

Journal of Industrial Strategic Management

Evaluating and Prioritizing New Methods of Marketing Health Products in the Elderly Community (Case study of AJA retirees)

Mohammad Reza Rostami^{a*}, Maryam Mosleh^b, Babak Maleki^c

a. Department of Management, Shahrood branch, Islamic Azad University, Shahrood, Iran

b. Department of Mathematical, West Branch of Tehran, Islamic Azad University, Tehran, Iran

c. PhD Candidate of Management, Shahrood branch, Islamic Azad University, Shahrood, Iran

CHRONICLE

Abstract

Article history:

Received: 04/07/2017

Revised: 08/18/2017

Accepted: 10/11/2017

Keywords:

Marketing Knowledge

Marketing Methods

Health Products

Elderly Community

The increase in the elderly population in the country and the basic need for health products is an issue that is less considered by humanities experts and more in the field of medical sciences. Perhaps because for us, treatment has always been prior to prevention; Not prevention to cure! The purpose of this study is to introduce new methods of marketing health products for the elderly in order to increase the desire to consume health products among this group and reduce their per capita medical costs. Research Methods; Survey and step by step and data collection tools; Interviews and questionnaires are open and closed. The research study community is Army retired (AJA) with more than 260,000 elderly retirees. Direct staffs of various departments (all of whom are senior officers) were identified as research experts and the required information was collected during 5 stages of interviews and questionnaires from experts. Finally, 10 marketing methods for health products related to the elderly community through The Weighted Aggregates Sum Product Assessment (WASPAS) model in Excel software are prioritized and presented as a model for performance. Vertical marketing with 0.825, Word of mouth marketing with 0.787, Information marketing with 0.783, behavioral marketing with 0.770, Newspaper marketing with 0.647, One to one marketing with 0.584, Scientific marketing with 0.566, Catalog Marketing with 0.546, Traditional marketing with 0.533 and finally Analytical marketing with 0.416 Index with $\lambda = 0.5$; are the most effective methods of marketing health products in the elderly community of the country.

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* Corresponding author: Uni.rostami@gmail.com Tel: 09122246585

Introduction

With the declining trend of population growth and increasing age of life expectancy, the ratio of the elderly to the total population is increasingly changing and the population pyramid of the country is going to be reversed.

The latest statistical findings show that the proportion of the country's elderly will reach %20 from the current %6.7 in the next three decades, and the population pyramid of the country will undergo fundamental changes and the country's elderly population of about 5.7 million people in 2021, will reach 19 million people in 2051 (National document of the country elderly, 2020), which is equivalent to %20 of the population of one hundred million people at that time! In other words, our country is rapidly aging and in the not too distant future, we will be known as an old country (Fathi, 2020).

We need to know what old age is and what stratum of old society it is called. According to the definition of the World Health Organization; "The elderly are the Population who are over 60 years old"¹. Typically, this segment of society is often out of welfare and retired, and is physically and mentally vulnerable and has their own behavioral characteristics and lifestyle. Therefore, it is necessary to start studying the future of the business environment for an older society, a society in which more than %20 of the population is elderly and incurs high medical costs for both themselves and the society. At the same time, benefiting from and using health products while maintaining their health and comfort can make a significant contribution to reducing the per capita treatment costs of this group.

But what are health products? And what products are referred to? And how can they be distinguished from other products? For this purpose, we must define the word health, followed by a group of health products that can be identified and distinguished from other products.

According to the definition of the World Health Organization, "Health is the enjoyment of complete physical, mental and social well-being and not just the absence of disease and disability". According to this definition, health products can be considered all goods and services that are produced and are marketed. Health products are not only related to the diagnosis and treatment of diseases, but also include a wide range of goods and services that make people enjoy a healthy life and their ability to provide and promote health for themselves and their families. (Comprehensive scientific map of the country health 2010)

It is very clear that the preparation and consumption of health products will play an important role in the health of the elderly.

elderly in the community? Mr. Philip Based on this, the category of health products offered in the markets can be categorized as follows:

In the meantime, what marketing knowledge can help the elderly to provide health products for the elderly, as the founder of modern marketing, has defined marketing knowledge as follows:

"The process by which companies engage the customer and build strong relationships with the customer, and "Ultimately, they create value for the customer and in return, they receive value." (Ashokkumar Chacho & Suresh M, 2011)

1 -WHO (World Health Organization)

