skills, and emotions, both individually and in group settings, across all age groups, enhancing their quality of life for those who seek to improve their potential using music as a therapeutic tool.

It's fascinating how music can have such profound effects on both physical and mental well-being, especially for the elderly. Music being a universal language and art form makes it accessible to people of all ages and backgrounds. Studies in science and medicine have shown that music can alleviate pain, stimulate body functions, and contribute to physical rehabilitation (Pannicha Phanprasit et al, 2021). Furthermore, music can induce emotional and cognitive changes, making it a valuable tool for improving the quality of life for the elderly.

The establishment of music centers specifically for the elderly is crucial in providing them with opportunities to engage in various music activities that promote their physical and mental health, emotions, social interactions, and learning abilities. These activities within and outside music centers contribute significantly to enhancing the overall well-being, social relationships, and happiness of the elderly population.

Research Objectives

1. To explore the market demand for educational business strategies in music service centers for the elderly in Bangkok and its metropolitan area.
2. To study the opportunities and risks in the business plan for music service centers for the elderly in Bangkok and its metropolitan area.
3. To propose a business plan for a music service center for the elderly in Bangkok and its metropolitan area.

Research Methodology and Scope of Study

The researchers conducted a study on establishing a music business to promote relaxation and improve quality of life in urban society. The research scope included the following:

1. Population and Sample Group Scope:

The study utilized a mixed-method approach, combining quantitative and qualitative research methods. Surveys and interviews were used as data collection tools, and data analysis was conducted using statistical software. The findings were presented in a report format with tables to support the sequence of information.

1.1 Quantitative Research:

The population selected for this study consists of elderly individuals aged 60 and above in Bangkok and its metropolitan area, totaling 2,194,910 people (Department of Registration Administration, Ministry of Interior, 2023). The sample group for this study is also elderly individuals aged 60 and above in Bangkok and its metropolitan area, totaling 2,194,910 people (Department of Registration Administration, Ministry of Interior, 2023). The researchers determined the sample size to be 400 individuals using Taro Yamane's formula (Yamane, 1973) with a margin of error of 0.05.

1.2 Qualitative Research:

The qualitative research employed short interviews and content analysis as methods. The key informants were 6 owners of music service centers for the elderly in Bangkok and its metropolitan area. They have expertise and experience in being specialists and consultants for the elderly, physical therapy clinics, marketing in the medical business, music therapy, aesthetic/wellness clinics, with experience ranging from 8 to 30 years

2. Content Scope:

2.1 Market Needs Assessment for Music Service Centers for the Elderly in Bangkok and its Metropolitan Area, focusing on studying the quality of service provided by these centers. This includes aspects such as service quality standards, trustworthiness, responsiveness, assurance, empathy towards service recipients, and demographic factors such as gender, age, education level, occupation, average monthly income, as well as service usage behaviors like frequency, expenditure, accessibility to information, reasons for using the service, time of service usage, and decision-making influencers.

2.2 Studying Opportunities and Risks in the Business Plan for Music Service Centers for the Elderly in Bangkok and its Metropolitan Area using SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats).

2.3 Presenting the Business Plan for Music Service Centers for the Elderly in Bangkok and its Metropolitan Area, where the researchers adapt the study findings for the business plan presentation.

3. Timing scope

In this research study, the researchers utilized time for data collection from theoretical research, relevant research documents, as well as for analyzing the results from questionnaires.

