



# An Empirical Study of the Sunset Employment Needs of Ageing Groups in Mianyang City, Sichuan Province, China, Based on Maslow's Hierarchy of Needs Theory

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**Abstract.** With the rapid growth of the population ageing in China, the senior population is increasing yearly. China will transition from a mild ageing society to a medium ageing society. It will lead to an increase in social burdens, such as medical care, old age, social security, and other aspects of the pressure continues to increase; the development of the economy and social stability has produced a huge challenge for the ageing group of the sunset employment needs of the research is imminent. The research team will explore how to re-employ the ageing group from the perspective of Maslow's Hierarchy of Needs Theory and will try to solve the employment needs of the ageing group in Mianyang City, Sichuan Province, China, after analysing their needs through Maslow's Hierarchy of Needs Theory.

**Keywords:** Ageing, Maslow's Hierarchy of Needs theory, sunset career choice, retirement re-employment, silver age action

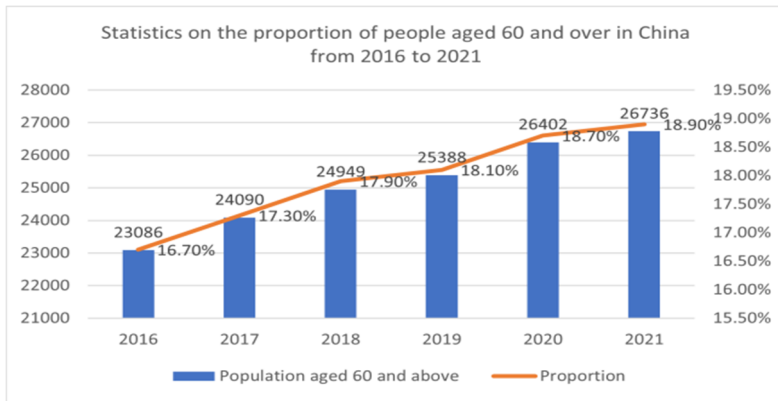
## 1 Introduction

As the number of older persons in China increases, this leads to a heavier social burden, such as continued pressure on health care, pensions and social security, which poses a great challenge to economic development and social stability. The increase in the senior people population and the decrease in labour resources, especially the lack of skilled workers and highly skilled personnel, will hurt economic development. At the same time, expenditures on social security, such as pensions and medical care, will also increase, putting enormous pressure on the State's finances. Suppose the country cannot effectively cope with and solve the problem of the senior people population. In that case, it will likely lead to an increase in the fiscal deficit and debt accumulation. Excessive numbers of senior people have negatively impacted China's development. With a large population base and low overall quality, most senior people in China have difficulty finding jobs. As shown in Figure 1, as of the end of 2019, the number of employed senior people aged 60 and above in China reached 8.619 million, with an even higher proportion of senior people employed in rural areas.

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Although the number of employed senior people is increasing year by year, the employment of senior people still faces many problems. On the one hand, many older persons are unable to engage in labour-intensive work for reasons of age and health; on the other hand, some older persons face the reality of age discrimination in society, which makes it very difficult for them to find work. Therefore, how to provide employment opportunities for older persons has become an issue that needs to be addressed.



**Fig. 1.** Statistics on the percentage of people aged 60 and above in China, 2016-2021 (Source: Official website of the Ministry of Civil Affairs of the People's Republic of China)

China's research on the re-employment of senior people is more of a single influencing factor study, for example, demographic, sociological characteristics such as age, gender, type of hukou, human capital characteristics such as health, education, professional skills, pre-retirement occupational factors such as the nature of the unit prior to retirement, pre-retirement salary, pre-retirement position, social security factors such as the type of old-age insurance, pension income, participation in health insurance, and family factors are spouse's health, spouse's retirement or not, offspring's financial support, children's attitude, family care and so on. In contrast, the research on the re-employment of retired senior people in China lacks a practical theoretical analysis framework, and there is no strict distinction between re-employment motivation and re-employment behaviour, which is not conducive to the understanding of the process of re-employment behaviour and the real impediments to re-employment.

