

Altruistic Young Elderly in Sweden – A Pilot Study

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ABSTRACT: Making it easier for Swedish young elderly (60-75 years) to live a rewarding life after retirement is an increasingly important issue in society. One way to achieve this is to give them a sense of purpose by helping other seniors, and to achieve that requires support systems. When developing an information system (IS) there is a need to know about the thoughts, demands and needs they (both those providing and receiving support) have about wellbeing and about use of IS. When designing IS and its interactive e-servicescape it is essential to identify consumer behavioural factors about wellbeing and the feeling of being needed. To do this, a pilot study with a survey was carried out and workshops conducted with a focus group. The conclusions are that expectancy, motivation, context, reward, and trust are the five key elements. These elements can be seen as a model for feeling needed when providing support to others and they also can provide important input to building an IS with its e-servicescape.

KEYWORDS: young elderly, motivation, expectation, altruistic, consumer behaviour

Date of Submission: 07-05-2018

Date of acceptance: 21-05-2018

I INTRODUCTION

Most people want to live along, healthy and meaningful life after retirement. Older people can become ill and those who have little or no contact with other people increase the risk of premature death by 30 percent [1]. Furthermore, body and soul are intimately linked and the psychological, social, and existential impact on health, and therefore individual wellness, need to be considered [1]. Hence, opportunities for different types of training and contact with others can create a healthier, longer life. Methods of achieving this can be to provide support and companionship to a lonely person and to receive support when necessary. At least two individuals are involved in such a contact where one is the benefactor and one is the beneficiary. The latter i.e. the person who needs assistance, support, help or companionship will henceforth be termed beneficiary. Affiliation with others is important for a meaningful life. An opportunity to prevent illness, based on isolation, creates opportunities for the young elderly to support each other and older seniors. The focus of this article is to describe underlying elements and propose how young elderly (60-75 years old) support to elderly in need can be organized and furthermore strengthened by an information system.

1.1 Wellbeing

Different aspects of wellbeing and other related aspects e.g. wellness, mental fitness, happiness, and physical fitness are discussed in research e.g. [2-4] providing deeper insights that apply to people in general and in this study to the young elderly. There are two definitions of wellbeing[5]. The first, experiencing self, is related to experience from life and the second, remembering self, focuses on how satisfied people are with their lives. There is an important common ground for wellbeing markers [6]. On the other hand, there are different competing theories and a number of markers of wellbeing that make life worthwhile (ibid).

Five essential wellbeing elements [7]including career, social, financial, physical, and community are proposed. Career wellbeing is having something meaningful to do and looking forward to doing it. Social wellbeing means interaction between people. Financial wellbeing is about your country's level of wealth. Physical wellbeing refers to your diet and physical fitness. Community wellbeing is about society and its services. Social and community wellbeing are strongly connected to young elderly's altruism. Furthermore, physical wellbeing (point number 1 in table 1) could possibly be fulfilled by helping a needy person to take a walk in the park.

Four proposed wellness dimensions [8]are emotional, physical, social, and intellectual. The physical dimension will influence the three other dimensions. The social dimension is of importance for young elderly's altruism towards needy elderly.

1.2 Information system

Today's use of computers and other digital devices (firstly tablet and smartphone) is extensive and this also applies to the young elderly. An information system can be defined as "the means by which people and organizations utilizing technologies, gather, process, store, use and disseminate information" [9]. For the best results the information system ought to be platform independent, i.e., be available on different devices. With good customized design, young elderly can be supported in training (body and brain) and to develop a better and longer life. The information system and its use are based on human-centred design, which is a way of ensuring that the users' needs and capability are considered [10]. A way of customizing design and strengthening usability is integrating the customer in the process. This is achieved by moving from creating for, towards creating with and by the user [11]. A well-designed, functional, efficient, aesthetically appealing, and trustworthy e-servicescape is essential for all who want to offer online services since otherwise the customer will reject what is offered e.g. [12-14]. An e-servicescape is a part of the information system, and the part that the user sees on a device screen. The e-servicescape is the digital meeting place where young elderly and elderly in need can connect with each other (see more in 4.3). Therefore, it is of importance for how the young elderly are able to learn and understand the system and, in this case, allowing them to support a beneficiary.

1.3 Consumer behaviour

Consumer behaviour is concerned with all aspects of what influence people's buying behaviour (e.g. age and motivation) and therefore it constitutes an essential part of how to communicate with consumers [15, 16]. Young elderly, as consumers, is a group that possesses a lot of experience of being consumers. During their lifetime, they have accumulated many experiences that affect their ways of consuming and how willingly they are to adopt to new goods and services. However, the offers made through a digital channel are often new to young elderly since they are digital immigrants [17-19], which can be compared with the age groups that grew up in a digital environment and therefore can be considered as digital natives. According to [19, 20], the fact that they are digital immigrants, affects young elderly's consumer behaviour and willingness to adopt to digital services offered. This may cause that the young elderly are more careful and reluctant to what is offered in digital servicescapes (e.g. digital wellness services). In turn, it can be difficult to get them interested in and to adopt what is offered. Hence, it is of great importance to consider young elderly's consumer behaviour when developing, designing and offering digital services.

1.4 Swedish young elderly context

The increasing average age in Sweden, as in many other countries, changes society and the demand for and the expectancy of services provided. Increasing age may lead to less healthy and weaker individuals who will require health care and an increasing demand for help from relatives, friends, and society. Young elderly in Sweden live in a society that has a strong public sector which has developed since the end of 19th century [21]. Indirect public goods that are to the benefit of the individual such as justice, defence, fire protection, environmental protection, and infrastructure are collectively financed as well as health care, social welfare, and public transport. To some extent, private companies can provide these public services, but the main part is carried out by the public sector.

