

To Analyze the Perception of Elderly Services in Elderly Clustered Community Based on the Coupling Perspective of "Goal-resource"

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Abstract: This study focuses on the perception of elderly services in the elderly clustered community, and uses the "goal-resource" coupling theory to analyze. The study found that compared with the general community, the elderly clustered community is more targeted in terms of service objectives, focusing on the health management, social entertainment and spiritual and cultural needs of the elderly, and the resource investment is more inclined to the elderly services and the channels are diversified. Through field survey and interview of nanjing lock a community, teasing out the community elderly services in the target evolution and change of the allocation of resources, although the current provides a rich service project, the construction of the facilities and is equipped with corresponding service personnel, but old people satisfaction remains to be promoted, service supply, cover the problems such as uneven and perception gap. In-depth analysis of the reasons mainly involved the disconnection between goal setting and demand, unreasonable resource allocation, and inadequate service implementation and management. From the perspective of "goal-resource" coupling, there are also deficiencies in each link to varying degrees. Therefore, Suggestions to consummate the embedded target decomposition reconstruction, enhance the integration of resources, and strengthen the goal and resource coupling optimization Suggestions, aimed at improving the quality of elderly gathered community elderly service, strengthen the elderly life satisfaction, also provide a reference for other similar community.

Keywords: goal-resource coupling, Services for the elderly, Community differences, Service perception

1. Introduction

According to the United Nations 2023 World Social Report, the share of the global population aged 65 and over has climbed from 6% in 1990 to 10% in 2023 and is projected to reach 16% in 2050. This profound change in population structure is reshaping the social service supply system, especially in the aging-concentrated Communities where the elderly population has a concentration of more than 30%, the contradiction between service supply and demand shows a significant regional agglomeration characteristics. China as one of the fastest aging process, is in the third shock wave [1] the aging of the population, the National Bureau of Statistics data show that in 2022 China's elderly

dependency ratio has reached 21.8%, up 7.3% over the past ten years [2], the urban elderly living alone family ratio above 14%.

Under the strategic framework of "healthy aging", the service demand of the modern elderly presents a three-dimensional evolution path: from survival to development, from universality to personalization, from passive acceptance to active participation in the transformation. In the traditional old-age care model, services for the elderly mainly focus on basic life care, such as diet, accommodation and basic medical care. However, on the basis of meeting the basic needs of life, the current elderly pay more attention to the spiritual and cultural needs, social needs and the provision of personalized services. This has prompted the emergence of new service models for the elderly to adapt to the increasingly diverse and refined needs of the elderly. The specific performance is as follows: (1) medical care needs extend from disease treatment to prevention and rehabilitation; (2) Social demand breaks through the physical space limitation and forms an online and offline integration mode; (3) The demand for value realization has given rise to emerging fields such as education for the elderly and volunteer services. This demand evolution challenges the traditional "supply-oriented" service model, and it is urgent to build a "demand-responsive" service system.

Under the background of accelerating population aging, the elderly group's demand for community services is growing and increasingly diversified. The quality and level of community services for the elderly have become an important indicator to measure community development and residents' quality of life. Family units at the front end of the dual impact of population aging and family miniaturization are facing different degrees of support problems for the elderly [3]. With the development of the city, the elderly population in many traditional communities gather and become the elderly clustered community. Suoyi community in Nanjing, as a typical elderly cluster community, has unique research value in the development of elderly services. Using the "goal-resource" coupling theory to analyze the service for the elderly in this community can deeply understand the problems existing in the service process, analyze the reasons behind, and then put forward targeted optimization strategies, which has important practical significance to improve the quality of community service for the elderly and enhance the life satisfaction of the elderly. At the same time, it also provides a useful reference for other similar communities in the planning and implementation of elderly services. Locks a community as a community of the old city of nanjing, the elderly population than reached 42%, higher than the average elderly population in nanjing than 18%.