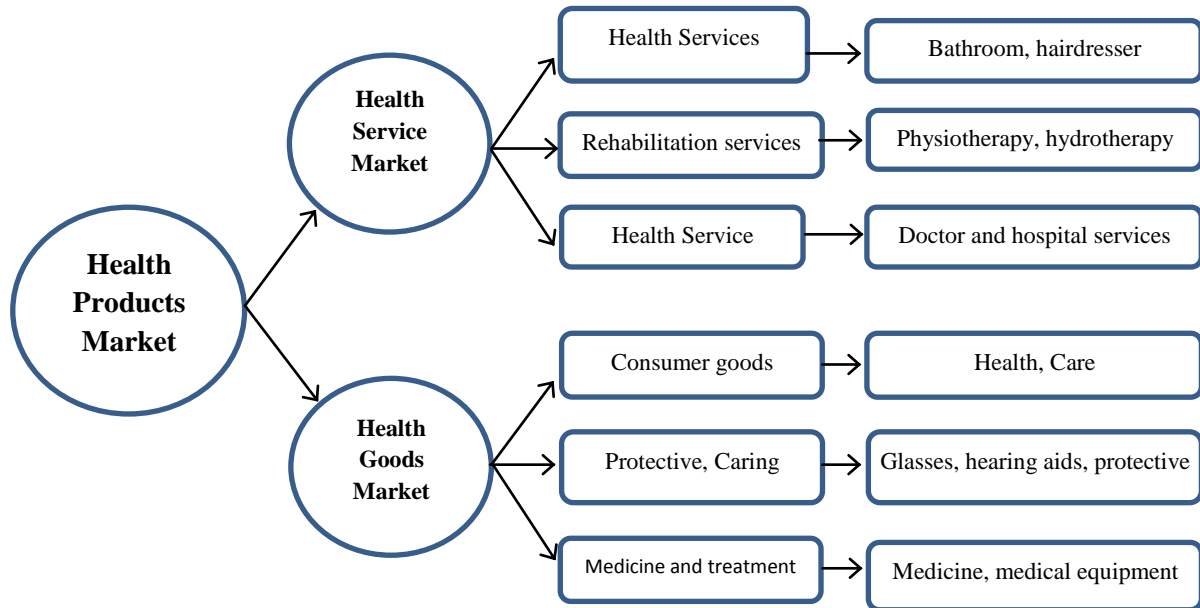


Figure 1 - Segmentation of health products: In accordance with the 5 categories of health-Oriented products of the Food and Drug Administration; Ministry of Health and Medical Education

According to this definition, companies can increase the desire to consume health products by creating a relationship with the elderly through various marketing methods, and finally increase the consumption of these products in the final shopping basket of the elderly. This is where we need to better understand marketing methods and then examine which methods are most effective in this area?

The definition of modern marketing methods provided by the Organization for Economic Cooperation and Development² states; "Marketing innovation is the implementation of a new marketing method that involves significant changes in product design or packaging, product placement (relocation), product promotion (promotion) or pricing". (Stanislaw Golinowska1 & Colleagues, 2017)

So far, various marketing methods have been provided by marketing knowledge experts to suit the market environment and have been applied by business owners

according to the target community, the scope of which has now reached more than 163 methods. (Jessica Kingsley, 1996)The basics of all these methods are 8 types of demand in the market (Negative demand, Non-demand, Hidden demand, Decreasing demand, unbalanced demand, Full demand, Excessive demand, Unhealthy demand), so to speak; Marketing methods are tactics and techniques to meet and respond to the type of demand in the market, which depending on the need, and the marketing method is defined. To meet the needs of this group of people, we need to make gradual changes in all aspects of the market and marketing, because this group is more looking for health products than the excitement of buying and consuming ordinary life products. So, in addition to understanding their lifestyle, we need to look at new related marketing methods.

According to the conceptual definitions of the above words; The purpose of this study is to introduce new marketing methods to stimulate demand and increase the desire to consume health products among the

² OECD ; Organization for Economic Cooperation and Development

elderly so that the share of these products in their final shopping cart increases and consequently reduces their per capita medical costs.

Meanwhile, traditionally, the dominant marketing mechanisms and methods available in the markets have been adjusted for the young families of the community and their needs, and less attention has been paid to the needs of the elderly community and their consumption behavior. Therefore, any measures taken to improve living conditions during this period will be important. So, the present study is important in the following ways:

First; health products constitute a significant volume of the country's market. According to the Food and Drug Administration of the Ministry of Health (as a monitoring device for health-oriented products), more than %25 of all consumer goods in the country are health-oriented goods. (Jahanpour, Kianoosh, 2017)

Second; the statistical population of the elderly is a forgotten research section of society that, despite its great importance in terms of ethics and marketing, has received less attention in previous research. (Zarei, Azime & Colleagues, 2016)

Third; in the present study, contrary to the conventional methods that seek to investigate causal relationships, the practical aspect of the research is considered and seeks to provide a model of effective methods of marketing health products related to the elderly community.

Fourth; Marketing in the field of health products will increase the level of awareness and expectations of customers from the relevant market

and will overshadow the quality of production and presentation of health products.

Given the importance of the above, the present study seeks to answer the following two questions:

1. Among the various marketing methods, which methods are suitable for health products?
2. Given the increasing population of the elderly and the availability and use of health products by the elderly, What kind of effective marketing methods are available to sell health products and can be used as a model for specialized marketing of health products?