People born in the baby boomer generation (from the early 1940s to early 1960s, the exact years differ between sources) are now young elderly e.g. [22-24]. A generation is a "membership of a particular age group sharing certain and historical characteristics" [25]. The baby boomers "grew up during a more optimistic outlook on life and work" [23] than the generations before them.

The age of retirement differs between countries but the baby boomers have retired or are about to retire. In Sweden, the retirement age is officially 65 years but varies from 61 up to 67. Within this timeframe, it is up to the individual to choose the exact time of retirement [26].

Social association has a major impact and importance in Sweden, both on society and on the citizen. It all started during the 19th century with the revivalist movement, temperance movement, and labour movement. Today this also includes the peace movement, environmental movement, women's rights movement, sports movement, and disability movement [27]. During Swedish baby boomers' childhood and youth, these social associations were a huge part of society and the daily life of the citizen. This has often meant development, a sense of belonging, and security for the individual.

1.5 Reciprocal altruism

Altruism is a "behaviour that benefits another organism" [28]. The two should not be closely related and it involves a certain degree of risk for the benefactor. In an altruistic situation, both beneficial and detrimental contributions exist. Living in a group-oriented society means that one person sacrifices for the group's benefit. Five types of altruistic behaviour exist [28]; i) "helping in time of danger", ii) "sharing food", iii) "helping the sick", iv) "sharing implements", and v) "sharing knowledge". Furthermore, six distinctions are

of importance[28]; i) “kin selection”, ii) “reciprocal altruism among close kin”, iii) “age-dependent changes”, iv) “gross and subtle cheating”, v) “number of reciprocal relationships”, and vi) “indirect benefits or reciprocal altruism”. Three conditions must apply for both parts; i) reduce the donor’s fitness, ii) the recipients elevate fitness that a non-recipient doesn’t, and iii) an immediate benefit [29]. In addition to these, two conditions are necessary; i) detecting cheaters, and ii) many opportunities exist. Helping an elderly fellow citizen without financial rewards will be termed altruism.

1.6 Research questions

The research questions in this pilot study, about Swedish young elderly's support to their needy fellow citizens with their time and skills, are:

1. What are the aims and objectives for giving support to needy fellow citizens?
2. What is the context for the benefactor?
3. How can the support be designed and worked out?
4. What expectancies and motivations do the young elderly benefactors have?
5. How can a model explain the support situation?

II METHOD

The research was carried out inductively, was conducted first by one survey, and then by one focus group discussion (figure 1, with chapter numbers). The result of the survey forms the basis for the focus group's work.

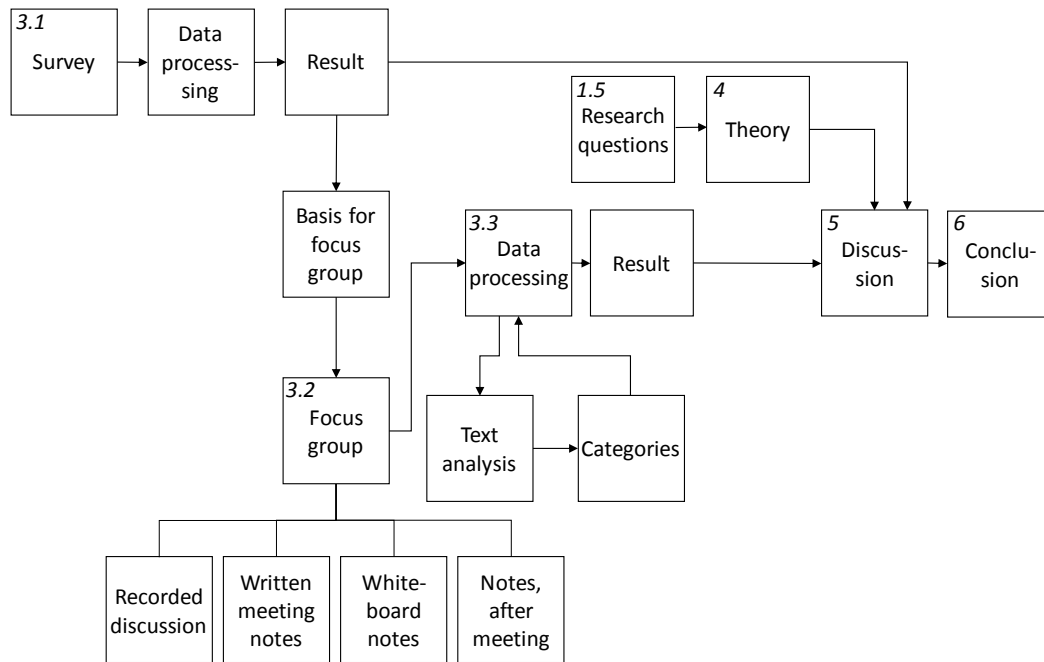


Figure 1: Research setup

2.1 Survey

The basis of the questionnaire stems from previous research carried out [30] where three different surveys were conducted in 2012 and 2013. Corresponding author carried out this survey in 2014. The first part of the survey contains questions about the respondent’s gender, age, marital status, occupation, if they were retired or still in employment, and finally their educational background. These questions were asked with the intention of providing a profile picture of the group. The next step of the questionnaire contained questions concerning whether the respondents had computers and/or mobile devices and their use of online services. The penultimate question was about if and to what extent they were interested in making use of others' knowledge and respectively sharing their own knowledge with others through online services. Finally, the respondents were given an opportunity to come up with suggestions regarding the use of IS and IT. The survey was formed in a way where twelve questions were closed, with two or more answering alternatives. The last question was an open question, with the option of writing a free answer.

