

## ORIGINAL PAPER

# The Factor Analysis of Elderly Women as Micro-influencers in the Era of Digital Marketing

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Received: 29 July 2025 / Revised: 17 August 2025 / Accepted: 18 August 2025

**Abstract.** This study aims to identify the key factors that influence elderly women's participation as Micro-Influencers in the era of digital marketing. In the context of Thailand's aging society, elderly women are increasingly engaging with social media platforms to express identity, share knowledge, and generate income. Using a mixed-methods approach, the research involved qualitative interviews and quantitative data collection from 388 elderly women active online. Exploratory Factor Analysis (EFA) revealed four core dimensions: (1) Social Media Behavior, (2) Family Responsibilities and Time Management, (3) Attitude and Self-Development, and (4) Opportunities, Rights, and Quality of Life. These factors reflect the interplay between media exposure, family structure, and attitudes that shape the digital engagement of elderly women. The findings offer practical insights for policymakers, digital training programs, and grassroots innovation, supporting the empowerment of elderly women as sustainable contributors in the digital economy and aligning with the United Nations Sustainable Development Goals (SDGs).

**Keywords:** Elderly Women, Micro-Influencers, Digital Marketing, Social Media Engagement, Exploratory Factor Analysis (EFA), Aging Society, Sustainable Development Goals (SDGs)

## 1. Introduction

In the 21st century, global life expectancy has significantly increased, particularly in Thailand, which is transitioning into a "longevity society" where many elderly individuals live beyond the age of 80—and the number expected to reach 100 is on the rise. This shift has transformed the concept of post-retirement life from one centered around rest to one that emphasizes continued "employment" and "purpose" (Thai PBS, 2023). Elderly women in Thai society possess valuable assets such as life experience, social skills, and local wisdom, which, if properly supported, can be leveraged into opportunities within the modern labor market.

Having a career after retirement not only reduces inequality and lessens the burden on families and the state but also contributes to physical and mental well-being, a sense of self-worth, and long-term social inclusion for the elderly.

Rapid technological advancement has expanded the definition of "career" for the elderly beyond traditional roles, opening up diverse new opportunities, particularly in roles such as entrepreneurs, service providers, or micro-Influencers on social media platforms. Research by Siriphong Thanman (2024) indicates that "innovation and technology" are key driving forces behind the career development of the elderly in the digital age. This goes beyond mere access to technology and encompasses the ability to use it meaningfully for value creation, such as content production, service delivery, network building, and digital adaptation. The development of "service innovation" and "network" plays a vital role in enabling older adults to shift from consumers to creators, allowing them to fully participate in the digital economy with capability and confidence (Thanman, 2024).

Promoting elderly women as Micro-Influencers is not only a way to expand social space for them to showcase their potential but also an appropriate channel for earning supplemental income aligned with their age and context. A study by Ipsos, "Getting Older – Our Aging World" (2023), found that elderly populations worldwide are increasingly integrating technology into their daily lives. For example, by shopping through e-commerce, using smartphones to access health information, and

regularly going online. In the UK, 43% of elderly individuals shop online. In Thailand, more than 1.2 million seniors use the internet. Moreover, a growing number of modern elderly individuals no longer want to stay idle at home; they are eager to learn new things, start a new chapter after retirement, or even begin a business. 75% of elderly Thais expressed a desire to keep learning, and 47% wanted to start a new life, reflecting a positive attitude toward employment and participation in today's society.

Elderly people are also considered a high-purchasing-power group. According to a report by Kasikorn Research Center (Kasikorn Research Center, 2022), elderly Thai consumers' spending is expected to grow by an average of 5.6% per year, reaching 350,000 baht per person annually by 2025—higher than the spending of the younger Gen Me, despite their age. Their expenditures span food, travel, electronics, clothing, and lifestyle activities such as exercise, socializing, and community participation. Therefore, the potential income stream from serving as a Micro-Influencer aligns closely with the spending behaviors of this demographic and can help ensure household-level economic stability without overreliance on children or family.

This role also supports the United Nations Sustainable Development Goals (SDGs):

- SDG 1: No Poverty - by generating income from personal potential
- SDG 3: Good Health and Well-being - through an active and purposeful life
- SDG 4: Quality Education - via digital skills learning across all ages
- SDG 8: Decent Work and Economic Growth - by enabling suitable and meaningful employment
- SDG 10: Reduced Inequality - especially across age groups and in access to economic opportunities

Thus, empowering elderly women to become Micro-Influencers is more than a shift in roles—it is an entry point to sustainable development at individual, family, and societal levels.