To answer the research questions, we have the following steps:

1. Determining the study population as an example of the elderly community in the country,
2. Appointing experts involved in the work of this community for interviews and questionnaires of research questions (Delphi method) ,
3. Review of the latest available marketing methods and summarize the most effective marketing methods of health products among them (Delphi method) ,
4. Review and evaluation of marketing methods of health products (previous

stage) and summarizing effective and applicable methods in the elderly community (Delphi method),

5. Determining appropriate criteria for prioritizing marketing methods of effective health products for the elderly community (Delphi method), Prioritization of final methods with The Weighted Aggregates Sum Product Assessment Model (WASPAS).

Background of the Research

Due to the specialization of the present research topic (marketing methods of health products related to the elderly community), according to the studies

conducted, the researchers did not draw attention to a case that is closely related to the present research topic, although in the field of health marketing Axis (related to the treatment and hospital services department) and analysis of consumption behavior of the elderly has been researched at home and abroad.

As can be seen, most previous research has focused on promoting health in the community and discussing health, medical and treatment services (regardless of the topic of the elderly community). It seems that the present study is the first specialized work in the field of marketing methods of health products related to the elderly community

Table 1 - Research stages

Step	Operation Description	Method	Description
1	Identify the studied stratum in the society.	Stratified sampling	Population of AJA retirees (Army of the Islamic Republic of IRAN) with more than 260,000 members.
2	Appointment of 16 prominent experts involved in the AJA Association,	Delphi (interview)	The president of the association and the deputies of the departments; Welfare, health, livelihood and basic goods.
3	Reviews of the latest marketing methods and summarizing the most effective methods in Health Products marketing	Delphi (interview)	163 methods taken from specialized American marketing publications and selection of 60 methods for marketing health products.
4	Reviewing and summarizing effective marketing methods for applications in the elderly community in two stages	Delphi (questionnaire)	First questionnaire - Select 20 methods from 60 methods Second questionnaire - select 10 methods from 20 methods.
5	Determining the criteria for prioritization	Delphi (interview)	Selecting 5 criteria for prioritizing the final methods obtained.
6	Prioritization of the most effective methods of marketing health products in the elderly	WASPAS (MCDM)	The Weighted Aggregates Sum Product Assessment (WASPAS) by Excel software.

Table 2 - Related research

Row	Title	Authors	Journal	Publishing	Conclusion
1	Comprehensive Canadian Aging Strategies Document.	National Institute on Aging	Ted Rogers School of Management National Seniors	2020	Strategy 2020 Providing a healthy and active life for the elderly, supporting the elderly caregivers, generating the elderly by involving them in urban and local affairs
2	Marketing Research in Health Services Program.	William Faxner, Eric Berkowitz	Public Health Reports	2018	Planning in the field of health services is associated with problems, the quality of research, specific consumer behavior patterns, current trends and market relations that lead to the lack of accurate identification of consumer behavior.
3	Discovery and analysis of buying behavior of elderly customers in the decision to buy organic products: a combined method of clustering and decision tree.	Mohammad Ali Siah Sarani Kojouri and Azim Zarei	New research in decision making	2017	Education is a determining factor in predicting the decision to buy organic products; It also seems that the consumption of organic products among the elderly is not in a good condition.
4	Presenting a model of factors affecting the integrated implementation of social marketing mix in the field of health.	Azim Zarei et al.	Jihad Daneshgahi Scientific Database	2016	Integrated implementation of social marketing creates value on consumer behavioral and effective.
5	The relationship between the presence of the elderly in the household and the health costs of Iranian households.	Jafar Yahyavi Dizaj et al.	Elderly	2016	The existence of the elderly increases health costs. Policies should be designed to support families with the elderly. The health system must also be prepared to respond quickly to the health needs of the elderly.
6	Targeting to promote the health of the elderly.	Stanis Lava et al.	BMC Health Services Research	2016	The promotion of the health of the elderly in their social activities in the community. These measures are not always formal and do not always require financial assistance, but require proper social infrastructure and transportation.
7	Patterns of consumption of the elderly: A qualitative study.	Mansour Haghghatian et al.	Applied Sociology	2015	The consumption of the elderly, on the one hand, is influenced by the structures governing the culture of the society and different expectations from the elderly, physical condition and financial inability, and on the other hand, the foundations of status. And folk consumption is stable.

Table 2 - Related research (continued)

8	Application of social marketing approach in the field of health.	RezaeeBandi, Hassan & Nastaran Keshavarz Mohammadi	Journal of Health and Health Promotion	2014	The social marketing approach is effective in changing consumer behavior and is more influenced by individual attitudes and decisions and can be associated with valuable success.
9	Evaluation of quality of life and prevalence of chronic diseases in the elderly.	Habibi, Aghil et al.	Journal of Ardabil Health and Health	2012	Various factors affect the quality of life of the elderly and most of the elderly have a chronic disease.
10	The future of aging and health care costs	Rasel, Mehdi and Ali Ardalan	Iranian Journal of Aging	2007	Predicting the future situation in terms of resources is a necessary condition for planning and curbing the wave of increasing aging that endangers comprehensive health!