Research Conceptual Framework

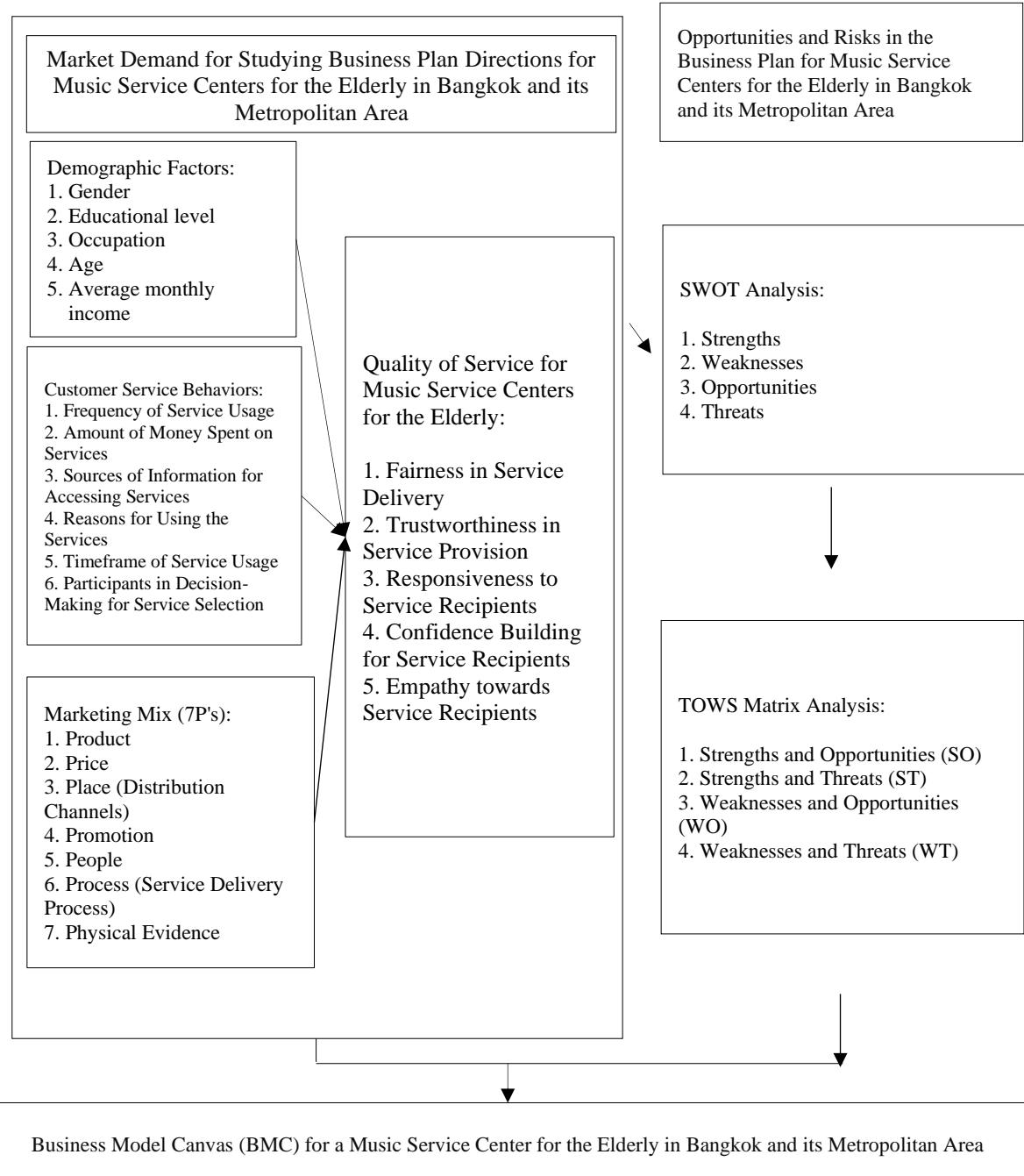


Figure 1 Research Conceptual Framework

The research framework outlines the hypotheses used to analyze market demand for a music service center for the elderly in Bangkok and its vicinity:

Hypothesis 1: Demographic factors influence the quality of service in the music service center for the elderly business.

Hypothesis 2: Service usage behavior affects the quality of service in the music service center for the elderly business.

Hypothesis 3: The marketing mix (7P's) influences the quality of service in the music service center for the elderly business.

Research results

1. Quantitative Method

1.1 Demographic Factors of Survey Respondents: The majority of survey respondents were female, with 258 individuals, accounting for 64.5%. Most respondents had a bachelor's degree, with 293 individuals, representing 73.3%. Retired civil servants or retirees comprised 170 individuals, making up 42.5%, and the average monthly income ranged from 35,001 to 50,000 baht, with 184 individuals, accounting for 46.0%.

1.2 Service Utilization Behaviors: The study found that a significant portion of respondents used the services more than twice a month, with 235 individuals, representing 58.8%. The majority spent between 1,000 to 5,000 baht on services, with 236 individuals, accounting for 59.0%. Recommendations from friends or family members were the main source of information for service access, with 177 individuals, making up 44.3%. The primary reason for service use was to promote physical and mental health, with 188 individuals, representing 47.0%. A significant number of respondents used the services throughout the week, with 237 individuals, accounting for 59.3%. Additionally, 216 individuals, making up 54.0%, made decisions to use services themselves or with input from relatives, friends, acquaintances, or descendants.