The respondents were selected from a membership organisation. Most of the 108 respondents were members, the others were relatives or friends to members, and as a result, it is not a representative / typical group of Swedish young elderly. The respondents could provide new data to complement the earlier data [30]. Of the 108 respondents 47 were female (43.5%), 97 were married (89.8%), 95 had a university degree (88.0%),

and 57 were still in employment (52.8%). The age of survey participants shows that 59.2 percent are young elderly (grey area in table 1).

Table 1: Age of survey participants (N=108)

	Under 60	60-64	65-69	70-74	75 and more
No.	34	20	24	20	10
%	31.5	18.5	22.2	18.5	9.3

2.2 Focus group

One person was asked to form a group of young-elderly and this composed the focus group. This person was chosen because he is active, has a wide contact network, is a young elderly, and of course was interested in taking on the task. This method of forming a focus group means that the researchers only have full control over the first step (i.e. choose the first person), while the second step is in the hands of another person.

A focus group is a flexible method that enables considerable scope [31]. It can be of any type as long as it actively encourages and is attentive to the interaction [32]. Idea generation is suitable in focus groups [33], though the discussions tend to be open. Every individual’s voice among the focus group must be listened to and carefully analysed [34]. Focus groups can provide data in a life perspective, in a social context, and cultural context, e.g. time, location and historical experience [35]. Designing a focus group means choosing participant interaction, group structure, moderator role, and data analysis approach [36]. The facilitator / moderator must focus on the discussion, be flexible, and open new lines of discussion [37]. The analysis of the focus group data can be carried out in the same systematic and thorough manner as other qualitative methods [32, 37]. There is also an ethical aspect on how to conduct focus groups and informing the participants about the research [37].

The focus group research was conducted in May and June 2015 and contained three meetings, where each meeting took about two hours. In total, five young elderly participated. Having a small focus group is supported for example by [38], especially when it is a triangulation with a qualitative survey and if the results point in the same direction. Furthermore, to compensate for a smaller number of respondents it is possible to get to know them better through longer meeting times or more meetings [39]. For each meeting the researchers had prepared semi-structured questions. One of the researchers led the work (facilitator / moderator), and the other observed and documented the work.

In the beginning of the first meeting, each participant was given the task of providing examples of what needs they have and what they think others might have. The proposals were then discussed in the whole group. This resulted in seven needs (in order of appearance, with no ranking): i) physical exercise / training, ii) dexterity / agility (easy of movement), iii) structure in everyday life, iv) to feel needed, v) positive thinking / carpe diem, vi) being in a social context, and vii) train the brain. To feel needed was selected for further and deeper discussions, since the participants all felt that this need was a fundamental one. Furthermore, feeling needed was considered to have considerable influence on the other six needs considered by the group, something that is supported by research [7].

Data was collected in two ways, written notes and audio-recorded material from the meetings (see figure 1 above). The latter is for quality control use [40]. Written notes were taken during discussions, whiteboard notes during meetings, and researchers' notes after meetings. There were two different types of data: general descriptions of needs and detailed descriptions of the chosen need. The data was processed with text analysis in order to create categories, which in turn formed the basis for the selection of theory.

2.2 Reliability and validity

The validity of the data reflects the two respondent groups, generalizability is low because the respondent groups do not reflect all young elderly in Sweden, and they are not representatively selected.

The reliability of the survey is high though it is the fourth occasion the questions are used. The three earlier uses gave good quality answers and allowed us to adapt the questions. For the focus group, the semi-structured question was adapted to each meeting. It meant that the result of the survey was the base for the question to the first meeting; the result from the first meeting was the base for the question to the second meeting and so on. The question could also be reused with a new focus group.

III FINDINGS

Since the research in this pilot study was conducted inductively, the findings were first reported and in the next chapter the theories. The chosen theories are discussed in this section. Firstly, the survey findings are presented (3.1), then the focus group findings (3.2), and in the final section, a summary is made (3.3).

3.1 Survey

The young elderly who answered the survey are not representative for all young elderly; many of them (88%) have an academic education and are from the middle class. That means that the survey’s result not can be generalised, it can only point out a possible trend. The survey shows that after retirement (table 2) the most changed situation was to have time for other things than work and the least was to be needed. The change that was least marked, to be needed, implies that in the young elderly’s life it is not work that makes them feel needed. It is notable that more than one alternative answer could be marked as answer to the question.

Table 2: Changes (N=64)

	No.	%
Time for other things	34	53.1
Routines and structure	22	34.4
Personal network	16	25.0
Relations	9	14.1
To be needed	3	4.7

27 respondents (42.2%) were active in clubs, societies, or associations. The total number of respondents that had any type of activity was 53 (82.8%). 52 respondents (81.3%) use the Internet daily and 34 respondents (52.1%) were active in social media. 19 respondents (29.7%) use social media for networking and 12 (18.8%) for services. The opportunity of “Using knowledge from others” or “sharing knowledge with others” (table 3) could be answered in the range of not, little, or much.

