

Graphic Design on Packaging of Convenience Goods for Aging Populations.

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Abstract

Currently, Thailand has become an aging society. There have been many researches studied about the design that solved the physical changed problem of the older people. However, there are few researches aimed in the emotional needs of the older people as a group of consumers. Graphic on the package not only provides the product information to consumers, but also attracts the attention of buyers and presents the product image. This study aimed to identify the appropriate designs on package of convenience goods that appeal to Thai older consumers. Two steps of data collections was conducted: 1) the data were collected by interviewing 30 highly experienced designers to define strategies in terms of point of sale and graphic design personality, and 2) research questionnaire developed by the researcher with the validity of 0.899 were conducted to 400 older consumers with age 60-69 years old living in Bangkok to identify the graphic design elements, package elements, colors, illustration, and typography. The results was summarized into three approaches of product benefits were used; 1) functional benefits, 2) emotional benefits, and 3) self-expressive benefits.

Keywords: Design for older consumers, Graphic design for aging, Graphic design, Packaging design, Graphic design on packaging, Convenience goods packaging.

Introduction

Psychology found that ageing population usually has two things they are concerned: old age and health. For those whose concern is old age, they tend to choose anti-ageing products such as wrinkles reduction cosmetics and skin care cream, while those whose concern is health tend to buy product for health such as supplementary food. Ageing population focuses mainly on eating for health and long life. Marketing for this group must avoid using the words like old, senior, ageing (Triguer, 2005). Many consumer product manufacturers in the United States started to change packaging design of their products to be convenient to grab and hold, easy to see label, fewer letters but larger fonts, and use of contrasted colors (Ellis, 2011) especially food products such as salad or instant food. New design of label attracted ageing customers, especially when they are alone (Ianzito, 2011). Moreover, marketing for ageing population who still support themselves quite well, modern, young at heart, having great food and dressing up themselves with fashionable clothing, and going shopping by themselves. This group has purchasing power in hand and turn to be a potential market, whereas in Thailand marketing to this group is overlooked.

Nowadays ageing customers are increased in number and they tend to be single, hence more self-dependence. This population group today is also capable of living, handling themselves, and has higher income which makes them have purchasing power. So, they are considered to be significant target markets in the near future. As a result, it is important that packaging designers should pay attention and rethink about suitable graphic design strategy that both are attractive and satisfied this market as well.

Research Objective

The purposes of this study are as follows:

- To explore the marketing strategies are used in the graphic design on the packaging of convenience goods for aging populations categorized by product benefits.
- To find solutions in graphic design on packaging of convenience goods that attract and satisfy aging populations.
- To analyze elements on the packaging of convenience goods that effectively attract and satisfy aging populations.

Literature Review

Convenience goods are defined as consumer products, which are purchased frequently, immediately without any comparison, and with minimum of buying effort such as soap, toothpaste, instant food and beverages. (Tantiwongvanich et al., 2011: 125) These goods are long-life cycle products because of their necessity for human daily life. So, convenience goods are always developed without obsolete (Wongsumet, 2006: 66) and widely distributed to retail shops in community. Nowadays, there are plenty of department stores and convenience stores in Thailand. As consumer behaviors change, customers require more convenience to buy products. They prefer to travel closer to their places and rely on their own to buy goods, due to trading patterns mostly changed to self-service at selling point.

Soonthornpornjaroen (2013) reported that Mr. Katsuhito Ikeda, Japanese retail experts, explained about convenience stores in Japan had grown steadily to meet the needs of consumers, especially for the older consumers and unmarried people. In order to serve such consumer's lifestyle, searching for new products or developing products need to be done. By doing so, these stores had ready-to-eat meal, frozen food, vegetables, and fruits, which were packaged for only one person, etc.

Mongkolchan (2012) explains segmentation, targeting and positioning (STP) as strategic marketing to determine the position of a product. For the positioning, it is an essential process related to brand strategy, marketing mix strategy, IMC strategy (integrated marketing communication) including other marketing tools. Determine product positioning can be done in any way between its functional positioning and emotional positioning as shown in Figure 1.



Figure 1: STP Strategy
Modified from Mongkolchan (2012)

Every product has its own character and physical uniqueness. Due to selling strategies, consumers have received information about product benefits rather than its quality because such benefits are simply understood to anyone. For example, toothpaste qualification contains fluoride but we mostly present its benefits is to prevent tooth decay (Altstiel and Grow, 2012: 49-51).

All these conforms to advertising idea in the way that a brand owner chooses to communicate message of product benefits and sends to consumers, including links to their needs. The concept of advertising is often based on two sides of product benefits. The first one is its functional feature, referred to its useful and practical products. Such functional benefits can be distinguished from its market competitors. The second one is its emotional feature, refer to consumer taste and emotional fulfill (Landa, 2004: 58-62).

Thiangtam (2008) mentions that consumers usually require three product benefits. The Firstly, functional benefits are basic features and product utility including received value and convenience to purchase. Secondly, expressive benefits represent taste and social status of the consumers themselves. Finally, emotional benefits involve feeling of satisfaction, confidence and superiority.

Tongwongcharoenlap (2010) explains that consumption behaviors base on identity and self-expression. Consumers tend to select products with brand personality corresponded to their own images. The purpose of this consumption is to express what a character and image that one is, by using the image of a product or brand as a tool of expression. (Dolich, 1969; Stern et al., 1977; Sirgy, 1982; Graeff, 1997) Consumers are likely to buy a product from symbolic value rather than its functional benefit. (Mowen & Minor, 2001) For example, consumers, with an up-to-date trait, prefer using smart phones like iPhone to show that they are in trend and track for new technology. Moreover, a range of selected products that these consumers choose mostly related to product's symbolic value, which can help promote their image to be in the same direction (Assael, 1998). For example, consumers using iPhone, are likely to dress fashionably such as wearing fashion jeans or carrying brand name bag, in order to create trendy and good looking style.