Based on this, this paper empirically analyses the realisation mechanism of re-employment behaviour of the sunset senior people group under Maslow's hierarchy of needs theory, focusing on the influence of personal pension income, individual human capital, family care and so on on re-employment behaviour, and tries to dig out the process of the occurrence of re-employment behaviour as well as the hindering factors. Maslow's Hierarchy of Needs is a psychological, motivational theory that includes an eight-stage model of human needs, often depicted as a hierarchy within a pyramid. The research team also studied the concerns affecting the hiring of older

people from the perspective of corporate recruitment and found that the proportion of older people in China is increasing while the labour supply is decreasing, which has led to an increase in the demand for older people's employment in some companies. However, there are still some problems in China's social security system, especially in the welfare protection for seniors, which also affects their motivation to take up employment. In today's society, employment discrimination against senior people still exists. Many enterprises have a stereotypical view of the background and abilities of senior people and lack sufficient support for their employment opportunities. Moreover, older people may have lagged in certain skills areas due to their age and education level, affecting their employment opportunities in enterprises. Regarding staff selection, employment opportunities for older people are still insufficient compared to those for younger people, and some businesses may prefer to employ younger people.[1-4]

## 2 Empirical research

The research team will first set up a project in the university where the project initiator is located and then set up a volunteer organisation. The college student volunteers will go into the suburbs of Mianyang City, senior people's homes, communities and so on to investigate the employment willingness, employment ideas and employment positions of the middle-aged and senior people. Through basic market research, middle-aged and senior people willing and able to continue working are classified according to age, gender, area of residence, physical condition, occupational tendency, cultural quality, working ability and so on. After the basic market survey, the middle-aged and senior people who are willing and able to continue working will be classified according to age, gender, area of residence, physical condition, occupational inclination, cultural quality, working ability and other factors, and at the same time, they will be screened out to those who meet the conditions for participating in the occupation and organise them to undergo the physical examination required for joining the job, and at the same time, apply for health certificates. At the same time, the university student volunteers will also contact enterprises, record the enterprises that can provide jobs for middle-aged and senior people and classify them according to the types of jobs, working hours, working abilities and required abilities to facilitate the matching and unification of the middle-aged and senior people job seekers with the enterprises' recruiters at a later stage. Senior people with skills can provide some of their skill certificates and other information about their skills, which can help them get a job more quickly. What the volunteers need to do is to help the senior people to continue to match with the relevant enterprises; enterprises will interview the senior people, and the senior people who pass the interview will participate in the skills training organised by the company to join and other relevant information to match, the matching is completed for the job.[6-10]

In addition, the student volunteers will regularly visit the senior people who have been successfully employed to understand their working conditions. Suppose they are not adapted to the work or are dissatisfied with the working environment. The student

volunteers will collect such information and make improvements and refinements in that case. At the same time, they will contact the enterprises from time to time to consult them for improvements to achieve good long-term cooperation and interaction.

After the successful implementation of the project, the research team will take the initiator's college as the base point to promote the volunteer project in the major colleges and universities in Mianyang City in order to set up volunteer associations and, at the same time, take the colleges and universities in Mianyang City as the starting point to drive the colleges and universities in other areas to carry out similar volunteer service projects, to produce a linkage effect and gradually expand, and ultimately form a complete university volunteer service network to help middle-aged and senior people to re-enter the workforce. Through volunteer service projects, the five-level model of Maslow's Hierarchy of Needs Theory can be satisfied to achieve all-around care and guidance for senior people and realise the orderly development of the silver ageing industry. As mentioned above, the team has drawn its own flowchart of the main implementation of the project research (shown in Figure 2).[5-10]