Table 3: Used digital services, in alphabetic order (N=64)

	Using knowledge from others			Sharing knowledge with others		
	No answer or No as the answer	Little	Much	No answer or No as the answer	Little	Much
Health advice	20	38	6	35	24	5
Intermediation of work	54	8	2	59	4	1
Memory training	35	24	5	48	10	6
Physical training	41	18	5	46	14	4
Planning, scheduling, and reminding	25	26	13	42	18	4
Professional knowledge	27	24	13	28	29	7
Technology help and support	20	29	15	34	28	2
Training coach	55	7	2	58	4	2
Sum	277	174	61	350	131	31

There is clearly a greater interest regarding Use than Share in these groups of young elderly:

- Little: 174 and 131, this gives 57% greater interest to use than to share.
- Much: 61 and 31, this gives 66% greater interest to use than to share.
- Sum of little and much: 235 (174 + 61) and 162 (131 + 31), this gives 59% greater interest to use than to share.
- No as the answer or No answer at all, Use from others was 54.1%, share with others 68.4%, and the total sum 61.2%.
- This means that the majority seems to have low interest in these services. Furthermore, two services (technology help and support, and planning, scheduling, and reminding) are in the top three and in at least three (table 3).
- The top three areas for Use are technology help and support, professional knowledge, and planning, scheduling, and reminding. The top three areas for sharing are professional knowledge, memory training, and health advice.
- The three of least interest for Use are (no / no answer) health advice, technology help and support, and planning, scheduling, and reminding. The three of least interest for sharing are intermediation of work, technology help and support, and training coach.

3.2 Focus group

The respondents were professionals (a dentist, a teacher, a salesperson, one working with security questions, and one was a manager in the Swedish Tax Agency) and had high social status. They are experienced consumers and to some extent digital consumers. They are not representative for the community of young elderly, only for themselves. Based on the results from the survey, the focus group questions were created. The findings from the focus group were categorised to offers (3.2.1), support (3.2.2), secure (3.2.3), reward (3.2.4), intermediary (3.2.5), and information system (3.2.6).

3.2.1 Offers

The young elderly have skills, such as knowledge and experience, as well as time to help other people. They do so in clubs and societies or with friends and acquaintances. When the parties know each other, the offer can be clear, transparent, and distinct. When offers are addressed to people outside these zones different problems can occur. The young elderly are keen to feel secure in a support situation and with a beneficiary. Questions were raised about how an offer should be disseminated, understood, and seen as trustworthy:

- How can / must the offer or need be clarified?
- How can / must the individuals introduce themselves?
- Is it up to each person to introduce himself or herself, or is it up to someone else?
- Can the young elderly trust the process and the people involved?
- Can the young elderly decline to support a beneficiary?

It was shown that clarity in how the offer is disseminated is of importance for the young elderly.

3.2.2 Support

There are two types of support that may be offered; time and skills. Time can for example be used for a walk in the park, a wheelchair walk, reading aloud from a magazine or a book, and as company to a museum, theatre, or concert. Skills can be knowledge and experience that are professional (e.g. tax returns) or that originate from hobbies and interests (e.g. fruit tree pruning and fixing the car).

3.2.3 Secure

The young elderly need to feel secure in a support situation. They also argue that the person who receives support (a beneficiary) must bring about type of security they need. The type of security they need depends on several factors, e.g. are the persons known to each other, are there only the two persons in the situation, is it in one party's home, or is the beneficiary disabled? To strengthen this feeling of security an intermediary (see 3.2.5) can play a role.

A special problem exists regarding the Swedish personal identity number. Since 1947 Swedish citizens, and citizens of other countries living in Sweden, must have a personal identity number which is used in many daily situations, e.g. to pay tax, visit a hospital, get grades in school, do banking transactions, apply for passport, apply for social security, pay by credit card in a shop, or order an air ticket. Many individuals in Sweden feel insecure using the personal identity number in daily situations, and the young elderly are no exception, especially when they are talking about an intermediary's function or an information system.

3.2.4 Reward

The young elderly thought that regardless of the type of offer there are two reward pathways; financial and non-financial. The combination of non-financial and time shows a social compassion; the combination of non-financial and skills is an opportunity to continue to use a young elderly's abilities after retirement. Offers with financial rewards exist in different businesses and societies, and non-financial offers exist in clubs and societies but could be strengthened.

Regardless of the type of offer, a clear message from the young elderly was – it must be free of charge. However, at the same time they would value a simple reward, e.g. a thank you, a snack, a lunch, flowers, or some chocolate. However, the most important reward was the joy, delight, and satisfaction that the beneficiaries experienced. Furthermore, fulfilment of expectations is a reward in itself.

To fulfil the offer means creating a win-win situation for those involved, where both can feel satisfaction and which may lead to living a better, longer, and healthier life.

3.2.5 Intermediary

The young elderly were convinced that an intermediary could play a huge role in the work of connecting young elderly with elderly in need. Below are listed issues that the focus group highlighted regarding the intermediary's function.

- To create an opportunity to evaluate the young elderly's skills, since that is hard to do by yourself.
- To be the guarantor of skills.
- To provide new contacts, for both young elderly and elderly in need.
- To provide a neutral meeting place.
- To clarify and describe what a beneficiary really needs.
- To actively collect a beneficiary's requirements and a young elderly's offers.
- To be active in the search for benefactors and beneficiaries.
- To actively work with the matching of benefactors and beneficiaries.
- To establish credibility and security.
- To make the various options interesting.

- To make available options easily visible to benefactors and beneficiaries.

The intermediary must justify her/his existence and perform outreaching non-profit activities to create a market. The first factor for the intermediary to consider is that everything is built on a voluntary and trust basis. The second factor is that there is no binding agreement over time; only for the moment. Furthermore, the young elderly also believe that the intermediary should have a non-profit interest, as they have themselves. Therefore, they suggest that the intermediary service is organized and carried out by the municipality or a charity organisation such as the Red Cross.