2. Research review

From the perspective of research, the current academic community mainly conducts research on elderly services from the theoretical perspectives of demand hierarchy and community governance. In terms of intelligent product design, scholar Shi Tianyu believes that service products for the elderly can be optimized from five levels: physiological needs, safety needs, love and belonging needs, respect needs and self-realization needs [4]. The scholar Shen Jun explored the new nursing needs of disabled residents in nursing homes through Maslow's hierarchy of needs theory [5]. Under the theoretical framework of community governance, scholar Chen Sheyu believed that under the logical framework of community governance, new business forms such as care services, nutrition and meals, sports rehabilitation, aging reconstruction, finance, education, and livable environment development appeared in the field of community health care [6]. Xiang Yunhua, a scholar, believes that in the change of social structure, units are transformed into communities, "unit people" become "community people", and community management replaces unit management. Although the role of unit welfare is reduced, the unit with good benefits is of great significance in caring for the disabled, the elderly, economic difficulties and other elderly groups. Its caring activities such as festival condolence have been institutionalized and routinized. In view of this, units should play a leading role, the integration of resources, mutual development of endogenous type and the voluntary pension

service, and solve the fail in collective buying old man long-term care problems [7]. At present, there are still insufficient studies on services for the elderly based on the "goal-resource" coupling perspective. There is a lack of in-depth exploration in the precise setting of service goals for the elderly, reasonable allocation and efficient integration of resources, and the potential of this perspective in optimizing service supply and improving service experience for the elderly has not been fully tapped. Future research can be expanded and deepened in this direction.

From the point of research field, now for the elderly service perspective focuses on health care, living environment, social support, service mode, etc. Researchers in the field of health care, lin-lin zhao think as the growth of the age, physical, psychological, social, and other functional areas will be missing, suffering from various diseases of multidimensional weak individual face accelerate health deteriorated and experience can avoid the increased risk of hospitalization, this means that these people have more demand for social care [8]. The study found that the current Chinese elderly generally have a low level of health perception, especially in chronic disease management and mental health, there is a significant demand for services. A follow-up study of the elderly population in Hunan Province showed that the demand for mental health services in this population reached 70.3%, reflecting the current situation of low mental health level and high demand for mental health services in the elderly [9]. The accessibility of medical resources and the direct impact of service quality are the two most important points for residents to pay attention to when comprehensively evaluating the medical system [10]. In the field of living environment, Wang Xiaofeng, a scholar, believed that the independent living space in the housing environment, the choice of high-rise apartment and the service facilities in the community all have a positive impact on the mental health of the elderly [11]. In terms of social support network, Amin, S.M. suggested that social support plays a key role in reducing the psychological burden associated with chronic diseases. It helps individuals cope with stress by providing emotional comfort, practical help, and a sense of stability [12]. At present, the research on service for the elderly in China mainly stays on the service model, and the relevant research is also at the theoretical level. There is a lack of objective field investigation, and there is also a problem of insufficient combination of theory and practice. At present, there is little research on the actual service needs of the elderly, especially in the communities with a large number of elderly population, and the research on service perception of the elderly is still insufficient.

Internationally, different countries have explored unique service models for the elderly according to different national conditions, such as the internursing insurance system and hierarchical nursing in Japan, the market-oriented operation and PACE model in the United States, and the family-oriented and localized policy in Europe. The "community embedded elderly care" in Japan reduces the alienation of institutional elderly care through the localization of facilities, personnel and services. The United Kingdom has implemented the policy of "de-institutionalization", encouraging non-profit organizations and families to provide community care, and the elderly's sense of belonging to community services has been enhanced. At present, the service for the elderly in China is still in the exploration stage, and there are still deficiencies in the operation mode and the satisfaction of service objects.

3. Theoretical basis and research design

3.1. "Goal-resource" coupling analysis theory

The "goal-resource" coupling analysis theory emphasizes the dynamic relationship between goals and resources in the process of achieving specific goals. Goal decomposition and reconstruction requires the executor to refine the macro goal into specific, operational and realistic sub-goals, and adjust and reshape it according to the actual situation to ensure the pertinency and feasibility of the goal. Integrated embedding of resources is to obtain resources through various channels, and

effectively integrate and allocate them, so that they can be accurately embedded in each link of goal realization to ensure the smooth achievement of goals. In the field of elderly services, this theory is helpful for in-depth analysis of how to reasonably match the goal of meeting the needs of the elderly with the limited resources when providing services for the elderly, so as to improve the quality and effect of services.