1.3 Marketing Mix (7P's) for the music service center for the elderly in Bangkok and its vicinity: The survey respondents' overall perception of the Marketing Mix (7P's) was found to be high, with an average score of 3.68. When broken down into individual components, it was observed that the Physical Evidence aspect had the highest score, with an average of 4.44. Following that, Product had the highest score at 4.32, followed by Price at 4.21, Place at 4.20, Promotion at 4.19, Process at 4.18, and People at 4.15, all scoring high levels of satisfaction.

2. Qualitative Research Method:

This section involves gathering qualitative data obtained from conducting in-depth interviews with key informants. The key informants consisted of six individuals who are significant contributors in the music service center for the elderly in Bangkok and its surrounding areas. They held various occupations including Dean of the Faculty of Physical Therapy and Sports Science, Sale and Marketing Deputy Division Head, Music Therapy Practitioner and Instructor, C Level Executive, Physician, Deputy Managing Director. They have expertise and experience in being specialists and consultants for the elderly, physical therapy clinics, marketing in the medical business, music therapy, aesthetic/wellness clinics, with experience ranging from 8 to 30 years. The presentations were ranked in the following order:

1. The business objectives of the music service center for the elderly in Bangkok and its surrounding areas are to create a place where individuals can enjoy music and relax, while developing musical skills to enhance both physical and mental well-being. Additionally, the business aims to foster a community where experiences are shared collaboratively. The business also aims to generate revenue and establish an activity hub for the elderly within the community.

2. The target customers of the music service center for the elderly primarily focus on serving the elderly population, who often make decisions based on perspectives and understanding from their children and grandchildren. The target customer group includes individuals aged 50 and above with moderate to high socioeconomic status, an interest in health and music, and no prior musical skills necessary. The center should offer a variety of activities to accommodate the diverse interests and abilities of its customers.

3. The products and services offered by the music service center for the elderly provide numerous benefits. They contribute to happiness and companionship among the elderly, offer opportunities for social interaction and shared activities, promote self-confidence and self-assurance, leading to increased satisfaction and happiness. Participation in music activities also helps reduce depression symptoms and improves mental health. Additionally, it contributes to physical strength and develops musical skills.

4. Channel Utilization to Reach the Target Audience Accessing the target audience involves utilizing four main channels, namely social media, which is the most widely used platform suitable for communication, publicity, and various activities such as Facebook, Line, and Instagram for all age groups. Offline activities like workshops and community events are suitable for fostering relationships with the target audience. Print media such as flyers and posters are suitable for conveying information, news, and promotions, especially for the target audience that finds online media challenging to access.

5. Creating Customer Satisfaction with the Business Creating a positive perception of the business involves delivering the value that customers seek, such as knowledge, skills, companionship, and happiness, conveniently accessible through your business physically and online. It also includes providing post-sales services that align with customer expectations, focusing on ensuring customers feel valued and satisfied with the products or services offered.

6. Calculating Service Fees for Target Groups Service fees are determined based on the target customer group, and there are several applicable formats, such as Pay-per-use fees - Suitable for infrequent service users, starting at 500 baht per use. Service packages - Suitable for regular service users, with packages of 5-10 sessions at a discounted rate. Membership fees - Offering special privileges like discounts or unlimited services for frequent users.

7. Items or services necessary for operating a music service center for the elderly include using music for therapy and preventing cognitive decline, providing Co-Working Space areas and equipment suitable for the elderly, offering a variety of high-quality musical instruments, tools/media for activities such as song lyrics, audio equipment, and visual aids like scarves for movement with music, providing safe and well-lit spaces with handrails, seating areas, non-slip floors to prevent falls, and products/equipment to create a conducive atmosphere.

8. The necessary steps or processes for operating a music service center for the elderly require certain steps. These include assessing the music skills and abilities of the elderly, providing physical therapy services to strengthen muscles for music, and offering remote services for music training.

9. To make a music service center for the elderly successful, collaboration is essential. Businesses in this field should collaborate with various stakeholders, including experts in elderly care, gerontologists, physiotherapists, doctors, local government agencies (Tambon Administrative Organizations, Subdistrict Administrative Organizations, District Offices), ministries, music experts, music therapists, marketers, real estate investors, and Retirement Village hospitals. Collaboration is the key to success in this business.

10. Expenses necessary for operating a music service center for the elderly include main costs such as rental fees for the center, maintenance and decoration expenses for the facility, utilities such as water, electricity, and internet, various types of musical instruments suitable for the elderly, equipment for musical activities such as chairs, musical notation sheets, sound systems, IT equipment for business management, employee salaries, compensation for music therapy professionals, and fees for other experts in related fields.

