

Supphanatr Pisankul 2007: Consumer Segmentation Focusing on Their Adoption of Innovation in Food Package. Master of Science (Packaging Technology), Major Field: Packaging Technology, Department of Packaging Technology. Thesis Advisor: Miss. Pinya Silayoi, Ph.D. 184 pages.

Consumer segmentation focusing on their adoption of innovation in food package in Bangkok was taken place in order to seek significant and advantage format of innovation upon food package and study different consumer purchasing factor and behavior for better understanding about food packaging innovation adoption of consumer. The preliminary in-depth interviews with 20 consumers showed the 3 concepts of consumer attitudes; material, design, and function of food packages. It was found that consumers pay their attention on different factors upon each concept. The conceptual attributes and their levels were developed in order to find relative importance and utility valued by using “Conjoint Analysis” research with 402 consumers. It was found that within “Material Concept” consumers give higher priority with the attribute of technology and pay less attention on the issues of environment, compatibility, protection, convenience, and beauty respectively. The consumers pay the most attention on the package usefulness and minor importance for beauty, convenience, compatibility, and protection respectively for “Design Concept”. Finally in term of “Concept of Package Function”, consumers give high priority to the attribute of protection and followed by convenience and usefulness. On the consumer segmentation, the “Cluster Analysis” technique were conducted and revealed several groups upon each concept. In the concept of material, there are 4 groups of consumers which are “In trend Consumer”, “Green Consumer” (environmental protecting group), “High Technology Lover”, and “Comfortable Consumer” whereas there are other 4 groups which are “Reasonable Consumer”, “Perfective Consumer”, “Functional Lover”, and “Product Admirer” in the concept of design. Moreover for the concept of function, other 4 groups of consumers; “Utility Oriented”, “Extreme Function”, “Convenience Concern”, and “Useful Decline Consumer” were found. The results can assist as a guideline for food entrepreneur and other interesting people to make the decision on their packages. Packaging dimensions were integrated in a meaningful way into distinct preference clusters that could be used to segment consumers when innovating new food packages and the “ideal” product profile for each cluster was identified as having the largest market share, under both models of analysis.

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