3.2.6 Information system

The young elderly stressed the necessity of developing information systems for the use of benefactors and beneficiaries, and intermediaries in a simple and clear design. The focus group's young elderly could not give details about what they meant other than that it was more of a general view in their thoughts. They rarely preferred design elements such as audio effects or lots of colour and generally found sound elements disturbing. Three points to consider were:

- General information about offers and needs can be free to read, but detailed information requires login into the system.
- A feeling of vulnerability when using personal identity numbers as system security is of huge importance or almost crucial.
- An information system can be a tool for the intermediary's task to connect benefactors and beneficiaries.

3.3 Data processing focus group findings

The findings from the focus group specifically highlight important issues from several different areas that were the basis for the underlying factors described that are also accounted for in the bullet list below. Based on these the underlying factors can be found and categorised.

- Offers (3.2.1) demand a feeling of security and trust. In order to achieve that the right expectations should be created. What is right depends on the individual affected (both the benefactor and beneficiary) and with the expectation that the offer is secure and that the people involved are trustworthy it is possible for the offer to be accepted.
As regards the offer, expectancy is the underlying factor.
- Support (3.2.2) is possible with time and/or skills and is driven by interest. Interest is governed by and gives motivation. When young elderly have the motivation to use their time and skills, the support can be implemented and provided.
As regards support, motivation is the underlying factor.
- Security (3.2.3) in the support situation involves both the intermediary and the information system since both must be regarded as secure. Security and offers are similar in the perspective that they are both affected by expectancy. Security is also about how the information system's interface is designed, and the interface is part of the e-servicescape.
As regards security, expectancy and e-servicescape are the underlying factors.
- Reward (3.2.4) should be non-financial. Since it is not a business but a voluntary contribution to a person in need, motivation is a strong driving force for the young elderly.
As regards reward, motivation is the underlying factor.
- Intermediary (3.2.5) has a connecting function, giving security, and ought to be non-financial. The connecting function is based on trust from both the benefactors and beneficiaries. In order to give security, the intermediary must think and act as in bullet point security above, i.e. both expectancy and e-servicescape are of importance. In order to be non-financial, the thinking must be comparable to the bullet point reward above, i.e. it gives motivation.
As regards intermediary, expectancy, e-servicescape, and motivation are the underlying factors.
- Information system (3.2.6) must be simple to use and understand, secure, and support the intermediary. When young elderly use a system with its e-servicescape, they can become insecure and worried. The intermediary who provides the system must think about security (as above). Furthermore, a benefactor and beneficiary's expectancy are important for the use of an information system. The e-servicescape is the digital meeting place where benefactors and beneficiaries connect with each other and this also implies a connection between expectancy and motivation.
As regards information system, expectancy and e-servicescape are the underlying factors.

The underlying factors introduced above are motivation, expectancy, and e-servicescape. Motivation can connect the young elderly and their expectancy and show what driving forces are present. Expectancy is of importance for understanding what young elderly expect when they make offers to person in need.

IV THEORIES

The findings of this study must now be put into a theoretical context. The findings in this inductive study need to be placed in a theoretical context in order to gain a deeper understanding of the factors and provide insights into answering their research questions. Theories that can lead to understanding, explaining the factors, with the intention of answering the research questions. A deeper theoretical insight can help identify key elements of input when designing an IS with its e-servicescape. The theories of underlying factors are expectancy theory (4.1), motivation (4.2), and e-servicescape (4.3). Thereafter a description of the categorisation method is described (4.4).

4.1 Expectancy Theory

Expectancy is thinking or hoping that something will happen and furthermore the motivation to perform an action that leads there [21], and it is connected to research question 1, 3, 4, and 5. Expectancy theory gives a model of behavioural choice for an individual; how to make decisions for achieving the result he / she wants [41]. Performances lead to reward and that in turn leads to satisfaction. Reward could be intrinsic or extrinsic and the satisfaction that comes with the reward should be in line with the perceived equitability of it, which also could prevent absenteeism and turnover [42]. When rewards are not closely linked to performance, the employee's attitude is influenced. The individual's motivation to succeed will decrease if there is low trust that increased effort will lead to rewards [43]. Managerial coaching behaviours affect role clarity and affect satisfaction with work and job performance [44].

The formula $\text{Performance} = \text{Ability} \times \text{Motivation}$ shows that both ability and motivation must be considered while working with performance and where motivation depends on participation and personality [45]. The expectancy theory was developed with the purpose of illuminating decision making in management. In expectancy theory, there are three main components: i) Expectancy, ii) Instrumentality, and iii) Valence.

Expectancy occurs when an individual puts effort into something in hope of a certain performance [46]. This leads towards instrumentality where the performance provided by an individual will obtain an outcome that on the other hand will give valence where the outcome will receive reward. Expectancy theory claims that individuals will act in a way that is beneficial to them depending on how motivated they are to reach a certain expected result. This means that organizations should offer and emphasize rewards. The rewards must be in the individual's interest and clearly achievable for them. Nevertheless, the rewards should also give the individuals the feeling that they deserve the reward after they have achieved the goal. Individuals make decisions based on the ability to achieve the desired result [46]. Hence, motivation plays an important role in the individuals' decision making. Motivation will lead an individual to put effort into performance and thereby create an expectancy of the result and that reward will occur.

The instrumentality of performance implies that a person has a positive attitude leading to a desired result or to prevent undesired consequences. If the opposite occurs the person has a negative attitude [45].

