

## Research Article

# The Impact of Consumer Satisfaction on Brand Building of Rural Health Industry in Sichuan from the Perspective of Silver Economy

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**Abstract:** This research explores the impact of consumer satisfaction on brand building within the rural health industry in Sichuan, focusing specifically on the elderly population in the context of the silver economy. It identifies key factors influencing consumer satisfaction, including quality of service, customer support, and community engagement. The study highlights how high-quality healthcare tailored to the needs of older adults fosters trust and loyalty, while adequate customer support enhances the overall experience by addressing specific concerns. Furthermore, community engagement creates a sense of belonging, increasing health service satisfaction. The findings suggest that healthcare providers can strengthen their brand by prioritizing these elements, leading to better health outcomes and increased consumer loyalty among 375 local Sichuan senior citizens

**Keywords:** Consumer Satisfaction, Brand Building, Rural Health Industry, Silver Economy

## 1. Introduction

The rural health industry in Sichuan is increasingly gaining attention, mainly through the lens of the silver economy, which focuses on the economic potential of the aging population. As China experiences significant demographic shifts, with a growing elderly demographic, Sichuan province is positioning itself to address the unique health needs of older adults [1]. This approach not only encompasses healthcare services but also includes wellness programs, rehabilitation, and preventive care aimed at enhancing the quality of life for seniors. In rural areas, where healthcare resources are often limited, the integration of innovative solutions is essential. Local governments and private enterprises are collaborating to develop health services tailored to the elderly, such as telemedicine and mobile health clinics, which can bridge the gap in access to care [2]. Additionally, community-based initiatives foster social engagement among seniors, promoting mental well-being and physical health. The silver economy in Sichuan also drives economic growth by creating jobs and attracting investments in the healthcare sector. As businesses recognize the potential of catering to older adults, there is a surge in the demand for products and services that support their lifestyle and health needs [3]. This includes the development of age-friendly technologies, home care services, and wellness products specifically designed for the elderly.

The current condition of the rural health industry in Sichuan reflects both opportunities and challenges. While there is a growing awareness of the importance of health services for seniors, many providers still struggle with branding and marketing strategies. The lack of cohesive branding often leads to confusion among consumers regarding the quality and reliability of services available. Furthermore, rural areas may face infrastructural limitations that hinder effective service delivery, making it essential for brands to communicate their strengths [4].

Received: April 15, 2025

Revised: April 30, 2025

Accepted: May 14, 2025

Online Available : May 16, 2025

Curr. Ver.: May 16, 2025



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## 2. Research Objectives

This study explores consumer satisfaction in brand building of the rural health industry in Sichuan from the perspective of the silver economy with the following objectives: (1) To examine the brand building of the rural health industry in terms of consumer satisfaction with the silver economy in Sichuan, based on quality service, customer support, and community engagement. (2) To develop comprehensive strategies that health service providers can implement to engage with this demographic effectively, ultimately fostering a more substantial brand presence and promoting overall community well-being in the context of an aging population.

## 3. Theoretical Foundation

### Definition of Expectancy-Confirmation Theory

The Expectancy-Confirmation Theory (ECT) helps us understand how satisfied consumers are with the health industry in rural Sichuan, especially older adults, who are an important part of the silver economy. This theory shows that satisfaction comes from matching what people expect from a service to what they experience [5]. Older adults have specific hopes for health services. They want them to be high quality, easy to access, and affordable. Their expectations are shaped by past experiences, cultural beliefs, and the information they have received. Older adults feel more satisfied when healthcare providers in rural Sichuan meet or exceed these expectations. Health brands must understand and meet these expectations as the older population becomes more important in the silver economy. They should provide high-quality services and communicate in ways that connect with older adults. Health brands can improve consumer satisfaction by engaging with this group and addressing their concerns. This is key to building a strong and trustworthy brand in the rural health industry [6].

### Definition of Theory of Planned Behavior

The Theory of Planned Behavior (TPB) serves as a valuable framework for assessing consumer satisfaction and brand development within the rural health sector of Sichuan, particularly concerning the silver economy. According to this theory, an individual's behavior is primarily influenced by their intentions, which are shaped by three key components: attitudes toward the behavior, subjective norms, and perceived behavioral control [7]. The attitudes of older consumers toward health services are crucial in determining their satisfaction and loyalty to specific brands in the rural health industry. Older adults are more likely to develop positive attitudes when they perceive health services as beneficial, trustworthy, and suitable for their needs [8]. This positive perspective, in turn, enhances their satisfaction with the services they receive. This relationship is significant in rural areas, where access to high-quality health services can be limited.