Literature Review

About fifty years ago, the great German philosopher Peter Drucker³ outlined the steps for defining modern marketing. "If we want to know what a business is, we have to start with the goal. The only valuable goal for the business is to create a customer. It is the customer who determines what a business is," he says.

He is the one who is willing to pay for your goods and services, goods and services that come from the heart of nature and are the result of the conversion of natural resources into goods and wealth, what a business produces is not important, What the customer thinks, buys, and thinks of as "value". Is Decisive, so the goal of the business is to create the Customer? A business has only two important business functions: "Marketing and Innovation". Customer creation is one of the tasks of marketing and in this way the marketer uses innovative marketing methods⁴.

Often, each product must use its own marketing methods because one method of choice may be useful for another product

and not attract the customer. Therefore, managers must first know the types of marketing methods and be familiar with its solutions, and then decide which marketing method is appropriate for the current product and ensure success.

Marketing as a management science has opened its place in various businesses and has proven to play an important role in the further growth and profitability of companies. The dynamic and competitive world today does not exclude hospitals and various parts of the health system in general. Since the early 1980s, marketing in the health system has found its place in Western European countries and gradually spread to other parts of the world. (Aghae Mahdiyeh, 2014)

³ Peter Ferdinand Drucker (1909 –2005)

⁴ Innovation Tactics

Marketing methods (marketing techniques) are very diverse and depending on the type of market evaluation and products available in the STP⁵ model is determined, which depending on the results includes a wide range of methods that are specific to the target market and product type.

Elderly health promotion strategies generally have three main objectives; Maintain and increase functional capacity, maintain or improve self-care and stimulate social networking. (Stanislaw Golinowska et al, 2016)

Ashokkumar Chacho (2011) on the health risks of the elderly Scientists believe that due to the prevalence of problems such as visual impairment, musculoskeletal disorders, hypotension, hyper balance in walking, restless walking and overuse

They will take it (Ashokkumar, 2011) Therefore, one of their important needs is to pay attention and benefit from effective care methods and equipment in preventing their fall. (GholiZadeh, SaManeh & Colleagues, 2019)

However, in the few internal studies related to the health needs of the elderly, the most important need of them in the country is related to income, cardiovascular problems, myocardial infarction, visual impairment, and I do not know. Walker and toilet are known (Stanislaw Golinowska1 & Colleagues, 2016).

Theoretical Framework of Research
Based on the steps and theoretical foundations of the research, the theoretical framework is as follows:

Study community and research experts

The research study community is the AJA Retirement Center (Army of the Islamic Republic of Iran) with more than 260,000 elderly retirees, which in coordination with the center; 16 direct staff members of the

various departments of the center (all of whom are retired high- ranking officers and are currently responsible for loans, welfare services, medical services, stores, staff affairs, etc., retirees of the center) have been appointed as research experts, Became.

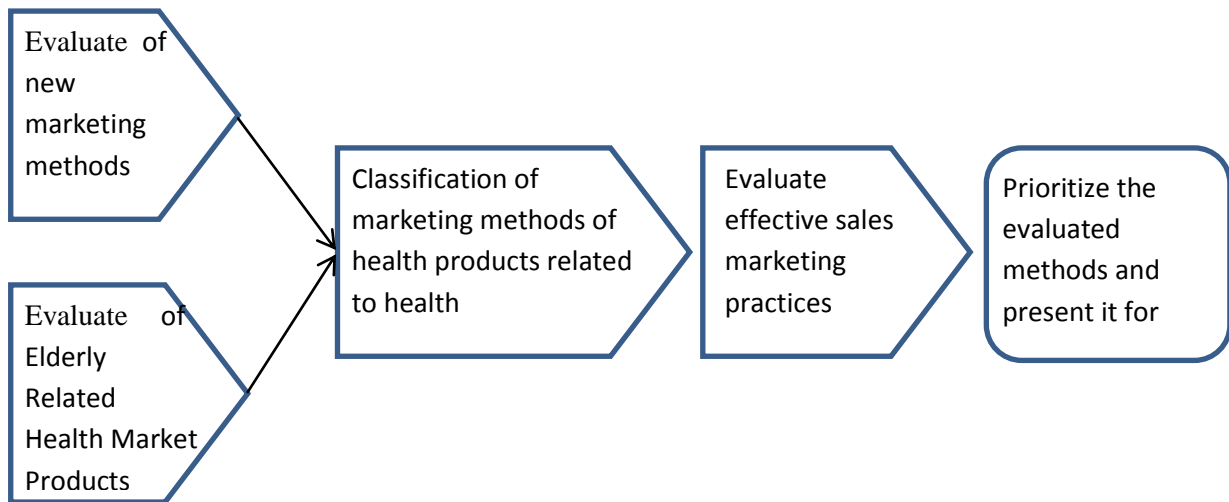
Research Methods

It is a survey and a step used to obtain information about the views, beliefs, opinions, behaviors, motivations, or characteristics of a group in a statistical community. The survey method can also be considered a scientific method in social research, which includes regular and standard methods for collecting information about individuals, families or In fact, scrolling can be considered as both a tool used to collect data and a process used when using that tool.