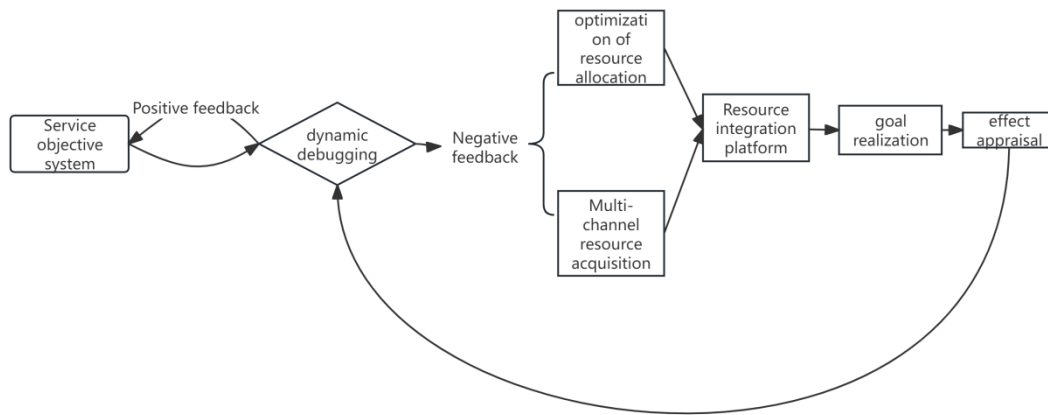


Figure 1: Schematic diagram of the theory1

3.2. Research method

Field research method: Suoyi Community, a representative elderly community, was selected as the field research object. In December 2024, the researchers went deep into the community to observe the construction and use of community service facilities for the elderly, including activity centers for the elderly, rehabilitation facilities, leisure places, etc. All kinds of activities for the elderly organized by the community were observed, and the content, form, number of participants, and organization and implementation process of the activities were recorded to obtain the actual operation of community services for the elderly.

Structured interview method: In order to fully understand the elderly's perception of community services, the research team designed a detailed interview outline. The interview content covered the elderly's overall evaluation of community services, satisfaction of various service items, and expected service content. According to the principle of random sampling, 25 elderly people of different ages, genders and health status, and 5 community elderly service providers were selected as the interview objects. Face-to-face interviews were conducted to deeply understand the needs and opinions of the elderly, and the interview content was recorded and sorted out in detail.

Unstructured interview method: in the process of interview, unstructured interview links were added to capture the service needs of the elderly that were not preset. Through free communication with the elderly, understand the obstacles existing in the elderly's life, such as the inability to use smart phones for online social networking, shopping and access to information; Some elderly people expressed a strong need for intergenerational communication, and were eager to have more communication and interaction with the younger generation to understand their lifestyle and values. These unpreset needs provide a new direction for further optimizing community services for the elderly.

Table 1: Part of the interviewer information table1

No.	Gender	Age	Disability or not	Whether you live alone
1	female	90	no	no

Table 1: (continued)

2	female	85	no	yes
3	female	84	is	no
4	female	79	no	yes
5	male	91	is	yes
6	male	86	no	yes
7	male	80	no	yes

4. Analysis of the differences in elderly services between elderly clustered communities and other communities

4.1. Differences in service objectives

4.1.1. Precise positioning and comprehensive coverage

Compared with the general community, the elderly service target of the elderly cluster community is more targeted. The service objectives of ordinary communities are usually broad, and the needs of people of all ages need to be taken into account. The service for the elderly is often only a relatively small part of it, which is difficult to meet the special needs of the elderly in depth and detail. While taking into account the basic services of the whole age group, the elderly aggregation community mainly takes the health management, social entertainment, spiritual and cultural needs of the elderly as the core, and is committed to building a comprehensive and multi-level service system for the elderly. In terms of health management, the community has built a professional service network to provide regular physical examination, health consultation, rehabilitation guidance and other services for the elderly. For example, Suoyi Community held the "Chronic Disease Prevention Month" activity in March 2024, and established a "one person, one file" management system by signing a contract with experts from a Classiii Grade A hospital to carry out personalized health assessment (about 300 people). In general communities, there are more general activities for residents of all ages to participate in, such as lectures on seasonal infectious diseases. In terms of social entertainment and spiritual culture, various cultural activities in line with the interests of the elderly are organized, such as choir for the elderly, calligraphy and painting classes, etc., to enrich the daily life of the elderly and promote their social interaction and emotional communication.

