

Wipawee Kratureuk 2008: Elder Consumer Segmentation for Strategic Packaging Development.
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The objective of this research is to analyze the most important values, attributes and format of the packaging that affect the decision making process of the elderly consumer. The elderly consumers are divided into different groups by the influences of packaging components. The appropriate packaging strategy is developed to facilitate each group of consumer. Five focus group interviews were conducted with over 50 years old consumers. Each group contains 5-6 people. The respondents have to live in Bangkok and hold at least a bachelor degree. The result from the research shows five different attributes which are price, reliable of the source, environment, convenience to open and suitable physical of packaging that affect elderly consumer's decision making process. Conjoint analysis is used to divide each attribute into different levels in order to search for its benefits and significant. The result from the analysis of 402 respondents shows the importance of attributes in descent order from price, environment, suitable physical packaging, convenience to open and reliable source. Cluster analysis is used to segment consumers into five different groups. The biggest group is cognitive buyer. They want packaging that has outstanding information display. Second group is convenience seeker. This group likes the packaging that is convenience to handle. The third group is a price consciousness while price plays a major role in decision making process for the group. The forth group is the green consumer. Environmental friendly packaging is the most important cue for this group. The last group is handy-grip seeker group. This group looks for the suitable physical packaging which is easy to carry. The research shows the different needs and factors of packaging that affect elderly consumer. It also can be used as a guideline to source out the proper products and services for elderly consumer. Moreover, the results of the research lead to the proper development and design of attractive product to each group of elderly consumers.

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