

Ketphisith Anawatchasook 2009: Category Management Approach for Strategic Packaging Development. Master of Science (Packaging Technology), Major Field: Packaging Technology, Department of Packaging Technology. Thesis Advisor: Assistant Professor Pinya Silayoi, Ph.D. 193 pages.

To study category management approach for strategic packaging development, it is necessary to understand consumer demand. In this research, the packaging is used as a tool for operating category management strategy. The aim of this study was to determine the importance of packaging elements which influences the consumer purchase decision in package food shopping. The study also examines the influence of shelf layout in different consumer segments on their package food shopping. The in-depth interviews were conducted with 20 consumers and the managers of convenient store. The results revealed different view points on food purchase upon each packaging elements. Content analysis showed the packaging attributes and their levels that were used as stimuli in conjoint analysis in order to find relative importance and utility valued. Questionnaire surveys regarding the conjoint studies were collected with 150 consumers for graphic element and 120 consumers for structure element. It was found that, on the packaging graphic study, consumers gave highest priority to the product shown on packaging and pay less attention on the issues of graphic, package function, color, and added substance respectively. The consumers gave the most importance to the package type, package shape and technology image respectively for “Structure concept”. Regarding the consumer segmentation, the cluster analysis technique were used and revealed different consumer groups on the two concepts. In the concept of packaging graphic, five groups of consumers were found which are “Exclusive demand”, “Value oriented”, “Elegance”, “Product focus” and “Healthy seeker”. Finally, for the concept of structure of packaging, the four groups of consumers are “Technology for Life”, “Regular Consumption”, “Modern” and “Convenience oriented”. The overall study integrates the two packaging concepts to gain comprehensive views for the issues. In this sense, the study is unique and of importance to the practicing managers as the direction to develop strategic packaged food to meet the needs of each consumer segments in highest efficiency. The shelf layout results could also generate the useful category management strategy. This strategy can bring to “win-win situation” to both food entrepreneur and convenient store manager.

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Thesis Advisor's signature

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