4.1.2. Deep care and quality of life improvement

In terms of service concept, the elderly gathering community pays special attention to humanistic care for the elderly population. For the elderly group, community staff will carry out regular visits to pay close attention to the physical and psychological conditions of the elderly. At the same time, the community will regularly hold various activities for the elderly to provide special activity space for the elderly. However, the traditional community service concept mainly focuses on providing convenient and comprehensive basic life services and project consulting services. In terms of services for the elderly group, humanistic care is relatively scarce. In terms of quality of life, compared with the traditional general community, the elderly clustered community will allocate more resources to the development of activities for the elderly and the optimization of life services. In daily operation, the community will organize volunteers to assist the elderly to meet their daily needs, such as drug purchase and medical accompanying.

4.2. Differences in resource input

Resource tilt and special allocation: due to the dominant position of the elderly population in Suoyi community, the community is obviously inclined to elderly services in resource allocation. In terms of human resources, the community is equipped with professional elderly care workers, rehabilitators and social workers to provide professional nursing, rehabilitation and psychological support services for the elderly. In terms of material resources, it has built exclusive facilities such as rehabilitation centers for the elderly and dining halls for the elderly to meet the special needs of the elderly in rehabilitation training and diet. However, due to the relatively low proportion of the elderly population, the average distribution of resources and the relatively limited elderly service resources in other communities, it is difficult to provide such comprehensive and professional service facilities and staffing for the elderly as in Suoyi community.

Integration of multiple channels and social resources: In order to better meet the diversified needs of elderly services, Lock One community actively integrates social resources and broads resource access channels. Community and the surrounding medical institutions to establish close relations of cooperation, such as SuoJin Village health service center, yi feng pharmacy opening of medical service and so on medical service institutions and the social enterprise green channel, convenient old people go to a doctor, benefit the community elderly, get local residents widespread high praise; It has cooperated with volunteer organizations to carry out regular companionship and care activities to provide spiritual comfort for the elderly. In addition, it also attracts enterprises and social organizations to participate in services for the elderly, injecting new vitality into community services for the elderly through donation and cooperative operation. Compared with other community in the integration of social resources for the strength of the elderly services is weak, access to resources is relatively single, mainly depends on government grants and community self-raised funds, is difficult to fully meet the diverse needs of the growing older people.

5. The comparison between the present and the past of the elderly services in the elderly clustered community

5.1. Evolution of service objectives

From the point of time dimension, the social designed for elderly population service goal initially to ensure basic living conditions. This specification path with instrumental assistance as the core, focusing on daily activities to assist and meet the demand of nutrition, clothing and so on the primary problem. With the development of social economy and the deepening of the cognition of the needs of the elderly, the current elderly services in the elderly clustered community are more organized to the overall intervention mode. Compared with the past, the current practice framework is more multi-dimensional, covering not only basic life needs services such as assisted meals for the elderly, but also mental health care, elderly development and other aspects.

From the perspective of a specific service project level, elderly gathered type community services on target is relatively scattered, lack of effective coordination and integration between various services, difficult to form resultant force. Different service activities are often made of different departments or organizations, their lack of communication and cooperation between each other, waste lead to service resources, service the effect not beautiful. Now, the community to build the target system of multivariate to health services, cultural services, social participation targets such as organic integration. To give health seminars in, not only to teach knowledge, encourage the elderly to share a healthy life experience, to promote the social interaction between them; To carry out cultural activities, not only teaches the art skills to the old man, also encourage old people communicate with each other, build a social network.

5.2. Changes in resource allocation

The types and structure of elderly service resources have also changed in the time dimension. Taking Suoyi Community in Nanjing as an example, the elderly service resources mainly rely on government grants and a small amount of community self-financing, and the types of resources are relatively limited, mainly focusing on basic living security, such as the payment of living subsidies and the provision of simple daily necessities. Now, in addition to the increase of government investment, the community attracts social capital, volunteer services and other diversified resources through a variety of ways. Introducing social organizations operating elderly canteen, diversification and balanced food and beverage service for the old; Volunteer teams regularly provide haircuts, massages, companionship and other services for the elderly, which enriches the service content. In addition, the community also actively strive for the support, the introduction of advanced equipment rehabilitation equipment and cultural activities, optimize the resource structure and better able to meet the demand of the elderly diversified services.