Data collection tools; Interviews and questionnaires that are determined by experts and using the Delphi method, to collect the required information in 5 steps has been collected:

- first stage ; Face-to-face interview of 16 people
- The second and third stages; Questionnaire closed by 12 and 10 expert members, respectively, based on a range of 10 points,

⁵ STP; Segmentation , Targeting , Positioning



- third stages; Questionnaire closed by 12 and 10 expert members, respectively, based on a range of 10 points,
- The fourth stage; Face-to-face interview with 10 experts to determine prioritization criteria,
- The fifth stage; Interviews for scoring pairwise comparisons of marketing methods of 5 people.

Delphi method

The Delphi method has been used extensively in this study. The Delphi method is based on the approach of polemical research, i.e. opinion or thesis (creation of opinion or opinion), counter-opinion or antithesis (dissenting opinion and opinion) and finally the construction of synthesis (new agreement and consensus) which follows the process of creating new theory it becomes. According to Helmer, Delphi is a useful communication tool between groups of experts that facilitates the formulation of group members' opinions. (Helmer, Olaf 1997)

"Jessica Kingsley 1996" defines the Delphi method as a structured process for collecting and classifying the knowledge available to a group of experts and experts

through the distribution of questionnaires among these people and controlled feedback on the answers and comments received. In using the opinion of experts; in the interview sections; there was complete consensus among experts on the results. In the questionnaires section, after completing and collecting the questionnaires at each stage after a short time, the questionnaires were redistributed and repeated among the experts so that we can ensure the validity of the answers and their results.

New marketing methods in the field of health products

There are several methods used in marketing that have a very wide range. If we take a brief look at the search results for the term "marketing" on Google, we will come across a multitude of different marketing tactics and methods, ranging from several popular marketing methods to more than 180 methods. Among these, we have selected 163 marketing methods⁶ and by conducting interviews with members of research experts, we have determined and

6 - A whopping 163 types of marketing described and demystified ; " Splash Copy Writers"

achieved 60 marketing methods for the group of health products (Table 2).

The reason for using the interview method at this stage has been the great variety of marketing methods and the need to review each method and the publishing consensus with the research experts.

In the next step ; In two sections, using a closed questionnaire, 60 methods of marketing pre-determined health products were presented to the experts and they were asked to refer to each of the mentioned methods according to their experiences and behavioral and living style and life of retirees. Give a score of 1-10 in the questionnaire.

Thus, by summing the scores of each method from the total questionnaires of the experts;

First, 20 methods out of 60 methods, and in the second stage, 10 methods out of 20 methods (second round) for the marketing of health products related to the elderly were summarized, which are the result of the following results: (table: 3)

Determining Prioritization Criteria

In order to prioritize the results (marketing methods of the group of health products

related to the elderly), the necessary criteria were determined through interviews with experts.

The reason for using the interview method was to discuss and agree on the views of the elite group on determining the criteria for prioritizing the methods, which finally achieved the following criteria:

1. Matching marketing methods with health products,
2. Matching marketing methods with the elderly community,
3. Customer attraction (in this study, the elderly),
4. The degree of stimulation of demand in the elderly market,
5. Economical marketing method,

Then, these criteria were weighted (by AHP) and used to prioritize the 10 final marketing methods of health products related to the elderly community through The Weighted Aggregates Sum Product Assessment Model (WASPAS) in Excel Software.

Table 3- Review & summarize marketing methods of health products related to the elderly community

Summarized Marketing Methods for Health Products			
1	Analytical Marketing	31	Local Marketing
2	B2B Marketing	32	Long Tail Marketing
3	B2C Marketing	33	Loyalty Marketing
4	B2P Marketing	34	Mobile Marketing
5	Behavioral Marketing	35	Multichannel Marketing

Table 3- Review & summarize marketing methods of health products related to the elderly community (continued)