Digital marketing, when integrated with communication innovation and career development, plays a vital role in enhancing the potential of the elderly in modern society, particularly in developing career models that align with their capabilities, lifestyles, and the digital context. The findings of this study can serve as a practical guide for designing training programs, promoting digital skills, and empowering elderly women to confidently and sustainably step into roles as content creators or influencers. Furthermore, the insights are beneficial to government agencies, businesses, and community organizations in crafting policies or initiatives that address the needs of an aging society—in terms of reducing opportunity gaps, increasing income streams, and promoting the holistic well-being of the elderly. Ultimately, this contributes to the sustainable growth of grassroots economies in alignment with the Sustainable Development Goals (SDGs).

## 2. The research objective

To identify the key factors that enable elderly women to function as Micro-Influencers in the era of digital marketing, under the framework of communication innovation and career development.

## 3. Literature Review

### *3.1 Media Exposure and Selective Perception Theory*

Media exposure is a crucial process in communication that reflects how elderly women, particularly in their roles as Micro-Influencers and Content Creators, receive and interact with digital content. This exposure involves both content and media channels, which are influenced by internal and external factors of the receivers. McLeod and O'Keefe (1972) suggested that exposure could be measured by time spent and frequency of media usage, with the latter being more effective due to variability in user attention. In the digital era, elderly women increasingly access media through social platforms, where frequent exposure plays a more critical role than

duration in influencing perception and behavior (Somsuk, 2020). According to Hawkins and Mothersbaugh (2010), the selective perception process includes exposure, attention, and interpretation—each affected by stimulus factors (e.g., size, color, brightness), individual characteristics (e.g., motivation, ability), and situational context. Moreover, Sirivongpakorn (2013) highlighted that media reception is shaped by literacy, attitudes, knowledge levels, sociocultural contexts, and personal needs. The integration of advertising, public relations, direct selling, personal selling, and sales promotion enhances message delivery and frequency, while physical attributes of content increase sensory reception. This multifaceted model explains how elderly women adopt digital content and influences their intention to participate in online communities.

### *3.2 Family Structure Theory*

Family structure plays a crucial role in shaping the participation of elderly women as Micro-Influencers and Content Creators. In Thai society, families are often categorized into nuclear and extended structures, both of which influence the degree of support that elderly women receive in engaging with digital platforms. Friedman (1998) proposed four components of family structure—communication patterns, power structure, role structure, and family values—that directly relate to an elderly woman's confidence, time, and autonomy in online engagement. For instance, open communication in families helps foster digital expression, while the presence of supportive decision-making dynamics empowers older women to manage content creation independently. Furthermore, family values significantly affect attitudes toward technology adoption; families with progressive values are more likely to encourage elderly women to participate publicly on social media. Rokeach (1973) emphasized that values are enduring beliefs instilled from childhood that shape behavior and intergenerational respect, forming the foundation for shared meaning between generations. Thus, a modern intergenerational relationship emerges where elderly women contribute wisdom and experience while

younger members offer digital skills, creating a reciprocal and inclusive digital ecosystem (Blieszner & Hamon, 1992; Dykstra & Fokkema, 2007).

### *3.3 Attitude and Its Influence on Elderly Women's Participation as Micro-Influencers*

Attitude is a multidimensional construct encompassing cognition, emotion, and behavior that influences how elderly women engage as Micro-Influencers and Content Creators. According to Schiffman and Kanuk (2000), attitude consists of three components: cognitive, affective, and conative. In the context of elderly women, positive perceptions of social media and belief in its benefits contribute to emotional satisfaction and ultimately drive behavior such as content creation or learning digital skills. This is supported by Wantaemel (2005), who argued that attitudes, formed from personal experience, social influence, and marketing communication, are enduring and shape future behavior. The high involvement nature of being a Micro-Influencer, as described by Assael (2001), reflects the significance, emotional attachment, ongoing interest, perceived risk, and symbolic value attached to this activity. Elderly women perceive content creation as a way to express identity, gain social recognition, and potentially generate income, which increases their likelihood to participate. Thus, attitudes formed from a blend of cognitive awareness, emotional motivation, and behavioral intention significantly influence the decision of elderly women to become active digital contributors (Hongthong, 2017; Raksi, 2018).