Resource integration and utilization efficiency: in the past, the lock of a community elderly service resources integration degree is low, the lack of organic connection between services, resource use efficiency is not high. Different service activities may repeat the application and configuration of the same resources, lead to waste of resources. Now, to strengthen the community for the elderly service resource integration, through the establishment of one-stop elderly service platform, the medical treatment within the community, culture, sports, such as resource integration, realize resources sharing and optimized configuration. The elderly can enjoy a variety of services in one place, reduced the travel and waiting time, improve the efficiency of resource utilization. At the same time, the community also established resource management and allocation mechanism, according to the actual needs of the elderly and service project to carry out the situation, reasonable allocation of resources, avoid idle and waste of resources.

Table 2: Comparison between the present and the past2

Dimensions	2010 (traditional mode)	2024 (new model)
Service targets	Basic living security	Health management + social participation dual core
Resource structure	Relying entirely on government grants	Government grants + social capital + volunteer resources
Service coverage	Low coverage of key populations	The coverage rate of key age groups reached 90 percent

6. Analysis of the current situation of elderly services in elderly clustered communities

6.1. Service project setting

At present, the elderly cluster community provides a variety of service projects for the elderly. In terms of health services, in addition to regular physical examination, professional doctors are invited to hold health lectures, covering common disease prevention, health care knowledge and so on. For example, in December 2024, Suoyi Community held a bone and joint lecture at the community activity center. During activity planning, community staff conducted in-depth communication with the elderly in the community to understand their health needs, and then invited experts from pharmaceutical enterprises to the community to give lectures on bone and joint knowledge to more than 50 elderly people. Suoyi Community, together with the Civil Affairs Bureau and the social enterprise Lehuiju, set up a home care service center for the elderly in the community, providing the elderly with activity places and basic services such as nursing and diet, and a rehabilitation center

equipped with simple rehabilitation equipment to provide certain help for the elderly with rehabilitation needs. In terms of cultural entertainment, community cooperation with nanjing film studio set up multiple interest groups on a regular basis, such as dancing group, choir, calligraphy painting group, for the old man. In addition, the community also organizes artistic performances, tea parties and other activities on important festivals to enrich the spiritual and cultural life of the elderly. In terms of life care, the canteen for the elderly provides affordable, nutritious and balanced meals for the elderly, and provides door-to-door delivery services for the elderly with mobility problems. The community also organizes volunteers to visit elderly people living alone regularly to understand their living needs and provide help.

6.2. Service facility construction

The community has invested some resources in the construction of service facilities for the elderly. The home care service center for the elderly is an important place for daily activities of the elderly. It has different functional areas such as activity room, reading room and conference room. The activity room is equipped with audio equipment, tables and chairs for the elderly to carry out cultural and entertainment activities; The reading room has all kinds of books, newspapers and magazines to meet the reading needs of the elderly; The conference room is used for holding lectures, training and other activities. The public areas in the community have undergone barrier-free transformation, such as setting up barrier-free channels and installing handrails, so as to facilitate the travel of the elderly. In addition, the community has also set up a number of leisure benches and fitness equipment in the community to provide leisure and fitness places for the elderly.

6.3. Staffing of service personnel

Suoyi Community has a relatively stable team of elderly service personnel, including community workers, professional caregivers and volunteers. Community staff are responsible for the planning, organization and coordination of the overall service; Professional nursing staff mainly work in rehabilitation centers and senior canteens to provide professional nursing and catering services for the elderly; Volunteers come from surrounding schools, businesses and enthusiastic residents to accompany the elderly, help them shop and carry out activities. Although the number of service personnel can basically meet the daily service needs, some staff and volunteers lack professional service knowledge and skills training for the elderly, and there is some room for improvement in service quality and effect.

