



Investigation and Research on Demand and Current Situation of "Property + Elderly Care" Service Model

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Abstract. As the aging situation in our country continues to be severe, the demand for old-age service grows rapidly and becomes more diversified, so old-age service faces many challenges. In this context, through the collection of data, research questionnaires and other ways, this paper analyzes the existing problems and challenges of the property + pension service model, and puts forward corresponding countermeasures to help solve the pension problems in the background of aging in our country.

Keywords: Property management + elderly care, service model, research group, current situation, countermeasures.

1 Introduction

Population aging has become a global challenge, especially in China. Under the urgent background that the number of people in demand for elderly care services in China is constantly rising, the service demand is increasingly diversified, and higher requirements are put forward for the professional skills of elderly care service providers [1], the state has introduced relevant policies to promote the improvement of the property + elderly care service system. However, the current pension model can no longer meet the needs of the pension, this paper through questionnaires, interviews and other qualitative and quantitative analysis, starting from the needs, in-depth analysis of the current situation of "property + pension" service model, and put forward corresponding countermeasures, in order to help the aging background of China's pension problem.

2 Research Background and Design of "Property + Elderly Care" Service Model

Under the urgent situation that the number of people serving for the elderly in our country continues to rise, the demand for the elderly service is becoming more and more diverse and the professional ability of the providers of the elderly service is becoming more and more demanding. This research group conducted a survey and

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analysis on the demand and current situation of the property service + elderly care service model by means of online questionnaire distribution and offline interview. Considering the needs of different age groups for the pension model [2], young people and middle-aged people will eventually enter the old age, and they also have pension planning and needs, and parents and elders need to participate in the pension. A wide range of questionnaires were distributed this time, 127 valid questionnaires were collected, and 3 offline interviews were conducted.

3 Property + Elderly Care Service Model Survey Results Analysis

3.1 Analysis of Basic Information of the Research Group

Among the research objects of the valid questionnaires collected this time, the age of the research group is shown in Figure 1: Among them, 45 years old accounts for 58.27%, over 60 years old accounts for 20.47%, and the rest are 45-60 years old. This topic analyzes the reason why 45 years old accounts for a large number of people, because people are more and more concerned about the quality of life of themselves and their parents, and they are more and more recognized for the service model of property + elderly care.

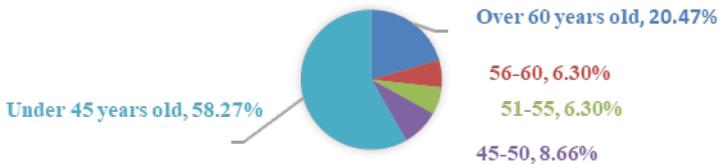


Fig. 1. Age distribution of the survey group

The survey group includes civil servants, doctors, teachers, members of enterprises and public institutions, freelancers, farmers and others, accounting for 8.66%, 3.94%, 13.39%, 8.66%, 9.45%, 14.17% and 41.73%, respectively. Their economic sources are salary income, children's support, social security, past savings, retirement funds, and other accounts for 29.13%, 4.72%, 4.72%, 3.94%, 15.75%, 41.73%. From the occupation and economic sources of the survey group, it is not difficult to find that a small number of people work relatively stable. This group has social security and retirement benefits, but half of the study group has a stable income and a reliable source of income, and the rest have a job-related source of income, which is just the same proportion.

3.2 Investigate the Living Status, Daily Living Arrangement and Health Status of the Group

The largest proportion of living status surveyed is living with husband and wife (34.65%), 13.39% live with children; 3.15% are accompanied by a nanny, 16.54% live with other family members or friends, 10.24% live alone, and the remaining 22.05% are in other circumstances. This data reflects the current population living situation in our country. Some elderly people live with their children in order to take care of their children's next generation. These groups are the elderly people we need to pay attention to at present. Other middle-aged or middle-aged groups have needs or plans for old-age care in the later stage, or will participate in the old-age care planning of their parents and elders.

In terms of daily living arrangements [3], the survey activities include walking, reading, watching TV and doing housework, accounting for 51.97%. Through offline interviews, it was found that some people would surf the Internet and look at mobile phones. Although the lifestyle is diverse, the network and intelligent product is the focus of property elderly care.

3.3 Property + Elderly Care Service Cognition and Expectation

(1) Cognition and demand analysis.

Due to the tradition of "raising children for old age", most people prefer children for old age, accounting for 39.37%, followed by property and home care, accounting for 32.28%, and 14.17% choose elderly care institutions. But from the development of society, the trend of child care will change. Most of the children due to work and family reasons can not fully take care of, they need property + pension to make up for. According to the survey, 81.89% of them think that the necessity of housing for the elderly can reduce the pressure of young people; This also coincides with our offline interview research. Therefore, 48.03% of the survey group very welcome the establishment of "property + elderly care" service center in the property center, and the proportion of disagreement is 0.

(2) Expectations for property + elderly care services.

In recent years, people's requirements for quality of life, many people began to understand the property + elderly care services (The survey data is shown in Figure 2).

