
Abstract

**Title: Study on consumer problems and solutions for older people with cognitive impairment
The reality of consumer detriment among older adults and support challenges --Based on
interviews with healthcare and welfare professionals --**

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Abstract :

As Japan's population ages, consumer detriment affecting older adults with cognitive impairment has become an increasingly serious social issue. This study, based on a questionnaire survey and interviews with healthcare and welfare professionals, examined the types and mechanisms of consumer detriment faced by older people with mild cognitive impairment (MCI) or dementia and explored appropriate support measures.

The findings showed that major types of consumer detriment included subscription purchases of health foods and cosmetics, door-to-door and telephone sales, home repair services, and door-to-door purchasing. Interpersonal, face-to-face sales practices were particularly prevalent at the MCI stage. In many cases, consumer detriment was detected by family members, healthcare and welfare professionals, or community members rather than by the individuals themselves. Factors such as living alone, limited family involvement,

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and insufficient support systems contributed to delayed detection and the prolonged continuation of consumer detriment.

Interventions by healthcare and welfare professionals were largely limited to providing advice on contract cancellation, referring individuals to consultation services, and proposing the use of the adult guardianship system, revealing clear institutional and practical limitations. Overall, the study highlighted the need for preventive support from the early stages of cognitive decline, strengthened information sharing and collaboration among support providers, the development of community-based monitoring systems, improved accessibility to and awareness of consultation services, and enhanced ethical regulation of business practices.