Valence is "affective orientations toward particular outcomes" [44]. It occurs where it is important to see the differences between valence and value of an outcome for an individual. With that said the motive for individuals could vary considerably as some may strive to reach an objective and on the other hand, some strive to avoid the same objective. Hence the individual must perceive the valence positively and prefer to achieve the outcome and thereby the reward. This implies that the individuals perceive self-efficacy, have trust in their ability to be successful and that the difficulty of the goal is at an achievable level and finally that they are in some degree of control over the outcome. The individuals must also have faith and trust in the people who provide and decide over the outcome and reward. The correlation between expectancy with its effort and performance, instrumentality with its performance and outcome, and the valence with its outcome and reward has to be clear to all parts. Otherwise the individuals will probably pay little or no interest and therefore tend to be unmotivated and thereby reject the proposal offered to them [46].

4.2 Motivation

Motivation occurs when an individual directs his / her behaviour towards a goal [21] and it is connected to research question 1, 3, 4, and 5. Furthermore, it is about forces that initiate, give energy to, guide, and maintain behaviour [46]. Salutogenesis refers to the relations between health, stress, and coping where resource deficits and resistance resources are in continuous conflict within the individual. Sense of Coherence shows the role of stress with three components; comprehensibility, manageability, and meaningfulness [47]. Goal setting is important for task performance whether an individual gives up or completes the task [48]. The basic human needs are i) physiological needs, ii) safety needs, iii) a sense of belonging and love needs, iv) esteem needs, and v) need for self-actualization, which are hierarchically related to each other [49]. Two behavioural elements deal with motivation; i) the individual's choice of path among alternatives and ii) amplitude / vigour of the action for its tendency to persist over time in the chosen path [50]. Furthermore, there are three variables to handle;

motive, expectancy, and incentive. Motive is a disposition for striving for satisfaction. Expectancy is cognitive anticipation that an act will be followed by a specific consequence. Incentive is the attractiveness of a specific situation goal. Motivation is motive x expectancy x incentive.

The hierarchical model of intrinsic and extrinsic motivation has three vertical elements of generality; global, contextual, and situational [51]. The global element refers to personality or normal function. The contextual element refers to specific life context. The situational element refers to the here-and-now motivation. The model's four horizontal elements concerning social psychological processes are; social factors, psychological needs, motivation, and outcomes. The social factors exert influence on motivation. The motivations are of three types; internal motivation, external motivation, and amotivation, i.e. lack of motivation. The psychological needs are a mediator between the first and third element, and are of three types; autonomy, competence, and relatedness. The outcomes are of three types; affective, cognitive, and behavioural.

Motivation is divided into three main groups: i) internal motivation, ii) instrumental motivation, and iii) motivation as an interaction between the individual and the environment [52]. The internal motivation can be described as a force that emphasizes the individual's internal needs and forces. The instrumental motivation stresses a perspective of individuals trying to achieve rewards and avoiding punishments. The interactive motivation approach involves norms, reciprocity, and identity.

In the human mentality three levels occur; i) human nature, ii) culture, and iii) personality. Human nature is universal and inherited, culture is for a specific group / category and is learned, and lastly personality is specific to the individual and is inherited and learned [53].

4.3 E-servicescape

E-servicescape is connected to research question 3 and 5. The basis for e-servicescape lies in the ideas of servicescape where the latter concept was developed by [54, 55]. According to [54] servicescape can be defined as “the environment in which the service is assembled and in which the seller and customer interact, combined with tangible commodities that facilitate performance or communication of the service”. E-servicescape (or virtual servicescape, or digital servicescape) is defined as how a web page design is created [56] and e-servicescape is also about trust between vendor and customer e.g. [57-60]. The conceptual model of servicescape [61] consists of variables, personal factors, environmental factors, and loyalty intentions. These parts are possible or plausible to create in an e-servicescape [62].

It is of importance that the service provider understands how different servicescape features affect customer behaviour and satisfaction [63]. It is essential to understand activities and function as two vital factors that bring value to the user [64]. Even if the e-servicescape is easy to navigate it must provide correct information as otherwise the customer will not react positively [12]. Therefore, the information provided on the e-servicescape has to be in accordance with what is shown in the graphic content and lucidity of the text. The information on the web page is crucial for providing complete, accurate, updated, and well-formatted information in the e-servicescape and to keep and develop the relationship with the customers [14]. Service context in both physical and virtual spaces with the need for pinpointing when and where to understand customers' experiences over time are emphasized [13]. A simple layout and a well-recognized company logo strengthen the customer impression in a positive way [65].

4.4 Categorising

Going from findings to theories gave the three areas of expectancy theory, motivation, and e-servicescape. These theories need to be categorised in order to be able to discuss the connection between findings and theories.

Young elderly, their family, and friends as well as society have a lot to gain by increased wellness. An important part of wellness is to feel needed and to belong to a context. The focus group pinpointed that to feel needed is one of the issues they believe is of great importance and interest for wellbeing as young elderly. This aligns with the findings of the survey namely that being a part of a network, having relations, and having time for other things (table 2) are issues that offer a valuable feeling of being needed and that this was equally valuable after retirement. Young elderly want to belong and feel needed, and that involves making use of their skills and experience in order to help and support people in need. However, in the case when the benefactors and beneficiaries do not know each other a need for an intermediary arises.