7. The current situation of the elderly's perception of the elderly services in the elderly clustered community

7.1. Survey results of perception status

Through field research and structured interviews, the evaluation and opinions of the elderly on community services were collected. The results of the survey showed that although the community has made some efforts in elderly services, the satisfaction of the elderly still needs to be improved. In the satisfaction survey of different service items, the satisfaction of health service is relatively high, but some elderly people still think that the service content is not comprehensive enough; The satisfaction of cultural and entertainment services was low, and the main problems included single form of activities, disorganized organization, etc. Life care services are effective for special elderly groups, but the needs of ordinary elderly people are not fully met.

7.2. Detailed presentation of interview results

Lack of service supply: "I usually like to play with some flowers and plants, but there are no relevant activities or classes in the community, so I am bored every day." (Mr. Zhang, 72); "I've always wanted to learn something new, like how to use a smartphone, but the community has never organized a learning activity." (Li, 68). At present, the daily activities carried out by Suoyi community are mainly health knowledge lectures, public treatment and other universal projects. These activities meet the basic health needs of the elderly in the community to a certain extent, and provide them with a convenient way to obtain health information and medical services. However, there are obvious shortcomings in the supply of personalized recreational activities in the community. The elderly groups in the community have great differences in interests, cultural backgrounds and personal experiences, and have diversified demands for recreational activities. However, at present, personalized recreational activities such as calligraphy, painting, opera and handcrafting that meet the interests of different elderly groups are rarely carried out. According to the interview results, many elderly people expressed their desire for more diversified interest activities and learning courses, and believed that the existing services could not meet their needs for enriching their lives and self-improvement.

Service coverage is uneven: "Community organizations to help the elderly activities are for those who are not in good health, like we are still healthy, there are no suitable services for us." (Grandpa Wang, 70); "We can't use those rehabilitation services and meal assistance services for healthy elderly people, but there is nothing else suitable for us." (Zhao, 65). In the interviews, ordinary elderly people generally reported that the design of community services focused too much on special elderly groups and ignored their needs, resulting in fewer opportunities for them to actually enjoy community services for the elderly. At present, the services provided by Suoyi Community for ordinary elderly residents mainly focus on household assistance and volunteer accompanying medical services. Home service is dedicated to helping the elderly solve the trivial tasks of cleaning and finishing in daily life, while voluntary accompanying provides convenience for the elderly to seek medical treatment and reduces their inconvenience in the process of seeing a doctor.

However, the survey found that among the elderly groups in the community, many healthy elderly people do not have a high demand for such services. These elderly people are in good physical condition and have the ability to complete daily housework and go to the hospital independently. Therefore, the existing services cannot effectively meet their actual needs, resulting in relatively low service utilization rate.

In terms of service perception gap, residents also have some dissatisfaction with each service activity held in the community. "The community says that there are many cultural activities, but they are generally organized, disorganized and few times, and the experience of people participating in them is not good." (Grandma Sun, 75); "The road in the activity square of the community has been broken for a long time and no one has repaired it or taken care of it." (Uncle Wu, 66). The seniors pointed out that despite the seemingly rich variety of services provided by the community, in actual experience, the service quality is not stable, the facilities are not maintained in time, and the publicity is not in place, which makes a big gap between their perception of the service and the publicity of the community.

8. Problem analysis based on the perspective of "target-resource" coupling

8.1. Deficiencies of "goal association-resource striving" link

In terms of resource allocation, the community has problems of unbalanced distribution and insufficient integration and utilization, which are mainly reflected in the following aspects.

Lack of accurate research: Although the community realizes to meet the needs of the elderly when setting the service target for the elderly, the research method is relatively simple, and the specific needs of different elderly groups are not deeply understood. Goal setting for cultural events, only by a small amount of questionnaire or simple inquiry to determine, not fully consider different age, culture level, health of the elderly in the differences of interest and participation ability, cause service goals and the expectations of ordinary old man do not match, making them feel service supply.

There is also a lag in the updating of the goals. The society is constantly developing, and the lifestyle and needs of the elderly are also constantly changing. The elderly service goals of Suoyi Community have not kept up with these changes in time, and remain stuck in the previous service concepts and projects. With the popularization of the Internet, the elderly have an increasing demand for learning computer knowledge and using smart phones. However, the community does not adjust the service target in time, which leads to the lack of services in this aspect and makes the elderly feel that the service supply is insufficient.