6	Brand Marketing	36	Neuro Marketing
7	Buzz Marketing	37	Newsletter Marketing
8	Call Center Marketing	38	Niche Marketing
9	Catalog Marketing	39	Offline Marketing
10	Channel Marketing	40	One-To-One Marketing
11	Community Marketing	41	Online Marketing
12	Content Marketing	42	Out-Of-Home Marketing
13	Contextual Marketing	43	Performance Marketing
14	Controversial Marketing	44	Persuasion Marketing
15	Cross Marketing	45	Scientific Marketing
16	Experiential Marketing	46	Search (Engine) Marketing
17	Global Marketing	47	Self-Marketing
18	Green Marketing	48	Services Marketing
19	Guerilla Marketing	49	Shopper Marketing
20	Horizontal Marketing	50	Social Marketing
21	Vertical Marketing	51	Keyword Marketing
22	Influence(R) Marketing	52	Street Marketing
23	Informational Marketing	53	Telemarketing
24	In-Store Marketing	54	Exhibition Marketing
25	Integrated Marketing	55	Traditional Marketing
26	Interactive Marketing	56	Video Marketing
27	Internet Marketing	57	Viral Marketing
28	Internal Marketing	58	Web Marketing
29	International Marketing	59	Word-Of-Mouth Marketing
30	Cooperative Marketing	60	Communal Marketing

Table 4-

Expert marketing methods for health products related to the elderly community

Row	Marketing Method	How to apply marketing Method	Description
1	Analytical Marketing	Common marketing methods and techniques	The use of data collection tools of the elderly community, needs, physical and mental problems ... and planning to respond and meet the needs of this group of society is called analytical marketing.
2	Behavioral marketing	Targeted advertising and suggestions based on customer behavior	Behavioral marketing Uses behavioral information for the elderly to properly track their needs and use effective advertising. Therefore, the way of preparing and presenting advertisements is defined based on the study of the behaviors of the elderly.
3	Catalog Marketing	Marketing through print catalogs and sending them via email	Catalogs have long been used as a great way to introduce products and services to customers that today, even with powerful tools such as the Internet, have maintained their position. Providing a catalog to the elderly can help them in choosing and preparing health products.
4	Collaborative Marketing	Marketing Collaboration of Companies in Marketing in order to develop a product, service or brand	This type of marketing occurs when two or more companies work together to sell a product or service. The remarkable thing about this method is that, this collaboration can happen in several ways.
5	Public Marketing	Attracting Public Opinion in order to promote a marketing campaign	This method occurs when a business uses the ads of its customers in an advertising campaign. In fact, this tactic establishes a strong link between businesses and their customers. It should be noted that due to the authenticity of customers, this method is very effective and efficient.
6	Cross-marketing	Marketing cooperation, product packaging, promotion , agency licensing, etc.	Multi-business crossroads to enter a market. It happens when two or more businesses come together for a common goal and try to use their tangible and non-tangible resources. This marketing method can be very useful to reduce marketing costs to the elderly community. For example, health products needed by the elderly can be advertised in stores, salons, etc., and other services can be provided to the owners of those places.
7	Experimental marketing	Creates sensory interactions with brands.	This marketing method tries to provide experiences of using its products by approaching the elderly community. Experiences of using products or services can have an effective effect on the repurchase of the elderly. It should be noted that since these experiences are the result of direct use of products can be very effective.
8	Awareness Marketing	Providing educational and useful content and items to the elderly	The main purpose of Awareness Marketing is to inform the audience about a product or service and explain what the benefits of this product are and why it should be developed and used .
9	In-Store Marketing	In-Store Promotions	This is the same method we see in store-bought locations, and over time it has such an impact on our minds that in most Row Type of marketing method How to apply marketing Method description.

Table 4-

Expert marketing methods for health products related to the elderly community (continued)

10	Analytical Marketing	Common marketing methods and techniques	The use of data collection tools of the elderly community, needs, physical and mental problems ... and planning to respond and meet the needs of this group of society is called analytical marketing.
11	Behavioral marketing	Targeted advertising and suggestions based on customer behavior	Behavioral marketing; Uses behavioral information for the elderly to properly track their needs and use effective advertising. Therefore, the way of preparing and presenting advertisements is defined based on the study of the behaviors of the elderly.
12	Catalog Marketing	Marketing through print catalogs and sending them via email	Catalogs have long been used as a great way to introduce products and services to customers that today, even with powerful tools such as the Internet, have maintained their position. Providing a catalog to the elderly can help them in choosing and preparing health products.
13	Motivational Marketing	Derived from the Incentive architecture to influence the marketing of health products	In the case of There is no demand for goods And Ironically that product is essential for the elderly, Unfortunately, they are indifferent to its preparation! Here Sufficient information about those products should be provided to the elderly. In this case, the task of the marketing manager is to create demand and persuasive marketing. To provide health products; Knowledge and training are essential to create demand.
14	Scientific Marketing	The use of statistical analysis programs in marketing	Scientific marketing is one of the methods of marketing evaluation and analysis that examines and evaluates the methods used in selling products and examines the effectiveness of sales in the target market. This method can determine the best sales tactics for the elderly.
15	Personal marketing	Is the same as marketing an expert (using professionals)?	Surely you have seen many seniors who name and respect well-known professionals. Use specialists
16	Buyer Marketing	Understanding how and from what channels and ways the buyer buys	All the activities that are done through the channels and in different ways and in order to know the buyer and his behavior and use this information to satisfy them to buy and for the benefit of a Business are used.
17	Traditional Marketing	Marketing Methods and Channels Before New Internet Marketing	The use of traditional methods to market a product or service is called traditional marketing. This can include the use of various tools such as television, radio, paper marketing and more.
18	Vertical Marketing	Marketing for a specific market is only for a specific group of people.	In vertical marketing, you identify a specific target market (the elderly community) and define your products exactly according to their needs and wants. This type of marketing is exactly the opposite of horizontal marketing, which aims to cover the widest possible segment.
19	Word-of-mouth marketing	When a satisfied customer spreads your marketing message.	As the name implies, salamanders exchange a lot of information by talking to each other. In the meantime, they have recommendations for health products that are useful to their friends and acquaintances. Word of mouth marketing is one of the oldest marketing methods in introducing quality products.

