

The Dilemma and Countermeasures of Diversified Pension Service Mode in China

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ABSTRACT

This paper studies the connotation and types of diversified pension model. Based on the theory of multiple welfare, this paper discusses the dilemma of China's pension service model, including the challenges of traditional family pension, the insufficient effective supply of pension service and the low level of community pension service. This paper puts forward the Countermeasures of building a diversified pension service system, such as playing to the leading role of the government, emphasizing the basic role of the family, and establishing diversified comprehensive pension institutions, so as to provide reference for solving the problem of "getting old before getting rich" in our society and promoting social and economic development.

Keywords: diversified pension, dilemma, countermeasures

I. INTRODUCTION

It is said that "in order to protect the interests of the people, one is to care for the young, and the other is to provide for the aged". From earliest times to the present, old-age care has always been an important factor in maintaining the harmony and stability of Chinese society. And nowadays, the aging of the population has become a major issue in Chinese social development and transformation. According to the Opinions of the General Office of the State Council on Promoting the Development of Elderly Care Services promulgated by

the General Office of the State Council on April 16, 2019, it is clearly put forward that "We should continue to improve the home-based, community-based, institutional complementary, medical and nursing combined pension service system, and establish and improve the long-term service system for the disabled elderly and senior citizens". The function of the traditional family support for the aged is increasingly weaker and weaker. In order to satisfy the increasing requirement for pension, we need to build a diversified supply mode for the elderly.

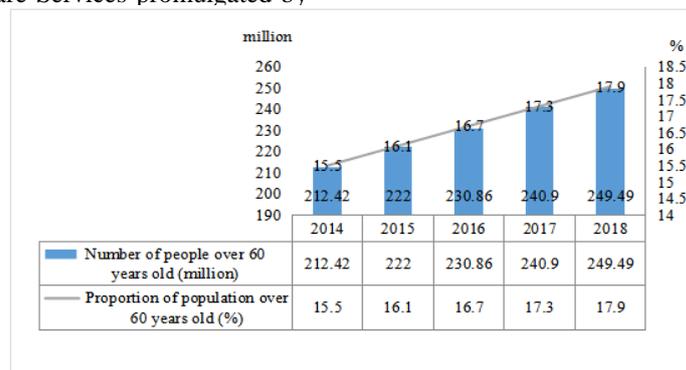


Fig. 1. The elderly population over the age of 60 and its proportion in the total.

On the basis of the survey data released by the National Bureau of Statistics on March 10, 2019, about the population structure of China in 2018, there are 249.49 million elderly people aged 60 and above, accounting for 17.9% of the total population in China; among them, the elderly population aged 65 and above

is 166.58 million, accounting for 11.9% of China's total population. It can be seen from "Fig. 1" that the quantity of aging population in China is enormous, and the trend of aging population is increasing rapidly. With the continuous development of economy and society, new social problems are emerging, and the needs of the

elderly are constantly changing, showing a multi-layered and diversified trend. The reform and innovation of pension service model has become an emergent problem to be resolved. By building a diversified pension model, we can properly solve the pension problem and transform the huge pension pressure into a positive factor to promote social and economic development, putting forward the "The old man is in safe, the world is peaceful" advocated by the ancients in practice, and turning the worry which is being old before getting rich into a joint effort to build an active aging society.

II. CONNOTATION, CLASSIFICATION AND THEORY OF PENSION SERVICE MODE

A. Connotation

As an important branch of social activities, different scholars have different definitions of the connotation about pension services, which can be described as "Benevolence sees benevolence, wise sees wisdom". Xiao Kangkang (2019) defined elder care services as some necessary life services provided to meet the basic needs of the physical and spiritual life of the old, including providing basic life care, necessary medical care, spiritual life consolation and special circumstances relief support services. Ge Xiao (2019) defined "old-age care services" from narrow and broad perspectives. In a narrow sense, old-age care service is that meet the demands of the old group in their daily life; from a broad interpretation, it is a general term for a series of policies and a series of services formulated by the state and society to achieve the goals of stability, physical well-being, and rich and colorful spiritual culture of the elderly. In this paper, it is that the diversified old-age service model refers to the state and society to fulfill the requirement of old-age groups, and provide a multi-layered comprehensive old-age service model based on family pension, community old-age support and institutional pension.

B. Classification

According to the customer demand-oriented theory, western scholars put forward the demand of elderly care

service, which can be summarized as 3M, including Economic Demand, Medical Security and Spiritual Demand. On the basis of 3M, Chinese scholars Wu Cangping and Yao Yuan (2000) put forward the quartering method of pension service demand, was known as 4m demand, adding Manual Service. Wen Qiang (2008) classified elderly-care services by service type which was divided into financial assistance services, medical care services, elderly-consumer services, physical-health services, elderly-cultural services, daily care services and services of elderly legal rights protection, and so on. Fan Junchao (2018) divided the content of elderly care services into: spiritual comfort services, rehabilitation nursing services, life care services and medical care services.