### *3.4 Needs of Elderly Women in the Context of Being Micro-Influencers*

Understanding the diverse needs of elderly women is vital in analyzing their participation as Micro-Influencers and Content Creators on social media platforms. As aging affects physical, psychological, social, familial, cognitive, cultural, and safety-related dimensions, these needs manifest in multiple ways. According to Uthai Sutsook et al. (2009) and Cooke (2015), physical needs include access to

healthcare and a balanced lifestyle, which inspire elderly women to share health content or wellness routines. Psychological needs such as social acceptance and emotional support (Suriya Fongkoet, 2019) drive engagement and self-expression, while social and economic needs—including income generation and community involvement—motivate participation in affiliate marketing and online networking (Apisada Laowattanapong, 2011). Family-related needs involve connection, encouragement, and technological support from younger generations (Natthathitta Thewalertsakul, 2016). Elderly women also express strong desires to gain digital knowledge and share wisdom, aligning with lifelong learning goals (Papachaya Katcharin, 2018), and cultural needs that involve preserving traditions and values through digital storytelling (Henderson, 1964, as cited in George, 1985). Furthermore, safety and security needs—especially regarding cyber protection and financial stability—are crucial for sustained participation in the digital world (Rubama & Mongkolsorn, 2019). These interconnected needs help explain the motivational factors behind elderly women's engagement as Micro-Influencers, which in turn informs the factors and conditions essential for fostering meaningful social and economic inclusion in the digital age.

### *3.5 Influencer Marketing Theory and Applications*

Influencer Marketing is a strategic approach in digital marketing that leverages individuals with established credibility and influence over a target audience to promote products or services. Aktan, Aydogan, and Aysuna (2023) define this method as relying on trust-based relationships between influencers and their followers, with particular effectiveness found in Micro-Influencers who maintain niche credibility. Lou and Yuan (2023) emphasize the rising demand for authenticity over follower count, favoring influencers who build genuine engagement. Vrontis et al. (2023) categorize influencers into four types: Mega, Macro, Micro, and Nano, where Micro-Influencers (1,000–100,000 followers) often outperform others in engagement rates,

especially in elder demographics (Sen et al., 2024). A new demographic group—Silver Influencers—has emerged, consisting of individuals aged 60+ who use their life experiences to create meaningful and trusted content (Pérez-Escoda et al., 2023). Jorge-Vázquez and Chivite-Cebolla (2023) argue that this demographic embodies authenticity, an increasingly important value in a saturated advertising environment. Dwivedi et al. (2023) identify five key performance factors in influencer marketing: credibility, authenticity, congruence, engagement, and content quality. For elderly women as Micro-Influencers, Liu et al. (2024) and Meija-Trujillo & Cuevas-Gutierrez (2023) suggest that their lived experience, value-driven content, consistency, and community-building capabilities make them especially effective in reaching overlooked, yet financially capable, aging audiences.

### *3.6 Digital Consumer Engagement*

Digital consumer engagement refers to the depth of interaction and connection that users develop with digital content, platforms, and online communities—an especially relevant concept in understanding how elderly women engage as Micro-Influencers and Content Creators. Hollebeek, Glynn, and Brodie (2023) define engagement as a multidimensional construct consisting of cognitive, emotional, and behavioral dimensions. Wang and McCarthy (2023) expand on this, describing a spectrum from passive content consumption to active content creation. Kim and Yang (2024) classify engagement into three main components: cognitive (attention and processing of content), emotional (feelings toward content and creators), and behavioral (actions like commenting, sharing, or creating content). The COBRA model by Muntinga, Moorman, and Smit (as cited in Jiménez-Castillo & Sánchez-Fernández, 2023) identifies three levels of engagement—consumption, contribution, and creation—providing a framework that helps explain how elderly women move from passive viewers to active creators within digital ecosystems. These stages not only illustrate varying levels of

influence but also reflect the capacity for personal expression, community building, and social connection through content sharing and interaction.