Table 4-

Expert marketing methods for health products related to the elderly community (continued)

20	Insurance Marketing	Insurance marketing is a tool to identify insurance coverage of products and services needed by the elderly.	.Basically, commodity insurance is intangible and the elderly cannot see it through physical examination and realize its quality. At the same time, it is a very necessary commodity for the cortex. It is elderly because it provides potential coverage for them (a variety of diseases and health products). It is noteworthy that the insurance industry is now losing its public trust in society and is becoming weaker day by day!
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Table 5 – Decision making matrix

		Criteria					
	Row	Description	Compliance with health products	Compliance with the elderly community	Customer attraction rate	Stimulation of market demand	Marketing Cost
		Aspect	+	+	+	+	-
Alternative	1	Vertical Marketing	35	100	65	75	45
	2	One-To-One Marketing	25	65	90	50	100
	3	Word-Of-Mouth Marketing	45	80	80	80	65
	4	Traditional Marketing	45	70	30	30	70
	5	Analytical Marketing	55	25	35	40	80
	6	Scientific Marketing	60	30	65	65	70
	7	Behavioral Marketing	85	65	70	40	50
	8	Newsletter Marketing	60	70	60	35	75
	9	Informational Marketing	55	75	85	60	60
	10	Catalog Marketing	50	55	40	45	75
			Weight	0.240	0.423	0.152	0.102

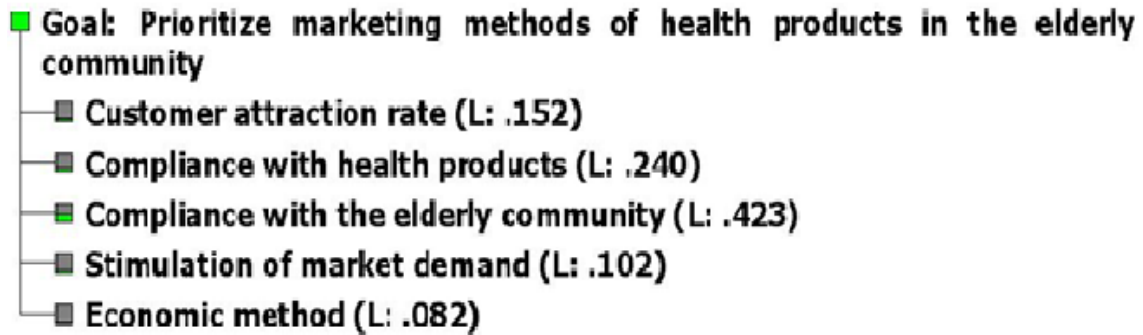


Figure 3 – Calculate the weight of the criteria (AHP)

Results

Prioritize the marketing methods obtained in Excel software with $\lambda = 0.5$ rate (The standards rate); includes the following marketing methods

Discussion & Conclusions

As can be seen, the first priority of the marketing method of health products related to the elderly community with 0.825 points is related to the vertical marketing method. The second priority of the marketing method of health products related to the elderly community with 0.787 points is related to the Word of mouth marketing method and the third priority with 0.783 points is related to the Information Marketing method.

The huge difference in the priority of the vertical marketing method with other methods indicates that according to experts,

this method is the most efficient marketing method among other methods. At the bottom of the prioritization table is the Analytical Marketing method with only 0.416 points, which means that research experts do not believe much in the Analytical Marketing method in the elderly community and do not consider it useful for this purpose. To inform the interested parties and other esteemed researchers about the latest news and the latest information on the application of these methods; the following sites are introduced in table 8.