C. Theories

The relevant theories about the diversified old-age service model are mainly derived from welfare pluralism. The term "welfare pluralism" originated from the Future of Volunteer Organizations-Report of the Walden Committee published by Wolfend in the United Kingdom in 1978. It is proposed to regard voluntary organization as one of the providers of social welfare. Ross has clearly defined welfare pluralism as the "welfare triangle" which is divided into the government sector, family sector and market sector. Social welfare is a welfare system composed of "Welfare Triangle". The theory of welfare pluralism advocated that the government sector is no longer the fundamental provider of social welfare, and the supplier of social welfare is not single, but diversified. In addition to the government, the private sector, communities and non-profit organizations are supposed to become social welfare suppliers to assume responsibilities. Johnson incorporated the voluntary sector into the social-welfare supplied system, which enriched the content of pluralistic welfare. "Table I" is the main content of Johnson's multiple welfare combination theory. The scope of this theory not only covers the welfare triangle, but also provides scholars with a broader research perspective.

TABLE I. ORGANIZATIONS OF WELFARE MULTI-SECTOR

Organizations of Welfare multi-sector	Dimension		
	Sector	Representative	The content of welfare
	State sector	Government office	Direct and indirect benefits
	Marketing department	Companies	Employee benefits, Profit-making benefits
	Informal sector	Relatives, Neighbors	Family welfare
	Voluntary sector	Community organizations, Non-profit organizations and Self-organized mutual aid organizations	Benefits provided by non-profit organizations

The pluralistic theory of welfare in western countries is generalized, and it states that all citizens are served, various social organizations should provide welfare to all citizens to improve citizens' well-being. As a quasi-public product, it is an obvious externality character about pension service. And the application of pluralistic welfare theory to old-age service can make up for its deficiencies. We can clearly know that the government is not the only undertaker of public welfare, and diversified pension services are provided by the government, communities, profit-making institutions, families and other multiple subjects.

III. THE DILEMMA OF CHINESE PENSION SERVICE MODEL

A. Challenges of traditional family pension

Mu Guangzong (1999) divided the pension mode into family pension, self-pension and social pension. The family pension mainly refers to the responsibility of providing pension by the spouse, children and other relatives. The family members can provide living materials, economic support, spiritual comfort and other services in the process of getting along with the elderly group day and night. First of all, due to the mushroom growth of the marketing economy, the acceleration of population mobility and the implementation of the one-child policy, most of families have shown the characteristic of miniaturization, the children and the elderly are separated. In the light of the survey data of the Ministry of Civil Affairs, empty nest families in urban and rural areas in China has already accounted for 50% of the total number of households, and Chinese traditional family pension function has been continuously weakened. The second reason is that the traditional filial piety culture is faced with the challenges of various social factors and value orientation, which inevitably impacts on the family pension in China. In the process of establishing the market-oriented economy system, the introduction of competition mechanism has led to changes in young people's values and attitudes towards providing for the aged. To a certain degree, the traditional culture of respecting the elderly is being replaced by the values of advocating modernization and egoism. The contradiction between the elderly and the young about supporting is prominent, the economic frictions about supporting in families are increasing and the trust among each other is decreasing. As well as the great improvement of material living conditions and the development of medical services, the average life span of the elderly population in China has been prolonged and the demand for pension has been increasing so the proportion of elderly people who need life care and rehabilitation care has increased. The youth group faces to the dual responsibility of raising children and

supporting the old which causes they cannot provide good care and family nursing for the elderly.

B. The insufficient-service supply in pension institutions

Institutional pension has been become the main way of concentrating on old-age group, but the effective provision of services for old-age care institutions is still insufficient. In accordance with the survey in the National Economic and Social Development Bulletin of the People's Republic of China in 2018, at the end of 2018, there were 168,000 institutional pensions and facilities across the country, with a total of 7.271 million old-age beds, which is an increase of 3.3% over the previous year. But, there were only 29.1 old-age beds per 1,000 elderly people. The number of beds is still in short supply and cannot be met demands of the pension market. Moreover, some old-age care institutions provide single services, poor facilities, and low grades, which cannot meet the diverse needs of the senior citizens. Most of the elderly care institutions tend to serve the healthy elderly and the elderly with self-care ability, but ignore those disabled elderly, semi disabled elderly and the oldest old. The equipment and facilities of some small-scale pension institutions are relatively simple. Due to lack of funds, they lack modern nursing equipment, and the nursing staff lack professional training, which cannot achieve the aspirations of the elderly for health-care. Of course, small pension institutions also neglect the spiritual comfort services for the old.

C. Low-level in community pension

In China, the mode of community service for the elderly is usually the cooperation between the government and the local volunteer agencies. The government gives money to the community through financial funds, and the community provides pension services. Due to the limited fund source of community pension service, it will cause the shortage of nursing equipment and the lack of fund source for professional technical training of service team, which cannot provide high-quality service.