### *3.7 Content Marketing Strategies for Elderly Women as Micro-Influencers*

Content marketing strategies tailored for elderly women as Micro-Influencers emphasize the integration of life experience with current trends, highlighting authenticity, niche expertise, and community building. Zhang et al. (2023) suggest that elderly women should focus on relatable storytelling, positive perspectives on aging, and creating inclusive spaces that foster interaction and emotional connection. However, challenges such as digital skill limitations, age and gender biases, and privacy concerns persist (Kim & Peterson, 2023). Despite these, growing demand for genuine content, the expansion of the aging consumer market, and the ability to monetize niche influence offer significant opportunities. Additionally, Park and Kwon (2024) identify future trends in the silver economy, including micro-community building, quality-of-life content, seamless online-offline experiences, and age-friendly tech design. Understanding these content marketing dynamics enables the development of inclusive, empowering, and economically viable digital strategies that support elderly women in becoming impactful creators and community leaders in the digital landscape.

## **4. Methodology**

This study began with a qualitative approach through in-depth interviews with elderly women who have experience creating content on social media. The goal was to gather real user insights and reflect on the factors, motivations, and limitations associated with their digital media usage. The qualitative data were then subjected to content analysis and used as a foundation for designing a preliminary questionnaire.

Based on the qualitative findings and literature review, the author developed an initial draft of

101 questionnaire items covering various issues related to the behaviors and contexts of elderly women on social media. Redundant or overlapping questions were removed, resulting in 92 questions. These were categorized according to the research's conceptual framework.

Subsequently, the 92 questions underwent content validity assessment by three experts using the IOC (Item-Objective Congruence) method. Items with average scores below the threshold were either revised or removed, leaving a total of 82 validated questions.

To assess clarity and suitability, the questionnaire was pilot tested with a sample of 40 individuals who shared similar characteristics with the actual target group. The trial revealed additional unsuitable or overlapping questions, which were further eliminated, resulting in a finalized version containing 58 questions for the actual data collection.

After finalizing the questionnaire, the data collected from the sample were analyzed using Exploratory Factor Analysis (EFA) via SPSS. The data collection employed a survey method with respondents being active social media users.

Regarding sample size, with its significant importance to factor analysis, although literature offers varying opinions, Comrey and Lee (1992) suggest that a sample size of 500 is considered "very good."

The analysis used the Kaiser-Meyer-Olkin (KMO; 1974) measure to assess the suitability of the data for factor analysis. This measure evaluates the ratio between correlations and partial correlations, indicating how much of the relationship between variables is due to common underlying factors within the system. KMO scores range from 0.00 to 1.00. A desirable value is 0.70 or above. Values below 0.50 are deemed unsuitable for factor analysis (Hair et al., 2010). According to Kaiser's (1974) classification:

- KMO  $\geq$  0.90 = Marvelous
- KMO  $\geq$  0.80 = Meritorious
- KMO  $\geq$  0.70 = Middling
- KMO  $\geq$  0.60 = Mediocre

## 5. Results

**Table 1.** Demographic (N=388)

| Demographic  | N   | %    |
|--|-----|------|
| <b>Gender</b>                                      |     |      |
| Male   | 0   | 0    |
| Female   | 388 | 100  |
| <b>Age</b>   |     |      |
| 40-50  | 62  | 16.0 |
| 51-60  | 257 | 66.2 |
| >61  | 69  | 17.8 |
| <b>Status</b>                                      |     |      |
| Single   | 30  | 7.7  |
| Married  | 295 | 76.0 |
| Divorced/Separated                                 | 63  | 17.8 |
| <b>Occupation</b>                                  |     |      |
| Retired with no pension income                     | 42  | 10.8 |
| Unpaid home-based work                             | 18  | 4.6  |
| Home-based work with financial support from family | 40  | 10.3 |
| Full-time employee                                 | 162 | 41.8 |
| Business owner                                     | 71  | 18.3 |
| Freelancer / Independent contractor                | 42  | 10.8 |
| Unemployed   | 13  | 3.4  |

**Table 2.** KMO and Barlett's Test

|  |                    |          |
|--|--------------------|----------|
| <b>KMO and Barlett's Test</b>                    |                    |          |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | 0.94     |
| Barlett's Test of Sphericity                     | Approx. Chi-Square | 4842.780 |
|  | df                 | 325      |
|  | Sig.               | 0.00     |