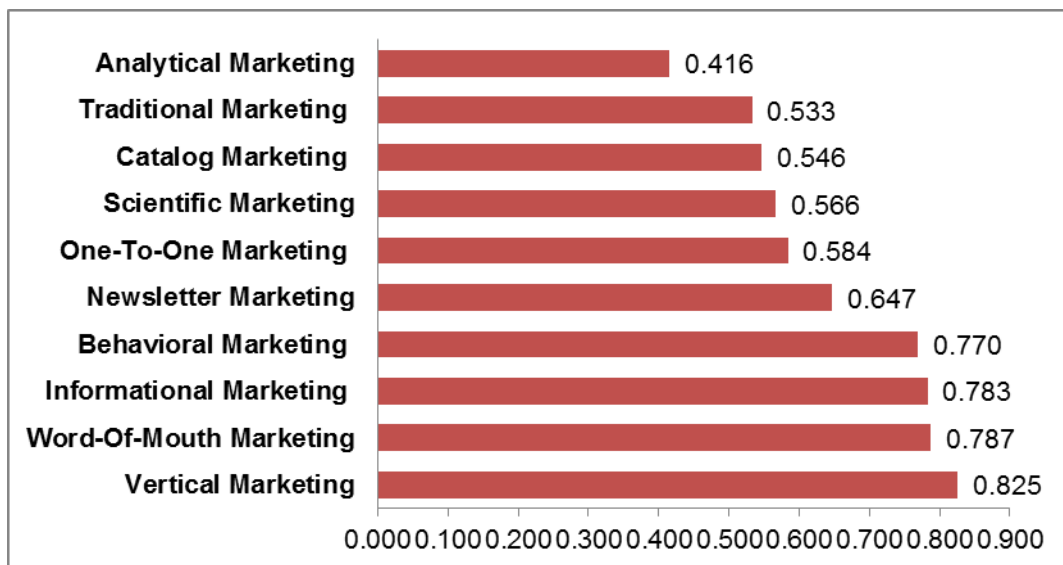
Table 7 – Final results of prioritizing marketing strategies for health products related to the elderly community in WASPAS technique (MCDM)

Prioritize	Marketing Method	
1	Vertical Marketing	0.825
2	Word of mouth marketing	0.787
3	Information Marketing	0.783

Table 7 – Final results of prioritizing marketing strategies for health products related to the elderly community in WASPAS technique (MCDM) (continued)

4	Behavioral marketing	0.770
5	Newspaper Marketing	0.647
6	Person-to-person marketing	0.584
7	Scientific Marketing	0.566
8	Catalog Marketing	0.546
9	Traditional Marketing	0.533
10	Analytical Marketing	0.416

Chart 1 –Final Prioritization chart of marketing strategies



Suggestions for further research

Each of us will one day experience old age. Given this fact and the fact that in the not too distant future, the population of Iran will enter old age, it is necessary to think now about how to take health measures and benefit from the related products needed. Let's do more.

This research is devoted to new methods of marketing health products related to the needs of the elderly (which has been largely neglected), so that other esteemed researchers, realizing this important, will try to write in other fields related to the affairs of the elderly.

Table 8-
Final Prioritization of Marketing Methods of Health Products in the Elderly Community

Prioritize	Marketing Method	Definition	The latest available Resources
1	Vertical marketing	Is the production and supply of certain products for a certain segment of society? In vertical marketing, instead of doubling the efforts and costs associated with marketing, we try to identify and focus on the needs of a specific segment of the market.	https://www.marketing-schools.org/
2	Word-of-mouth marketing	Actively influence and naturally evoke conversations about a brand, organization, product or event.	Millennia's ; Radius Global Market Research
3	Awareness (Informational) Marketing	It is important to understand that when selling a product or service, your audience may need to be educated about it.	https://www.mycustomer.com/hr-glossary/informational-marketing
4	Behavioral marketing	Targeting a customer or group of customers based on the specific behaviors and actions they perform.	https://neilpatel.com/blog/behavioral-marketing/
5	Newspaper marketing	Sending letters or printing advertisements in local or national news publications (daily or weekly). This type of marketing is more than any other form of advertising that we see today and is still the first advertising that businesses think about.	https://www.entrepreneur.com/encyclopedia/newspaper-advertising
6	One-on-one marketing	Creating, developing and managing a personal relationship with individual customers Don Peppers & Martha Rogers.	Don Peppers & Martha Rogers ; https://www.linkedin.com/in/donpeppers
7	Scientific marketing	The study and systematic application of marketing activities and their impact on customer behavior. In other words, scientific marketing is a more thoughtful approach to marketing.	Mastering the Art of Scientific Marketing TTEC

Table 8-
Final Prioritization of Marketing Methods of Health Products in the Elderly Community
(continued)

8	Catalog Marketing	Prepare all product information in the form of a printed piece and present it to the market audience in the hope that the customer will buy at least one item.	https://smallbusiness.chron.com/catalog-marketing
9	Traditional Marketing	Traditional marketing involves a wide range of marketing tactics such as direct selling, TV and radio advertising, postage, print advertising, print promotion items such as discount coupons.	https://www.marketingira.com/
10	Analytical marketing	Performance measurement, management and marketing analysis to maximize its effectiveness and optimize return on investment (ROI).	https://www.wordstream.com/marketing-analytics

Acknowledgments

The researchers of this research consider it obligatory to express their gratitude and appreciation for the efforts of all the heads, supervisors and other loved ones who accompanied the research group in AJA Tehran Retirement Center and made this research possible.

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