11. Common problems often encountered in operating a music service center for the elderly, and the possibility of operating a music service center for the elderly in the future, there are several issues in conducting music business for the elderly, such as the elderly often having low income and not seeing the necessity of using music services, inconvenient travel and mobility limitations, difficulties in accessing services, and high service costs. Additionally, there are barriers related to understanding and fear of music therapy services.

12. The most crucial factors for the success of a music service center for the elderly in Bangkok and its surrounding areas include the following Elderly Attitudes Towards Music Services: It is important to create understanding and promote the benefits of music to the elderly so that they understand and become interested in using music services. Service Attractiveness: There should be programs and activities that are suitable and interesting according to the needs of the elderly to ensure continuous service usage.

13. The most significant challenges for operating a music service center for the elderly in Bangkok and its surrounding areas include several obstacles. Some elderly individuals may not understand the health benefits of music, and families may not see the necessity of using music services. Pricing may be too high for certain groups, and some locations may not be suitable for the elderly. To ensure business growth and success, urgent development of solutions to these challenges is necessary. Additionally, creating appropriate marketing strategies is essential to increase customer understanding and future demand.

14. Which Trends Could Impact Music Service Centers for the Elderly? Trends that could affect music service centers for the elderly include the country's economic conditions, income and decision-making ability to use services, awareness of the benefits of music, COVID-19, mobile phone usage, integrating AI in business, increasing elderly population, health trends, and government policies. Business owners should study and analyze this data to adjust their business strategies accordingly.

15. The risks that may impact a music service center for the elderly include natural disasters such as floods, earthquakes, or storms that could damage the infrastructure and equipment, affecting customer service. There are also financial risks such as rental costs and employee salaries, as well as competition from other businesses. Proper risk management is

crucial to ensure that the business can operate efficiently and achieve success in all circumstances.

16. Based on the experience in operating a music service center for the elderly, risk management trends are crucial for the business. This is because there are risks from natural disasters such as floods, earthquakes, or storms that could damage the infrastructure and equipment, thereby impacting customer service.

17. Guidelines for Establishing Music Service Centers for the Elderly to Promote Their Health and Ensure Sustainable Business Operations (Marketing, Human Resource Management, Organizational Management). The main approach to establishing music service centers for the elderly is to use music to promote health. This is achieved by organizing workshops and using social media for advertising. Collaborating with hospitals and elderly care centers, having a professional team, and regularly assessing performance are standard practices. Overall, integrating music therapy with comprehensive health care services aims to promote health and enhance the quality of life for the elderly in a suitable and sustainable manner.

Discussion

Research on studying the business plan of music service centers for the elderly in Bangkok and its vicinity has identified key issues through quantitative and qualitative data analysis. These issues are presented below in accordance with the research objectives:

1. Market Needs Assessment: Surveying the market's demands for studying the business plan of music service centers for the elderly in Bangkok and its surrounding areas.

1.1 The products offered by the music service centers for the elderly are generally of high quality, although there are some areas of improvement, particularly in the quality and reliability of the music courses. These courses cater to a variety of interests and skill levels, curated by music experts and certified by relevant agencies. The study aligns with Siriporn Ngamkham and colleagues' (2018) research on healthcare access for the elderly in Bangkok's Thawi Watthana district, emphasizing the need for healthcare facility managers to enhance service quality by improving the environment, staff capabilities, and implementing a family-centered service approach with a focus on the elderly.

1.2 The pricing of music services for the elderly at the music service centers is considered fair and suitable for the quality of the courses offered. It compares well with other centers in the area. The payment system is secure, and prices are set appropriately based on course duration and content to meet the needs of the target group. Having a stable and clear business plan is crucial for the development and operation of these services, as highlighted in Gandha Mankong's (2023) study on music-based group reminiscence programs' effects on elderly depression in social welfare development centers. The study emphasizes the need for sufficient fundraising to support high-quality services, given the expenses associated with hiring professional musicians and organizing events for the elderly, which can sometimes exceed initial estimates.

1.3 The distribution channels for music course offerings at the music service centers for the elderly are reliable and comprehensive. They offer a range of services including 24-hour online reservations, status tracking, and easy booking options. This aligns with Kanrawee Anantakul and Kittikanya Pandang's (2024) study on elderly care businesses, which

emphasizes the importance of reliable services and highlights the interest in businesses such as equipment rental, home cleaning, food delivery, and shopping services among the elderly. Statistical analysis in the study underscores the significance of factors like health status, income, education level, and preferred activities in service selection within this demographic.