**Table 3.** The EFA analysis (Social Media Behavior of Elderly Women)

| Social Media Behavior of Elderly Women   | Factor Loading |
|--|----------------|
| 27. You are not afraid to try new content or different approaches.                   | .769           |
| 26. You feel proud when others follow or comment on your content.                    | .723           |
| 34. You believe that creating content online has improved your post-retirement life. | .717           |
| 40. You use visually appealing images or videos.                                     | .700           |
| 30. You exchange experiences with other elderly individuals on social media.         | .693           |
| 31. You comment or chat to interact with your followers.                             | .680           |
| 41. You always choose topics that relate to your own experiences.                    | .646           |
| 28. You can handle both positive and negative feedback.                              | .576           |
| 2. You expect social media to become a sustainable source of income.                 | .530           |
| 9. You can livestream or use advanced social media features.                         | .518           |
| 7. You can do basic video editing using mobile apps.                                 | .513           |

**Table 4.** The EFA analysis (Family Responsibilities and Time Management)

| Family Responsibilities and Time Management                                       | Factor Loading |
|---|----------------|
| 16. You have limited time for content creation due to household responsibilities. | .766           |
| 17. You want to balance time between family duties and online work.               | .734           |

|   |      |
|---|------|
| 15. You take care of grandchildren or family members on a daily basis.                          | .717 |
| 18. Your family helps ease your family responsibilities when they know you're creating content. | .636 |
| 19. You receive encouragement from your family to pursue what you enjoy doing.                  | .609 |

**Table 5.** The EFA analysis (Attitude and Self-Development)

| Attitude and Self-Development   | Factor Loading |
|---|----------------|
| 50. You believe content created by elderly people can be just as interesting as that of younger people. | .792           |
| 51. You try to maintain your health in order to create content effectively.                             | .717           |
| 49. You are open to diverse opinions.   | .655           |
| 47. You have a positive attitude toward social media.   | .638           |
| 1. You are committed to continuous self-learning and development.                                       | .438           |

**Table 6.** The EFA analysis (Opportunities, Rights, and Quality of Life)

| Opportunities, Rights, and Quality of Life   | Factor Loading |
|--|----------------|
| 56. You want business opportunities that are suitable for the elderly demographic. | .695           |
| 57. You believe elderly people should receive digital rights and protections.      | .692           |
| 54. You wish to see elderly people receive both physical and mental care.          | .686           |
| 53. You want to have adequate rest time even while creating content.               | .589           |

## 6. Conclusion

The exploratory factor analysis (EFA) conducted on the 58-item questionnaire began with an assessment of data suitability. The Kaiser-Meyer-Olkin (KMO) measure was found to be 0.94, which falls under the “Marvelous” category according to Kaiser (1974), indicating the data were highly appropriate for factor analysis. Additionally, Bartlett’s Test of Sphericity yielded an approximate chi-square value of 4842.780 with 325 degrees of freedom, and a significance level of .00 ( $p < .05$ ), confirming that the correlation matrix was not an identity matrix—thus validating the use of factor analysis

The analysis identified four key factors, based on a minimum factor loading of 0.40, comprising 25 items from the 58-question set.

### Factor 1: Social Media Behavior of Elderly Women

This factor included 11 variables, such as the willingness to try new content, selecting topics based on personal experiences, and the ability

to use livestreaming tools or video editing apps. Factor loadings ranged from 0.513 to 0.769, with the highest being: “You are not afraid to try new content or different approaches” (Factor Loading = .769).

### Factor 2: Family Responsibilities and Time Management

This factor included 5 variables, such as time limitations due to household duties, caregiving responsibilities, and family support. Factor loadings ranged from 0.609 to 0.766, with the highest being: “You have limited time for content creation due to household responsibilities” (Factor Loading = .766).

### Factor 3: Attitude and Self-Development

This factor included 5 variables, such as continuous learning, a positive outlook toward social media, and openness to diverse opinions. Factor loadings ranged from 0.438 to 0.792, with the highest being: “You believe content created by elderly people can be just as interesting as that of younger people” (Factor Loading = .792).

#### Factor 4: Opportunities, Rights, and Quality of Life

This factor included 4 variables, such as the desire for suitable business opportunities, digital rights protection, and the need for adequate rest and health care. Factor loadings ranged from 0.589 to 0.695, with the highest being: “You want business opportunities that are suitable for the elderly demographic” (Factor Loading = .695).