### Definition of Terms

Consumer satisfaction plays a crucial role in brand building within the rural health industry in Sichuan, particularly when viewed through the lens of the silver economy. Understanding older adults' unique needs and preferences becomes essential for health service providers as the population ages. Various factors, including the quality of health services, accessibility, and affordability, influence consumer satisfaction. Older consumers often have specific expectations shaped by their previous experiences and cultural context. When health services meet or exceed these expectations, it fosters loyalty and enhances brand perception [9]. Quality service is fundamental to brand building in the rural health industry of Sichuan, particularly within the context of the silver economy. As the population ages, older adults increasingly require health services that meet their medical needs and resonate with their expectations for comfort, accessibility, and respect. Delivering high-quality service involves ensuring that health providers are well-trained, empathetic, and capable of ad-

addressing the specific health concerns of older consumers. This includes offering personalized care that considers each individual's unique circumstances, such as their cultural background and previous healthcare experiences [10].

Customer support is a vital aspect of brand building in the rural health industry of Sichuan, particularly when viewed through the lens of the silver economy. As the population ages, older adults increasingly seek health services that meet their medical needs and provide exceptional support throughout their healthcare journey. Adequate customer support ensures that older consumers feel valued and understood, which fosters trust and loyalty. To achieve this, healthcare providers must train staff to be responsive, empathetic, and knowledgeable about the unique challenges older adults face. This includes having clear communication channels where seniors can easily access information, ask questions, and express concerns [11]. Community engagement is a crucial element in brand building within the rural health industry of Sichuan, particularly when considering the silver economy. As the population ages, health service providers must actively involve the community to foster trust and enhance brand loyalty among older adults. Engaging with the community allows healthcare providers to understand seniors' specific needs and concerns, enabling them to tailor services effectively. Building strong relationships with local organizations, community leaders, and elder advocacy groups is essential [12].

### Conceptual Framework

The framework for consumer satisfaction in the rural health industry in Sichuan focuses on three critical areas: quality service, customer support, and community engagement. Each area plays a key role in shaping the experience and satisfaction of older adults. Quality service is essential. It means providing healthcare that meets older people's medical and emotional needs. This includes the skills of healthcare providers and the empathy shown during their interactions with patients. When older consumers feel their needs are respected and understood, they are more likely to be satisfied and loyal to the healthcare brand [13]. Customer support adds to quality service by helping older adults get the assistance they need whenever they require it. Good customer support involves training staff to communicate clearly and kindly, offering various ways for help, and listening to feedback to improve services. When seniors feel valued and supported, they are more satisfied with the healthcare brand [14]. Community engagement also boosts satisfaction by building strong relationships between healthcare providers and the local community. By taking part in community activities, offering health education programs, and working with local groups, healthcare brands show their commitment to the well-being of older adults. This involvement fosters trust and a sense of belonging among seniors, positively influencing how they view the brand [15].

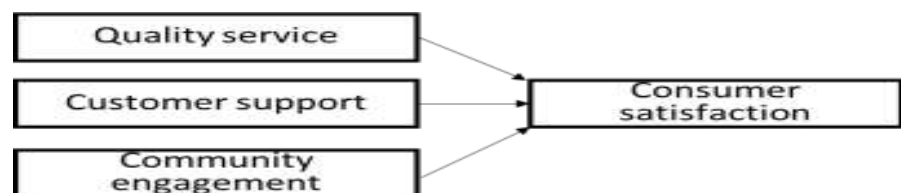


Figure 1. The Conceptual Framework

## 4. Research Restriction

### The Correlation result between quality service and consumer satisfaction

To explore this hypothesis, it is essential to consider that older adults often prioritize trust and emotional connection in their healthcare experiences. Therefore, healthcare providers will likely increase satisfaction when they deliver services that address medical needs and foster a supportive environment. Moreover, the hypothesis suggests that the perceived quality

of service, characterized by reliability, responsiveness, and attention to detail, directly impacts how seniors evaluate their overall experience with healthcare providers. Research could further examine the factors influencing this correlation, such as accessibility and effective communication. By analyzing these relationships, the hypothesis aims to demonstrate that service quality improvements are directly linked to enhanced consumer satisfaction [16].

H1 There is no positive correlation between quality service and consumer satisfaction in the health industry for the Sichuan elderly economy.

### **The Correlation between Consumer Support and Consumer Satisfaction**

Higher levels of consumer support significantly enhance consumer satisfaction among older adults. This hypothesis is based on the premise that adequate consumer support, which includes accessible communication, empathetic interactions, and timely assistance, plays a crucial role in shaping the overall healthcare experience for seniors. To explore this hypothesis, it is essential to recognize that older adults often require additional guidance and reassurance throughout their healthcare journey. When healthcare providers prioritize consumer support, they facilitate better access to services and foster a sense of trust and belonging among patients[17]

H2 There is no positive correlation between consumer support and consumer satisfaction in the health industry for the Sichuan elderly economy.