Three key elements (context, trust, and reward) are important for young elderly's support to a beneficiary person in need are:

- Offers give context (C) and trust (T). A situation that involves an offer always depends on its context. This means that the same offer will be handled in different ways depending on type of support and the beneficiary person in need, e.g. the place for the offer. Trust between the people involved is a prerequisite for the offer's completion.
- Support provides context (C). Support is given in a context, and the support changes with the context, as for

offer above. This means that context is of importance for how and what support young elderly can give.

- Security gives context (C). Security was pinpointed in almost all discussions with the young elderly in the focus group and it was especially important in new situations for the young elderly, i.e. it is dependent on the context.
- Reward (R) is what support the giver gets or experience through giving support or after having done so. Reward does not change and is categorised as reward.
- Intermediary gives trust (T) and context (C). The intermediary must adjust the work to the context. To create trust is a prerequisite to the ability of giving support.
- Information system gives trust (T) and context (C). If the young elderly know the organisation providing an information system, it is no problem. However, if it is an unknown organisation then trust must be earned. Hence, it depends on context and the information system must always guarantee safety, and thereby earn trust.

Those three key elements (C, T, and R) above together with expectancy (E) and motivation (M) give input to a diagram (figure 2) showing how young elderly help a beneficiary.

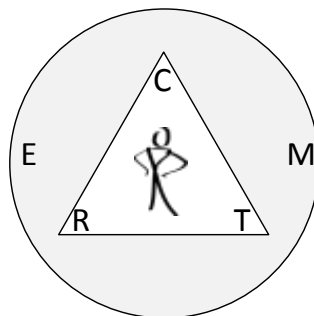


Figure 2: The unique CRT in the general area of EM

Expectancy (E) and motivation (M) are more of a general type than the more unique context (C), reward (R), and trust (T). General type implies that the two elements (E and M) exist in every situation of support to a beneficiary. Unique situation implies that the three elements (C, R, and T) exist simultaneously, which means that when a new support of a beneficiary starts it is a new unique combination of the three elements. General and unique cooperate with each other when looking at the young elderly's situation in supporting a beneficiary.

V DISCUSSION

In this pilot study, it is important to remember the research problem; a young elderly, benefactor and a beneficiary are connected for giving and receiving some kind of support. Furthermore, this can sometimes require an intermediary and an information system with an e-servicescape. The three categorised key elements are discussed in the sections below; first context (see 5.1), then reward (5.2), and finally trust (5.3). Expectancy and motivation are discussed in each of these sections.

5.1 Context

The focus group of young elderly's opinions about context indicate that when the beneficiaries and the young elderly benefactors meet the result depends on whether they know each other or not. They can be friends or members of the same club, when they already know each other the support is easier to build and maintain. It can otherwise be a new acquaintance, which means an obstacle that must be overcome, for example by creating trust and confidence.

Costs for health and social care in society can perhaps be reduced if the young elderly feel needed. A person who is needed feels well and can live more healthily and correspondingly lack wellness, become sick, and face premature death if they have little or no contact with others [1].

In cases when those in need and the young elderly do not know each other, an intermediary can support the connection. Nevertheless, this implies that the three parties who do not know each other connect, and for that to happen it will likely demand an effort to build security and trust. A credible intermediary in whom the young elderly can feel faith and trust can be of great use to overcome that problem. This corresponds with the third step of the psychological drives model [49]; belongingness and love needs, as well as the fourth step, esteem needs. This also links to the expectancy theory [46] in which the individual will act in a way that is beneficial to them and gives them some kind of reward. This reward can fulfil the wish to be in a context where they feel needed.

Using information systems with an adapted e-servicescape is an important context to the user (young elderly benefactors and beneficiaries). Furthermore, it is an opportunity to build trust for the intermediary, the

young elderly, and those in need. Table 4 (above in 3.1) shows the interest of sharing and using digital services. Depending on which area the digital services are offered, the interest among the young elderly varies.

5.2 Reward

The focus group of young elderly’s opinions about reward is that it shall be non-financial. With no money involved, there is a bigger opportunity to create a win-win situation for both parties. This shows that their expectancy rather leans towards feeling needed than being rewarded in terms of money or valuables. However, they appreciate some kind of recognition e.g. lunch or a box of chocolates, but still the need of helping a needy person is in focus. Non-financial rewards such as feeling needed can make the young elderly’s life better, and that in turn can lower society’s costs and service commitments. The psychological drive [49] and expectancy theory [46] are aligned with what the focus group feels is most important, i.e. to feel needed. This points out the need of a trustworthy intermediary; an intermediary who has the respect of everyone involved and who can provide trustable services to overcome the contact problems for those in need, as well as for those who want to help them.

Meeting the physiological drive [49] (iii) belongingness and love needs, (iv) esteem needs, and (v) need for self-actualization can be the reward for the young elderly who provide support. The expectancy of meeting these can be the driver for the young elderly to offer their support.

5.3 Trust

The focus group's opinions about trust are that it is the foundation on which the young elderly’s support is based. Knowing the person to support creates a feeling of trust for the young elderly. If the needy person is not known to the young elderly beneficiary a process of trust building is required. An intermediary has a role to play in that situation and therefore becomes a part of the context. Trust builds motivation and expectation for the involved parties. The intermediary is thus able to create trust and security for both the benefactors and beneficiaries. The information system can be a tool for the intermediary to build trust, and then the e-servicescape and its design is of importance e.g. [57-60].

For the focus group of young elderly, it is very important to be careful in the use of personal identity numbers. This is in accordance with the security needs which have to be fulfilled before meeting the next step, belongingness and love needs [49]. The reward [46] has to be in the individual’s interest as the offer will otherwise be rejected. Hence, the young elderly prefer to be careful when it comes to their integrity although they at the same time want to feel needed and also are prepared to help the needy. This is a dichotomy, which has to be accepted and handled very seriously when it comes to developing services provided by an intermediary.