These findings indicate that the questionnaire possesses a well-defined factor structure encompassing multiple dimensions related to elderly social media behavior. As such, it can be reliably used as a tool for further quantitative research.

Based on the results of the exploratory factor analysis (EFA), four key factors emerged that reflect the role of elderly women in creative social media engagement:

- (1) Social Media Behavior
  - (2) Family Responsibilities and Time Management
  - (3) Attitude and Self-Development, and
  - (4) Opportunities, Rights, and Quality of Life.
- These factors can be interpreted and explained in alignment with the theoretical frameworks adopted in the study, as follows:

**Connection with Media Exposure and Selective Perception Theory:** Factor 1, “Social Media Behavior of Elderly Women,” highlights their frequency of use, ability to engage with platform features, and willingness to express themselves through various forms of content. This aligns with the theories of McLeod & O’Keefe (1972) and Hawkins & Mothersbaugh (2010), which emphasize that media exposure involves not just the quantity of consumption, but also the attention and interpretation shaped by motivation, personal traits, and the context of the receiver.

In the case of elderly women as Micro-Influencers, they are not merely passive recipients of media but take on the role of active content creators. This reflects the selective perception model, which includes the processes of exposure, attention, and interpretation.

Through this model, digital media becomes a channel for brand awareness or even for building social acceptance and identity recognition within the elderly community itself.

**Connection with Family Structure Theory:** Factor 2, “Family Responsibilities and Time Management,” reflects the dual influence of family structure—both as a source of pressure and support—on elderly women’s participation in online activities. This is particularly evident in situations where they are responsible for caregiving while still desiring to engage in modern digital activities. The findings align with Friedman’s (1998) theory, which emphasizes that elements of family structure—such as decision-making power, roles, responsibilities, and family values—affect the confidence and autonomy of elderly individuals in using digital media.

Elderly women who are supported by open and communicative family environments with values that encourage new roles for seniors are more likely to engage confidently with social media and create content that has a greater influence on others.

**Connection with Attitude Theory:** Factor 3, “Attitude and Self-Development,” and Factor 4, “Opportunities, Rights, and Quality of Life,” align with the theory of Schiffman & Kanuk (2000), which defines attitude as a combination of three components: cognitive, affective, and conative.

Elderly women who are eager to learn, open to feedback, have a positive outlook on technology, and believe that social media can serve as a source of income demonstrate that their digital media behavior stems from a positive attitude. This attitude fosters social participation, improves quality of life, and expands access to new opportunities in the digital age.

## 7. Discussion

This study found that elderly women in Thailand increasingly participate as Micro-



Influencers, generating additional income while enhancing their social inclusion and digital presence. These findings are consistent with Pérez-Escoda, Pedrero-Esteban, and Rubio-Romero (2023), who highlighted the role of “Silver Influencers” in reshaping aging narratives through lifestyle and fashion content, and Liu, Luo, and Zhang (2024), who emphasized the economic potential of elderly influencers in social commerce. Similarly, Meija-Trujillo and Cuevas-Gutierrez (2023) confirmed that older adults bring authenticity and credibility to digital marketing, which enhances engagement with targeted audiences. In contrast, earlier perspectives, such as those by Sirivongpakorn (2013), portrayed elderly individuals primarily as passive technology users. The present research therefore extends existing literature by demonstrating that elderly women are not only active digital participants but also economic contributors whose roles as Micro-Influencers support both household stability and broader social development.

These findings reflect more than just the technical dimension of digital media usage—they also deeply connect with social, psychological, and familial contexts. This is especially relevant when elderly women take on roles as micro-influencers or content creators, which require communication skills, identity expression, and the ability to manage relationships with followers on online platforms.

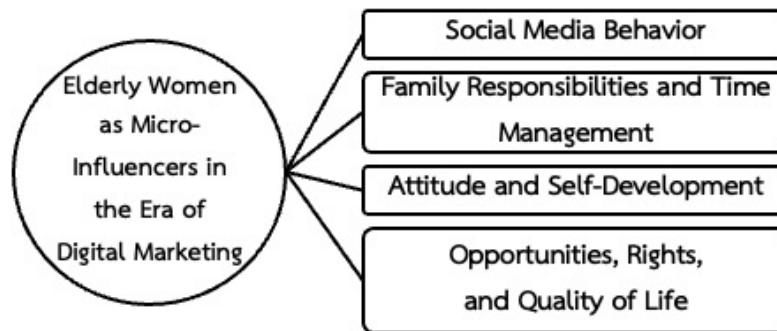
Viewed through the lens of Media Exposure and Selective Perception Theory, elderly women are not merely passive media consumers. Instead, they actively select, interpret, and interact with digital content purposefully. This aligns with McLeod and O’Keefe’s theory, which emphasizes that frequency of use and

intentional content selection directly influence perception and engagement behavior.