### **The Correlation between Community Engagement and Consumer Satisfaction**

Increased community engagement positively influences consumer satisfaction among older adults. This hypothesis is based on the premise that active participation in community health initiatives fosters a sense of belonging and support, which can enhance the overall healthcare experience for seniors. To explore this hypothesis, it is essential to recognize that when healthcare providers engage with the community, they create opportunities for older adults to connect with resources and services tailored to their needs. This engagement can include health workshops, informational sessions, and collaborative programs with local organizations [18]

H3 There is no positive correlation between community engagement and consumer satisfaction in the health industry for the Sichuan elderly economy.

## **5. Research Methods**

### **Population and Sample**

This research population comprises Sichuan, China, and participation in the health industry of the Sichuan elderly economy through brand-building. A sample of 375 was collected for this study's analysis in April 2025 through the WeChat Survey Platform. With a 95% confidence level, a standard deviation of 0.5, and a confidence interval (margin of error) of  $\pm 5\%$ :  $((1.96)^2 \times 0.5 (0.5) / (0.5)^2 (2.8416 \times 0.25) / 0.0025 = 384$  Therefore, 384 respondents would be needed for this study based on a confidence level of 95%

## **6. Research Model Correlation Analysis**

Correlation analysis is widely used to measure the degree of association between different variables. The Pearson correlation coefficient is commonly used to test the correlation. The value of the correlation coefficient ( $r$ ) indicates the strength of the correlation between variables, while the significance level of the correlation is shown in the P-value.

### **Correlation Analysis of Quality Service and Consumer Satisfaction**

The correlation coefficient  $r$  between user belief and purchase behaviour is 0.713, and  $P=0.000$  is less than 0.01. Thus, user belief significantly correlates with the purchase behaviour

### **Correlation Analysis of Customer Support and Consumer Satisfaction**

The correlation coefficient  $r$  between perceived value and purchase behaviour is 0.792, and  $P=0.000$  is less than 0.01. Thus, perceived value significantly correlates with purchase behaviour.

### **Correlation Analysis of Community Engagement and Consumer**

SatisfactionThe correlation coefficient  $r$  between social influence and purchase behaviour is 0.813, and  $P=0.000$  is less than 0.01. Thus, social influence significantly correlates with purchase behavior

## **7. Research Result**

Recent Research shows that quality service, good customer support, and community involvement are key factors in improving the satisfaction of elderly patients in rural health care, especially in Sichuan. Quality service is vital for ensuring older adults get the healthcare they need. This includes effective medical treatments and a positive experience in healthcare facilities. When services are of high quality, elderly patients trust their care providers more and feel more satisfied, encouraging them to continue seeking help. Customer support also plays an important role in keeping patients satisfied. Older adults often struggle to navigate the healthcare system [19]. Good customer support can help them feel more at ease and improve their overall experience. This support can include help with scheduling appointments, providing clear information about services, and addressing any concerns during their care. When older patients feel supported, they are more likely to be satisfied and remain loyal to their healthcare providers [20]. Community involvement is another important factor for improving satisfaction. When older people participate in community health programs, they feel a sense of belonging and are encouraged to engage in health-promoting activities. Programs that include elderly individuals in decision-making about healthcare empower them and increase their satisfaction. Community-based health initiatives that address older adults' needs in rural areas can lead to better health and higher satisfaction with healthcare [21].

H1 There is a positive correlation between quality service and consumer satisfaction in the health industry for the Sichuan elderly economy.

H2 There is a positive correlation between customer support and consumer satisfaction in the health industry for the Sichuan elderly economy.

H3 There is a positive correlation between community engagement and consumer satisfaction in the health industry for the Sichuan elderly economy.

## 8. Conclusions

The impact of consumer satisfaction on building brands in the rural health industry in Sichuan is essential, especially for the elderly population. Healthcare managers should focus on providing high-quality services that meet the specific needs of older adults. This means making medical care both practical and easy to access[22] Training staff to understand the challenges elderly patients face can significantly improve their experience and satisfaction. It is also crucial to invest in customer support systems. Managers should create clear communication strategies and offer help to elderly consumers so they can understand their healthcare options and address their concerns quickly. This support builds trust and loyalty, essential for brand development in a competitive market. Community involvement is another key area for healthcare providers. Engaging elderly individuals in health programs and decision-making can help them feel a sense of belonging. This involvement increases satisfaction and strengthens the brand's reputation in the community. Creating programs that encourage social interaction and health education can further connect the brand to elderly consumers' lives [23]. Finally, understanding what the elderly demographic wants and expects is essential for brand positioning. Managers should regularly check consumer satisfaction and gather feedback to improve services and branding strategies. By aligning services with the values and needs of older adults, healthcare providers can enhance their brand image and build long-term loyalty among elderly consumers.

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