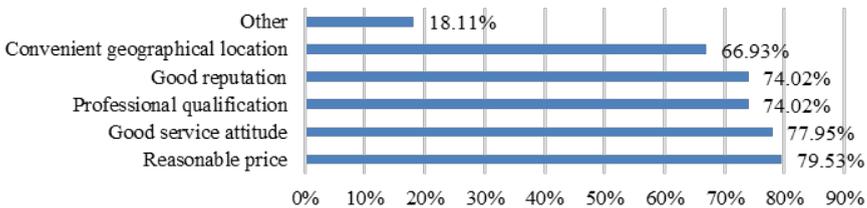


Fig. 2. Property + Elderly Care Service expectation Survey (data from survey questionnaire)

According to the survey, "reasonable price" is the largest requirement for providers of property elderly care services, followed by "service attitude", but the demand for geographical location is not so high, so the "property + elderly care" service model should pay more attention to service price and personnel training. The demand of the research group for their own elderly care shows a trend of "diversification". Although daily care, medical security and emergency rescue account for a large proportion, they still need social entertainment activities, psychological counseling and other services. In addition, it is hoped that property management companies can play a role in coordinating community resources in elderly care services.

3.4 Analysis of the Current Situation of Property Companies Participating in Elderly Care Services

Through investigation and analysis, the current situation of the "property management + elderly care services" model was analyzed (the survey results are shown in Table 1): Under the support of policies, property management-based elderly care has gradually developed, with its service contents and models constantly enriched. However, it still faces challenges such as professional capabilities and funds.

Table 1. The status of property companies participating in elderly care services(From survey questionnaire)

Serial number	Status quo	Content
1	Policy support	Policy promotion Subsidies and benefits Current basic services
2	Service content	Medical service Spiritual comfort Community embedded
3	Service model	On-site service Smart elderly care
4	Participation advantage	Convenient location Resource integration Specialization promotion
5	Development trend	Intelligent development Deepening cooperation

3.5 Dilemma of Property + Elderly Care Service Model

Solving the problem of old-age care for the elderly is a hot topic in society [3], and the participation of property service enterprises in old-age care is one of the effective solutions. Although the property + elderly care service model has broad prospects driven by policy support and market demand, it faces multiple challenges:

(1) Lack of professional ability: Property service enterprises mainly focus on facility maintenance and community management, lack professional knowledge and exper-

rience in elderly care services, and elderly care services require nursing, medical and other professional skills, resulting in difficult to guarantee service quality.

(2) Great financial pressure: the property + elderly care service model requires the construction or renovation of elderly care facilities and the purchase of equipment, etc., with large initial investment and long return cycle, it is difficult to achieve profitability in the short term. Property companies are faced with great financial pressure [4], and some elderly people have limited payment ability. With the demand and popularization of intelligence, the procurement and maintenance cost of intelligent equipment for the elderly is high, which increases the operating pressure of property companies.

(3) Low awareness and acceptance of residents: the elderly care group has a low trust in the elderly care services provided by the property company, and tends to prefer family pension or professional pension institutions. In addition, the publicity is insufficient, and the awareness of them is low.

(4) Difficult coordination: The property + elderly care service model requires collaboration with the government, medical institutions, community organizations and other parties, which is difficult. It is difficult to integrate medical, rehabilitation, psychological counseling and other resources in the service process, resulting in a single service content, which is difficult to meet the diverse needs of the elderly.

(5) Lack of service standardization: the content of property + elderly care services is diverse, and many property service enterprises lack unified service standards and norms, resulting in uneven service quality; The supervision mechanism of property elderly care is not perfect, and the service quality is difficult to effectively evaluate and supervise.

(6) Defects of community facilities: The old community lacks sites for elderly care facilities, which restricts the development of property elderly care, or the layout of elderly care facilities is unreasonable, which is difficult to meet the actual needs of the elderly.

4 Property + Elderly Care Service Model Coping Strategy

With the aging of population in our country, to solve the issue of pension is not only a social hot spot at present, but also the issue of people's livelihood in the country [2]. In view of the above difficulties, the following solutions are proposed:

(1) Strengthen the training of practitioners, improve the professional level of elderly care services, and start from the diversified needs of the elderly, such as medical and psychological needs; Establish the corresponding training mechanism and management system; At the same time, it cooperates with colleges and universities to train multi-disciplinary talents of pension + property management.

(2) Property service enterprises set up elderly care service projects at different levels from the economic perspective of the elderly. Integrate social resources: make full use of the public welfare nature of volunteers, charitable organizations and social organizations to make up for the expenditure of capital costs; In addition, the state and local governments actively formulate subsidies, tax incentives and other policies.

(3) Property service enterprises make full use of their preconceptions and cooperate with the government and the community to carry out corresponding public welfare activities for the elderly from time to time, publicize elderly care services to owners in property management services, and improve owners' awareness and acceptance of the property + elderly care service model.

(4) Integrate multiple resources, cooperate with community medical institutions and social organizations, and provide diversified services such as life care, medical care, and spiritual comfort according to the needs of the elderly.

(5) Improve policies and regulations, clarify the positioning, service content, and charging standards of property service enterprises to participate in old-age care, and provide policy protection; Strengthen the supervision of the government and the industry, formulate service standards and norms, establish a service quality evaluation system, and protect the rights and interests of the elderly.

(6) Property service enterprises should actively make up for the shortcomings of elderly care service facilities [5], integrate public housing and facilities in the community, and carry out renovation and upgrading to meet the needs of elderly care service facilities; Introduce certain indicators for the construction of elderly care facilities and services in the planning of new residential areas to meet the needs of the later period.

In the future, property service enterprises need to optimize the service mode with intelligent technology to effectively solve the elderly care problem and occupy a place in the elderly care market.

5 Conclusion

By collecting 127 valid questionnaires, offline interviews, research data and other ways, this paper analyzes the current status of the "property + elderly care" service model from the current social needs, and puts forward corresponding countermeasures. To effectively solve the "property + elderly care" service model, it is necessary for the multi-party cooperation of the government, enterprises and society to promote its healthy development and meet the needs of the elderly through various measures such as policy support, service improvement and resource integration.

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