Simultaneously, the analysis of the “Family Responsibilities and Time Management” factor underscores the influence of Family Structure Theory, particularly within the Thai social context where elderly individuals still play prominent roles within households—whether as caregivers or dependents. Family support in sharing responsibilities becomes a critical enabler for online participation, aligning with Friedman’s (1998) assertion that family decision-making power and role distribution shape the communication confidence of elderly members.

The factors “Attitude and Self-Development” and “Opportunities, Rights, and Quality of Life” can be interpreted through Attitude Theory by Schiffman and Kanuk, which frames attitude as a combination of cognitive, affective, and conative components. Elderly women who express a positive attitude toward technology, are eager to learn, and see social media as a viable space for income generation or social acceptance illustrate that attitude is a key driving factor in the shift from content consumers to content creators.

In summary, the participation of elderly individuals in the digital world is not solely a matter of skills or technology—it is deeply intertwined with understanding, support systems, and social meaning. The integration of empirical research findings with the three theoretical frameworks provides a clear and comprehensive view of how to empower elderly women as digital content creators and foster their long-term, meaningful engagement in the digital society.



**Figure 1.** Results of the Factor Analysis on Elderly Women as Micro-Influencers in the Era of Digital Marketing under Communication Innovation and Career Development

### Acknowledgements

This study highlights that digital marketing among elderly women can be effectively driven through appropriate communication innovation and career development via social media. The key factors influencing their roles as Micro-Influencers include digital media usage behavior, management of family responsibilities, positive attitudes, and quality-of-life needs. These findings suggest that, with structured support through policy mechanisms or training programs, this demographic group can be sustainably empowered as a driving force in the creative economy of the digital age.

### Recommendation

The study reveals that elderly women play a significant role in creative social media engagement, shaped by four key factors: social media behavior, family responsibilities and time management, attitude and self-development, and opportunities, rights, and quality of life. These factors reflect not only technical abilities but also the importance of family support, internal motivation, and aspirations for a better life in the digital era—particularly when elderly individuals act as micro-Influencers or content Creators capable of meaningful communication and genuine community connection.

When linking these four factors to income generation, it becomes evident that elderly women can effectively apply their skills and life experience to online platforms. Examples

include product reviews, knowledge-sharing, storytelling through video clips, or live-stream selling via Facebook Live or TikTok. With additional support in technology access, digital tools, and skill development, they can further expand their roles to become small-scale entrepreneurs in the digital economy. They can also tap into other income sources such as affiliate marketing, serving as ambassadors for aging-related brands, or participating in government-supported grassroots economic programs.

Therefore, pursuing careers as Micro-Influencers or Content Creators is not only a means of personal empowerment but also a sustainable income path in the digital age. By leveraging life skills, traditional knowledge, and existing social networks, elderly individuals can express themselves, share value with others, and meaningfully enhance their quality of life—while also contributing to the reduction of economic inequality in a tangible way.

### Future Study

This study focuses on elderly women as Micro-Influencers and Content Creators—groups with clear potential and active roles on digital platforms. However, future research should broaden its scope to include perspectives of elderly men, who may exhibit different motivations, social media usage patterns, and content creation approaches, such as using media to share craftsmanship, agricultural skills, or professional life experiences.

Further areas of study could include:

- Elderly LGBTQ+ individuals, who use media to express identity or advocate for diversity issues
- Elderly people in rural areas, who may face infrastructure limitations in accessing technology
- Seniors living in nursing homes or state-run housing, who often have limited access to communication tools
- Comparative studies between pre-retirement and post-retirement generations, particularly regarding attitudes and digital adaptation

Exploring these dimensions will deepen our understanding of the diverse roles elderly people play in digital society and support the development of more inclusive and equitable policies and support systems.

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