1.4 Marketing promotion for the music service centers targeting the elderly is highly effective, especially through engaging online advertising like video ads, static images, and interactive ads. Strategies like offering limited edition or artist-signed products and promoting new products through online channels are also successful. This aligns with Busara Aranyik's (2024) study on decision-making factors in elderly care service selection, highlighting the variability in decision-making influenced by experiences, satisfaction levels, and attitudes toward using such services among the elderly in Bangkok and its suburbs.

1.5 In terms of personnel, the music service centers for the elderly have a high level of quality. Music teachers are described as friendly and easily accessible, providing assistance both online and in-person at the storefront. This aligns with Piyaphan Boonprasert's (2019) study on elderly care services, emphasizing the importance of having friendly and accessible music teachers who can cater to the needs of elderly students and have expertise in teaching music to this demographic. Creating a quality learning experience and prioritizing student satisfaction contribute to increasing revenue and success in the elderly care business.

1.6 In terms of service delivery processes, the music service centers for the elderly maintain a high level of quality. They clearly communicate the duration of music lessons and the expected timeframe for receiving lesson results to the elderly. Moreover, these centers offer refunds or course changes if the music courses do not meet the needs of the elderly. This aligns with Busara Aranyik's (2024) study on factors influencing the decision to use elderly care services in the Bangkok metropolitan area and its suburbs. The study indicates that confidence and the relationship between key statistical variables influence the decision to use elderly care services at a low to very low level, with various factors such as demographics, occupations, and dependency needs impacting this decision-making process among the elderly, thus affecting service delivery processes.

1.7 In terms of physical characteristics, the music service centers for the elderly excel, with facilities designed at the highest level. The size of music classrooms is appropriate for the number of elderly users, ensuring a comfortable distance between students and musical instruments. Furniture and musical equipment are strategically placed to facilitate the mobility of the elderly, and lighting is sufficient without being excessive, adjustable to suit various activities. These aspects align with Homhuan Buarapha's (2022) study on elderly needs and institutional readiness, emphasizing the importance of institutions understanding and catering to the genuine needs of the elderly, including physical health, financial considerations, living arrangements, mental well-being, and social aspects. This comprehensive approach ensures that elderly individuals can use services happily and safely.

2. Opportunities and risks in the business plan for a music service center for the elderly in Bangkok and its vicinity are as follows:

2.1 Strength

1) Emphasizing the creation of spaces where the elderly can enjoy music, relax, and develop challenging skills, focusing on community building and formal experience exchange to become part of promoting both physical and mental health.

2) Targeting elderly groups interested in health and music without the necessity of musical skills.

3) Utilizing various communication channels and social media platforms such as Facebook, Line, Instagram, and collaborating with hospitals and elderly associations to efficiently reach the target audience.

2.2 Weakness

1) Accessibility to services, especially for elderly individuals with mobility difficulties, may result in fewer service users.

2) High service costs may make it challenging for some elderly groups to access music therapy services.

3) Some elderly individuals and their families may not fully understand the benefits of using music for health, leading to missed appointments or lack of service utilization.

2.3 Opportunities

1) Providing music therapy services and suitable activities can be a pathway to improving the quality of life and fostering happiness among the elderly.

2) Creating spaces where elderly individuals can meet and exchange experiences can help strengthen relationships and foster a sense of community connection.

3) Offering music therapy services and other suitable activities can serve as a source of revenue for the business.

2.4 Threats

1) Facing unstable income relationships may pose risks to the business's ability to operate sustainably.

2) Challenges related to accessibility to facilities or services could lead to a reduction in elderly participation.

3) Accessing high-quality and suitable services for the elderly might be problematic, such as long-distance travel or lack of understanding in accessing services.

3. Presenting the business plan for music service centers for the elderly in Bangkok and its vicinity.

31. Customer Segment: Conducting a study on the target customer group who generally use the services is crucial in formulating an appropriate marketing strategy. Therefore, we have analyzed the customer segment that utilizes our services to understand their characteristics and detailed needs thoroughly. Our focus is on presenting to elderly female customers who are predominantly interested in music education, prioritize physical and mental health, show a tendency to independently decide to use the services or are influenced by relatives/friends/acquaintances/descendants, have higher education and income levels. The customer segment's needs emphasize on learning new things, service quality, brain training, and relaxation. The average monthly income ranges from 35,000 to 50,000 baht. Given the environment in Bangkok and its vicinity where a large number of elderly people reside and the existence of music service centers for the elderly, competition in the music business is high.