The relationship between the target and the demand is not close enough. Although the community considers the overall needs of the elderly when making the service target for the elderly, the research on the subdivision needs of different elderly groups is not deep enough. As a result, in the process of resource striving, resources and needs cannot be accurately matched. When striving for resources for cultural activities, the interests and preferences of ordinary elderly people and their ability to participate are not fully considered, and there is a gap between the courses and their expectations. For some ordinary elderly who are physically healthy and have a high level of education, the existing cultural activities are too simple or lack of challenge to meet their learning and social needs.

In terms of resource striving, the channels for resource striving need to be expanded. Although the community actively integrates social resources, it still has difficulties in striving for some special resources. Some high-end rehabilitation equipment for the elderly and professional cultural and educational resources are difficult to obtain, which limits the realization of service goals. When communities cooperate with enterprises to obtain resources, the cooperation mode is relatively single and lacks innovation, which makes it difficult to attract more enterprises to participate in elderly services. At present, the cooperation between communities and enterprises mainly focuses on material donation and financial support, and the main purpose of the cooperation between enterprises and communities is to complete the social service indicators of enterprises. These services often do not bring economic benefits to enterprises, resulting in the low enthusiasm of enterprises to participate.

8.2. Defects of the link of "goal transmission - resource mobilization"

In the process of the organization and implementation of elderly services, the coordination among community departments, social organizations and volunteers is not smooth. As a result, resource mobilization is inefficient, and services cannot be provided to the elderly in a timely and effective manner. When organizing activities for the elderly, information communication among community workers, volunteers and social organizations is not timely, and problems such as conflict in activity arrangement and unreasonable personnel deployment occur. For example, when holding an artistic performance for the elderly, due to poor communication between the participants, the layout of the performance venue is delayed, and the waiting time for actors and audiences is too long, which affects the effect of the activity and the participation experience of the elderly.

In the process of resource mobilization, there is also a lack of accuracy. When mobilizing resources, the community does not fully consider the needs of different elderly groups. In the allocation of service resources, there is a "one-size-fits-all" situation, which cannot meet the personalized needs of ordinary elderly and special elderly groups. When distributing supplies for the elderly, there is no reasonable allocation based on the physical conditions and actual needs of the

elderly, and some elderly people who do not need supplies receive excess supplies, while the formal needs of the real elderly are not met. For example, some elderly people do not actually need to follow the smart radar equipment at home, but need psychological support and other emotional services, but the community is also equipped with smart equipment for these elderly people. However, for some elderly people with higher needs for smart devices, the community does not provide further equipment for services.

There are also some problems in the allocation of community resources. In the case of limited resources, the community focuses more resources on the services for the disabled, semi-disabled and the elderly, which is based on the care for special groups, but also causes a relative reduction of resources available to the ordinary elderly. When organizing tourism activities, considering the safety factor, priority is given to the elderly with physical difficulties. The elderly have fewer opportunities to participate in tourism activities, which leads to the dissatisfaction of the elderly about the uneven service coverage.

The elderly aggregation community often fails to carry out reasonable publicity when mobilizing resources, and the publicity work is not in place. Many elderly people do not know what services are provided in the community and how to participate in these services. Some cultural activities only post notices on the community bulletin board, without considering that some elderly people do not often pay attention to the bulletin board or have poor eyesight to see the contents of the notice. As a result, many elderly people miss the activities and affect their perception of the service.

8.3. Shortcomings of "target matching - resource optimization" link

First of all, there is a problem that the matching degree between goals and resources is not high in the elderly services in China's elderly clustered communities. When allocating service resources for the elderly, the community does not fully consider the difficulty of achieving service goals and the actual benefits of resources. After some resources are invested, the expected service effect is not achieved, resulting in a waste of resources. In the construction of elderly activity centers, the utilization rate of some facilities and equipment is low, which does not give full play to its value. Due to insufficient research on the actual needs of the elderly in the early stage, some fitness equipment purchased does not conform to the physical characteristics and use habits of the elderly, resulting in idle these equipment and waste of resources. In terms of resource integration, although the community has integrated some resources, there are problems in resource utilization. For the facilities and equipment of the activity center for the elderly, there is no reasonable adjustment and optimization according to the actual use of the elderly. Some fitness equipment does not conform to the physical function characteristics of the elderly, resulting in low utilization rate, while the community does not replace or adjust it in time, resulting in a waste of resources, and also affecting the overall perception of the elderly on the service.

