Understanding Malay’s Elderly’s Emotion in Consumption Experience of Social Support

And Life Satisfaction from Islamic Perspectives

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ABSTRACT

The elderly population is increasing around the world witnessing most countries have reached an aging population. This situation leads to a social phenomenon when the life of the elderly becomes more challenging. Among the challenging phenomena is the social support concerning on elderly as well as their social well-being, especially on their emotion. Building on existing work, this phenomenology study aims to understand social marketing in a small context of Malay elderly life phenomenon who stay at home regardless of various available institutional care. This study emphasizes exploring their emotion in the consumption experience of their social support and life satisfaction. In this context, an analysis of 18 informants reveals that routine and giving behavior give meaning to the elderly significantly. These multiple backgrounds of informants reveal the true meaning of their real-world settings and life experience.  Their insights through semi-structured open-ended probing questions have proceeded through thematic analysis. The results were then viewed from Islamic perspectives which finally suggest it as a coping behavior to the elderly to enable them to enjoy a quality of life and bring a greater good to their social life in the lens of social marketing.

Keywords: Social Support, Consumption Experience, Elderly, Islamic Perspectives, Emotion, Phenomenology.