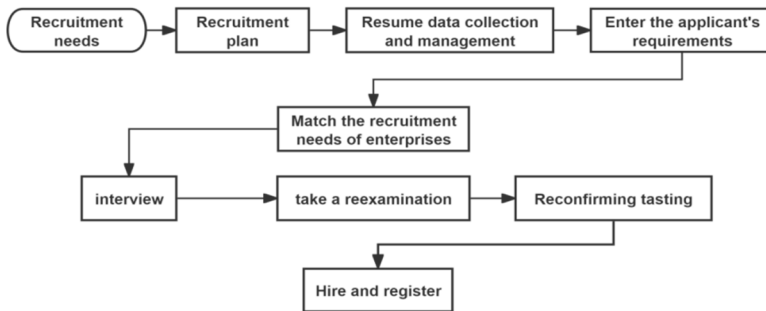


Fig. 2. Flowchart of the main implementation of the project study

### 3 Research findings

In the current social context, the difficulties older persons face in the job market are becoming increasingly pronounced. In particular, older people with a low level of education encounter many difficulties in finding suitable jobs. In order to improve this situation, a research project volunteer team has been created, which actively cooperates with major enterprises to provide more employment opportunities for the senior people. In this project, the student volunteer research team will follow up and participate in the employment process of middle-aged and senior people to ensure their legitimate rights and interests are effectively protected. Due to their low contact with the market, most middle-aged and senior people are very vulnerable to the interference of undesirable information. They may even encounter fraud due to their low contact with the market. Therefore, the project team believes that regular visits and feedback are crucial to ensure that the rights and interests of the senior people are not

infringed. On this basis, the research team put forward a series of recommendations to improve the social security system for senior people. Firstly, public senior people welfare facilities should be developed appropriately to provide a comfortable living environment for the senior people. Secondly, the construction of community ageing should be accelerated to create a community ageing service system suitable for the different characteristics of urban and rural areas, and that is multi-level, multi-functional and multi-project. It will create a favourable environment for seniors to age at home and effectively ease their worries.

In conclusion, by implementing this research and demonstration project, we hope to improve the situation of the senior people in the job market and provide them with more social security. In this process, the participation of university students will play a key role, and their care and support will help the senior people to integrate into society and enjoy a better life in their old age. Let us work together to create a fair, harmonious, warm social environment for seniors.

## 4 Discussion

In our research on re-employment for China's senior people population, despite our many efforts, there are still some obvious shortcomings. Firstly, in selecting a sample of socially engaged older people, although we tried our best to approach the study from a variety of economic, political, social and family perspectives to provide re-employment assistance based on Maslow's Hierarchy of Needs Theory, we were limited by geographical constraints to Mianyang City, Sichuan Province, China. Our sample could not comprehensively cover the employment needs of all types of senior people groups, which may trigger potential category bias. Nevertheless, despite these limitations, the results of this study deepen our understanding of the employment needs of the senior people group in China to a certain extent and provide useful perspectives for exploring the re-employment of the senior people group. This study provides an important reference for developing human resources for senior people and opens up new ideas for improving their quality of life.

Older persons are witnesses to and beneficiaries of social development and are equally indispensable participants and contributors to an age-integrated society. Therefore, society should re-examine the senior people's values and status and discard outdated prejudices. By applying Maslow's Hierarchy of Needs Theory to help seniors re-enter the workforce, we can build a more harmonious, inclusive and sharing society, promoting healthy and active ageing. It is not only a recognition of the value of older persons as individuals but also a positive contribution to the sustainable development of society.

## 5 Concluding

The eight-level model of "Volunteerism and Maslow's Hierarchy of Needs Theory" is a feasible way to give continuous impetus to the Ageing Campaign, and it can lay a solid foundation for the country's economic development and the implementation of

the policies of the Party and the Government. In the process of coping with the ageing of the population, Ageing Action can not only ease the burden on society but also promote the physical and mental health of the senior people and realise the sharing of the fruits of development by all the people. For this reason, we should vigorously promote ageing in place so that more older people can enjoy the benefits of national policies.

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