5.4 IS development

When developing an information system for people who are in need of support, for young elderly who offer support, and for the intermediary, CRT–EM (figure 2, above) can be the base.

It is necessary to know the users' thoughts and demands when building an information system. In addition, it is important to create trust for the intermediary in the minds of the benefactors and beneficiaries. It is necessary to be able to develop support services that help both parties find what they want / demand and allow them to customize the digital service, and this is the intermediary’s responsibility. The information system (IS) and its e-servicescape mirror CRT–EM (figure 3) and are a part of the picture.

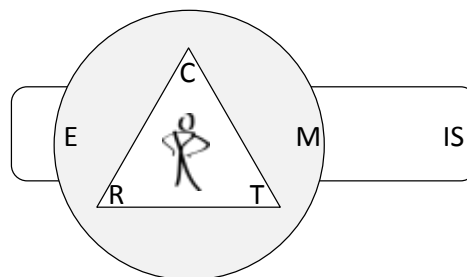


Figure 3: A model with CRT in EM completed with IS

This (figure 3) shows how IS, with its e-servicescape, is a pillar for enabling the young elderly to get in contact with a person in need, if they do not already know each other. Expectancy (E) and motivation (M) can create trust (T) and then support in the situation’s context (C) is possible. Afterwards the reward (R) arises.

VI CONCLUSIONS

This pilot study shows that today the support between a person in need and a young elderly works in a known context with known individuals. When they have a connection, support can be established. An intermediary can be a new way to build a bridge between beneficiaries and benefactors. The benefactors want a non-financial reward situation, giving them a feeling of being needed which in itself is a reward. That feeling can give the young elderly a healthier life, which means that society’s costs for social care and health care can be reduced. It can also reduce the pressure on relatives and friends to support those in need and thereby reduce stress to all involved. Three elements that are important for the young elderly are context, reward, and trust. The individual’s expectancy plays a major role when the young elderly use their time and skills to help other people, the expectancy can give motivation to action.

6.1 Answer to the research questions

The five questions (in 1.4) will be answered.

Question 1: What are the aims and objectives for giving support to needy fellow citizens?

Answer 1: The aim for the young elderly in the focus group is to help a fellow citizen and to gain satisfaction from doing so. The objectives that emerged was helping each other, solidarity, and living healthily.

Question 2: What is the context for the benefactors?

Answer 2: The context is about place, type of support, and how to connect. It is quite easy when the benefactor and beneficiary know each other before the support situation, then the context is no problem. Nevertheless, if the two persons do not know each other there is a limitation that can be reduced with the help of an intermediary and an information system.

Question 3: How can the support be designed and worked out?

Answer 3: The young elderly in the focus group highlight that it must be up to both benefactor and beneficiary to determine the design and how it shall be worked out. This also applies if there is an intermediary.

Question 4: What expectancies and motivations do the young elderly benefactors have?

Answer 4: The young elderly in the focus group were very specific in that it would be a non-financial activity, so money is not the motivation or the expectation. The most important factor for the young elderly in the focus group was to get the opportunity to help someone in need of support. The motivation was a self-satisfaction of having made an effort that was needed. The expectancy was a thank you, a cup of coffee, or a bit of chocolate.

Question 5: How can a model explain the support situation?

Answer 5: The combination of three elements, context, reward, and trust, visualizes the unique combination for a certain situation when a benefactor and beneficiary meet. This is added to the combination of expectancy and motivation that the benefactor has. This is not unique for one situation; it is a general attitude and is the same in most support situations. Then the base of the information system with its e-servicescape make it possible to reach other people in need than those already known personally. More about the model in 6.2.

6.2 Overall picture of the model

First, there is context, reward, and trust in the area of expectancy and motivation (figure 3) which in turn comprises five elements. The greatest effect on the young elderly’s wellbeing can be reached by meeting all five elements. For the individual, the five different elements can have various levels of importance. For example, for one young elderly trust is the highest level when not knowing the person in need, but the lowest when that person is already known.

Secondly, these two groups of areas, with their three or two elements, can be described in a model on an overall level (table 4). The best effects are grounded in trust and security, when those are in place the opportunities for offers to those in needs can exist.

Table 4: Five-key element model

	Expectancy	Motivation
Context	Should be secure.	Help a fellow citizen (i.e. person in need).
Reward	Non-financial rewards.	To feel needed and to help someone in need.
Trust	Trust in the context, the person in need, and the intermediary.	Trust is a prerequisite.

The increasing need for wellbeing among young elderly in the focus group is facilitated by this view. To feel needed can be part of wellbeing. The use of the general model CRT-EM (table 4 & figure 3) for a

special case is an option for each young elderly, intermediary, and researcher. This means that the various parties involved can increase their understanding of the situation and their own expectation and motivation. Finally, and most importantly, the young elderly's sense of wellbeing will hopefully increase.

6.3 Proposals for future research

The results from this pilot study should be regarded as a first step; the research can continue with a larger study about building an e-servicescape for young elderly, and about how an intermediary function can be created, in order to study both how it works and how it can be used.

ACKNOWLEDGEMENTS

Thanks to the participators in the survey and the focus group.

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Hans Allmér. "Altruistic Young Elderly in Sweden – A Pilot Study" International Journal of Business and Management Invention (IJBMI), vol. 07, no. 05, 2018, pp. 66-79