IV. THE COUNTERMEASURES OF CONSTRUCTING DIVERSIFIED PENSION-SERVICE MODE IN CHINA

A. Exerting the leading role of the government sector

As a quasi-public product, old-age care services are non-exclusive, that is, when users enjoy the same old products and services, they cannot exclude other users from enjoying the service; at the same time, there is competition in consumption, the limited number of old-age beds will increase the cost of old-age consumption. Because of its strongly external character, it requires

the government focus on guidance and management in the field of old-age care services to provide comprehensive legal and policy guarantees for building a diversified old-age service system.

First of all, the government should introduce a series of policies to guide all parties to invest in the elder care service industry and attract active funding from all sectors of society to develop elder care services. Through the improvement of nursing equipment and investment in professional training of nursing staff, the quality of pension service can be improved.

Secondly, the government should focus on guaranteeing the basic life of special groups such as economically difficult, disabled elderly, orphans and widows, and by mobilizing the necessary funds and mobilizing all social forces to have a hand in aged care services and provide multi-level and diversified elderly care services. The health care services and spiritual comfort services of special elderly groups should be paid attention to, government sector are supposed to enrich the lives of the elderly from different levels and protect the rights and interests of the old group from all aspects.

Finally, local governments at all levels should regard the development of elderly service industry as an indispensable part of national economic growth and social development, and strive to create good external conditions and internal operation mechanism for the construction of diversified pension-service system so that enhance Chinese ability to cope with the aging society.

B. Emphasizing the basic role of family

The home-based care model as the unit in ancient China is an aged care model formed under the special cultural background of the small peasant economy. The family used to be an important carrier of old-age care in the past and also is an important cornerstone of a diversified pension system from the perspective of welfare diversity.

First of all, we should vigorously promote and guide the traditional Chinese culture of esteeming and taking care of the elderly. Mencius put forward the traditional ideas of respecting, concerning, respecting and supporting the old, such as "Expend the respect of the aged in one's family to other families". In Confucius Jiayu, it is said that "Filial piety is the beginning of morality". The government is supposed to carry out various forms of filial piety activities in schools, families and communities and publicize typical figures and deeds in daily life. Government sector also should create a good atmosphere for respecting the elderly, and encourage young people to respect the elderly in their families. During traditional festivals, such as the Double Ninth Festival and the Mid-Autumn Festival,

the government and the media carry out cultural activities of "respecting the elderly", actively carry on the excellent tradition of respecting and loving the elderly, and actively create a cultural atmosphere for social pension and filial elders.

Secondly, the government should carry out training activities for family care to improve the children's life care skills for the disabled elderly and the most old. And at the same time we should guide young people to give the elderly daily spiritual comfort and care to improve the family's ability to care.

Finally, government should increase the legal punishment of young people's failure to supply and abuse the elderly, so as to protect the basic rights and interests of the old population.

C. Establishing a diversified comprehensive pension institution

Institutional aged care is a vital supplement to the establishment of a diversified pension system. Compared with other old-age care service models, institutional pension can enrich the leisure and cultural life and provide spiritual comfort services by gathering elderly groups for various social activities and interactions. What's more, because of the rich management experience, complete supporting equipment and professional service talent team in the pension organization, it can provide more specialized and comprehensive elderly care services and products for the old groups to achieve the demands of the elderly population so that to meet the material and spiritual demands for the old in the maximum extent.

First of all, old-age care institutions should establish a "service-oriented" management philosophy to fulfill the needs of the old better. For the sake of increasing the profitability of pension institutions, operators must proceed from market demand and provide corresponding services and products according to the needs of the elderly population. This can not only alleviate the structural contradiction between the "one bed is hard to find" and "vacant beds" of pension institutions in China, but also help the pension service institutions to realize the functional classification and provide multi-level services to satisfy the diverse requirements.

Secondly, pension institutions improve management skills and adopt advanced technologies and methods to reduce costs and improve service quality. Compared with the community pension model, pension institutions can use their unique management system to adapt to market flexibility.

Thirdly, in order to improve the competitive advantage, pension institutions will be committed to improving the quality and service level of service personnel, using the market mechanism to select talents,

carry out systematic and professional training for talents, and effectively improve their professional skills and quality.

Finally, through the construction of diversified comprehensive pension institutions, including social welfare pension center, pension apartment, medical and health care center, business center, cultural and sports leisure center, etc. we will build a comprehensive elderly care community that combines medical care with nursing care, culture, tourism and the Internet, and strive to build a brand of elderly care service and improve market competitiveness.

V. CONCLUSION

In this paper, the welfare pluralism theory is used to combine with the pension services, it is supposed to accelerate the development of pluralistic pension service system, and push forward the balanced development of population and social economy, which is in line with the theme of building a diversified pension service system put forward in the third session of the 13th National People's Congress meeting.

By improving the quality of pension services and products, we can turn the disadvantage of aging society into the advantage of promoting the consumption of pension services and promoting social and economic development.

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