3.2 Value Propositions: Our value proposition for the music service center for the elderly focuses on designing music courses specifically tailored to meet the needs of the elderly. These courses emphasize relaxation, stress reduction, promotion of mindfulness, memory enhancement, and improvement of motor skills. Through a variety of musical activities such as singing and playing musical instruments, we aim to help the elderly benefit from physical movement and engage in enjoyable experiences that contribute to their well-being.

3.3 Channels: After conducting market research for the music service center for the elderly in Bangkok and its vicinity, it was found that key channels that the business should prioritize include: Online Presence (Reach): Utilizing online media for advertising that is engaging, attractive, and contemporary. This can include video advertisements, static image ads, and interactive ads. Leveraging social media platforms for product promotion and disseminating various information through online channels are crucial strategies.

3.4 Quality Music Courses: Our top-notch music courses are developed by industry experts, ensuring reliability and diversity. Our pricing is fair and matches the quality of instruction. Our music teachers are friendly, accessible, and provide full support. We provide clear schedules for classes and transparent performance evaluations. Our classrooms are appropriately sized, furnished, and equipped, ensuring cleanliness, safety, and clear information signage.

3.5 Revenue Streams for a Music Service Center for the Elderly: Possible revenue streams for a music service center for the elderly include income from music course fees, categorized according to the type of courses offered. This includes basic music courses, courses specifically designed for the elderly, and courses for individuals with chronic conditions. The fees can also be segmented based on the duration of the courses, such as short-term courses and long-term courses, as well as based on the number of students, such as group classes and one-on-one lessons.

3.6 Key Resources for a Music Service Center for the Elderly: Key resources are crucial for the operation of a music service center for the elderly. These resources include human resources, which are essential for business operations. Music teachers should possess knowledge, expertise, experience, and the ability to provide personalized guidance effectively. Additionally, dedicated staff members who are committed to service, have a bright and friendly demeanor, excel at handling immediate issues, and maintain trustworthy personal data are essential.

3.7 Key Activities for a Music Service Center for the Elderly: The key activities of a music service center for the elderly include service-oriented activities such as designing and developing music courses tailored to the elderly, taking into account their interests, abilities, and health needs. This involves sourcing music teachers who are knowledgeable, experienced, and understanding of the elderly to provide a variety of music services, including music lessons, instrumental practice, ensemble playing, singing, and more.

3.8 Key partnerships are crucial for collaborating with hospitals or specialized clinics for the elderly to offer music therapy programs and music activities that promote physical and mental well-being among the elderly. These partnerships are essential for the development and delivery of music therapy services. Additionally, collaborations with relevant government agencies such as the Ministry of Social Development and Human Security in Bangkok are important for securing funding, resources, and public relations support.

3.9 Cost Structure for a Music Service Center for the Elderly: The cost structure of a music service center for the elderly can be divided into several components: Rental Costs: This is the most significant cost, including rent for music classrooms, common areas, and office space. Employee Salaries: Depending on the number of employees, their roles, and necessary skills. Utility Costs: Electricity, water, plumbing, internet, and telephone expenses. Music Equipment Costs: Including musical instruments, teaching aids, and maintenance and repair costs for music equipment. Office Supplies: Expenses for office equipment, supplies, and maintenance. Advertising and Public Relations: Costs associated with advertising and promoting the services offered by the center.

Recommendations

- 1) Developing music education courses that are suitable for the elderly, taking into account their physical needs and abilities. This includes providing appropriate musical instruments, developing easy-to-understand teaching materials, hiring knowledgeable instructors with experience in music and teaching the elderly, and organizing diverse music activities such as concerts, singing competitions, and musical performances. Creating a warm, safe, and comfortable atmosphere for the elderly is also crucial.
- 2) Collaborating with government agencies, private organizations, and relevant entities to facilitate access to music services for the elderly. This involves organizing joint activities such as training sessions, seminars, music performances, etc., and promoting awareness of music service centers.
- 3) Developing marketing plans and distribution channels, creating sustainable business models that generate profit. This includes studying funding sources and fundraising possibilities, analyzing cost-effectiveness, and developing financial plans and budgets.
- 4) Conducting research to evaluate project outcomes and making adjustments based on user feedback, which will enhance the efficiency of the project in the future.

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