Moreover, the elderly clustered communities in China lack an effective resource optimization mechanism, and cannot timely adjust the resource allocation according to the service effect and the feedback of the elderly. For some service projects that are not popular with the elderly, the resource input is not reduced in time. For some service projects with strong demand, it did not increase resource support in time. As a result, the service quality is difficult to improve, and the elderly have a poor perception. The participation in some cultural activities held by the community is not high, but it still continues to invest a lot of resources. However, for some activities loved by the elderly, such as handicrafts and health lectures, due to limited resources, it is impossible to increase the number of activities and improve the quality of activities.

The quality of service resources is uneven, and the professional quality and service level of community service personnel are uneven. Some staff and volunteers lack systematic service training for the elderly, and cannot meet the needs of the elderly in the service process. For example, in the

service of Suoyi Community canteen for the elderly, some staff have insufficient understanding of the special dietary needs of the elderly, and the meals provided do not meet the tastes or health needs of the elderly; When carrying out home care services, some nursing workers can not meet the health needs of the elderly, and the services provided will have problems such as low professionalism and rough care techniques.

9. Suggestions for optimization

9.1. Improve target decomposition and reconstruction

Communities should adopt a variety of research methods, such as questionnaires, in-depth interviews, focus group discussions, etc., to comprehensively and deeply understand the differences in the needs of different elderly groups. According to the elderly's age, health status, interests and hobbies, education level and other factors, the community should be subdivided to formulate personalized service goals. Provide some challenging learning and cultural activities for the elderly who are in good health and have a high level of education; For the elderly with physical difficulties, life care and rehabilitation care services will be provided.

The community can also establish a dynamic target adjustment mechanism to evaluate and adjust the service target on a regular basis. Pay attention to social development trends and changes in the needs of the elderly, and incorporate new needs into the service target system in a timely manner. At the same time, according to the feedback of service effect, the target is optimized and improved. If the satisfaction of a certain service is low, the reasons should be analyzed and the objectives and service content should be adjusted to improve the pertinence and effectiveness of the service.

9.2. Strengthen integration and embedding of resources

Expand access to resources: Communities should actively establish cooperative relations with enterprises, social organizations and charities to expand access to resources. Cooperate with enterprises to carry out public welfare projects, enterprises provide financial, technical and equipment support, and communities provide service venues and service objects, so as to achieve mutual benefit and win-win results. Social organizations are encouraged to participate in services for the elderly, and professional service teams are introduced by means of purchasing services. Tap the resource potential within the community, organize volunteer teams, and carry out mutual assistance services.

Optimize resource allocation: strengthen communication and cooperation among various departments within the community, integrate resources and form synergy. Establish a scientific mechanism for resource allocation, and allocate resources reasonably according to service objectives and the actual needs of the elderly. Priority should be given to allocating resources to key service projects and areas with urgent needs. At the same time, we will improve the efficiency of resource utilization and avoid waste of resources. Service facilities and equipment should be maintained and updated regularly to ensure their normal use.

9.3. Strengthen the coupling between objectives and resources

When making service plans, the accessibility and applicability of resources should be fully considered to ensure that the goals and resources are matched. When setting the target, conduct a resource assessment to determine the scale and difficulty of the target based on the quantity and quality of the resource. For projects with insufficient resources, it is necessary to set the target carefully, or to guarantee the achievement of the target by integrating resources and seeking external

support. At the same time, the resource allocation should be adjusted in time according to the adjustment of the target to ensure that the resources can be accurately invested in the service project.

In addition, a coordination mechanism for the coupling of goals and resources should be established to clarify the responsibilities and division of labor of each department in the service process. A special coordination group should be set up to make overall plans, coordinate resources and supervise the progress of services. Strengthen information sharing, communication and collaboration among departments, and timely solve problems arising from the coupling process between goals and resources. According to the progress of service goals, flexibly allocate resources to ensure the smooth development of services.

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