Aaker (1996) defines a terminology of brand personality regarding to a group of human personality which associated to the brand and demographic information such as gender, age, social class including the characteristics of personality and traits such as warm, concerned and vulnerable. For example, Apple's product has a young personality, while IBM has a reliable personality. Guess Jeans has a luxury and exquisite personality, opposite to the Wrangler with the tough personality, etc. (Tongwongcharoenlap, 2010). The brand personality framework can be divided into five dimensional model and their facets (Yooyim, 2008) as follows (Figure 2):

- 1) Sincerity and their facets consist of traits like down-to-earth, family-oriented, small-town, honest, sincere, real, wholesome, original, cheerful, sentimental, and friendly.
- 2) Excitement and their facets consist of traits like daring, trendy, exciting, spirited, cool, young, imaginative, unique, up-to-date, independent, and contemporary.
- 3) Competence and their facets consist of traits like reliable, hard-working, secure, intelligent, technical, corporate, successful, leader, and confident.
- 4) Sophistication and their facets consist of traits like upper-class, glamorous, good-looking, charming, feminine, and smooth.
- 5) Ruggedness and their facets consist of traits like outdoorsy, masculine, western, tough, and rugged.

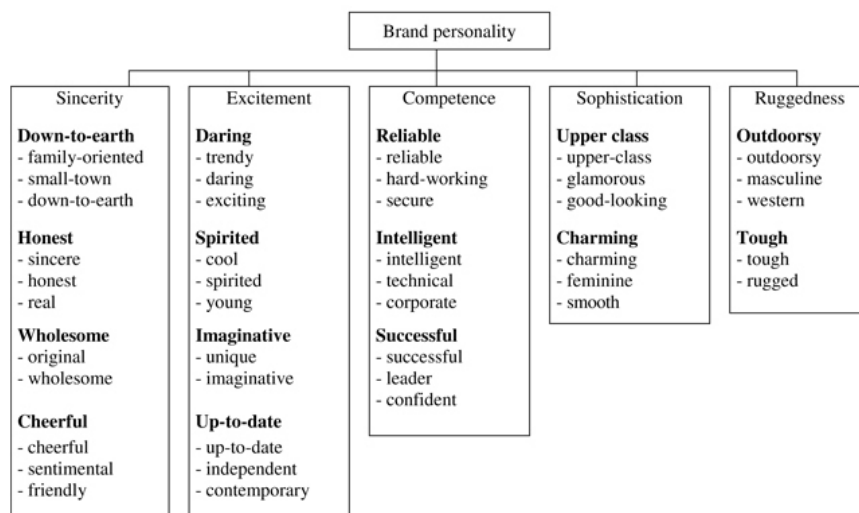


Figure 2: Jennifer Aaker's Brand Personality Framework

Source: Aaker, J. (1997) Dimensions of brand personality (p.352). *Journal of Marketing Research*, 34(3), 347-356.

Limchaiyawat (2002) describes graphic design on the packaging as it is related to marketing aesthetics, attractiveness, preferences and purchase decisions. In the past, marketing principles developed mainly upon the concept of product quality and its benefit. Marketers had exploited this concept as selling strategy through brand building. However, market competition has recently changed to focus on sensory experience that consumers will receive from the product itself, which allows consumers to get through the product in many ways including audio, sensory and visual image. Therefore, aesthetics is involved in the response process of consumer awareness as well. (Schmitt & Simonson, 1997)

Packaging is an effective communication tool at point of purchase. Each element on packaging, such as color, form, material, symbol, font character or even size of the package, is very important in creating an impact to consumers. Feelings and consumer behaviors can be influenced by packaging whether this is a communication to express the value, image, aesthetics, beauty and differentiation from other products. Packaging serves as a final medium that consumers will see and touch before purchasing. (Lotongkum, 2009)

It is usually hard to find the product on shelves because of its graphic design on the packaging. Misuse of composition, such as untidily letter and too many elements on label, can cause difficulty for consumer to decide what an element should be the first to consider. Effective design, hence, can make consumers access to information completely. This can be done in various methods, such as using a larger font, vivid color and dramatic image, etc. (Knight and Glaser, 2005) Moreover, graphic displayed on the packaging is able to make one product different from others. For example, packaging design, using only black and white colors, looks significantly different when it is placed among other colorful packaging. Consumers are definitely attracted and pay their attention firstly to the graphic that is accessible and readable (Young, 2005).

Packaging Design (Chaiwat, 2008) as part of a strategy on product packaging. Once, packaging is designed only to protect and store products but recently packaging is widely used as a marketing tool in order to advertise and promote products to consumers directly. Packaging, as a media appeared on the shelves, is responsible for both attracting and providing information about that product.

While graphic design on the packaging is the determine process to manage composition, affected to consumers' psychology such as product attractiveness and its benefits. It also includes personality building for a brand, in order to create brand recognition. Using various techniques and design principles such as the use of images, colors and fonts, etc. Each packaging is designed for different target groups. So, it applies strategy and approach in the different ways. For example, the text size, especially for the older consumers, should be larger than young people, with a clear definition and easy understanding. The elements of graphic design on the packaging have become an important tool for marketing to influence purchasing behavior of consumers, both positive and negative effects.

Packaging graphic normally consists of 2 aspects which are aesthetics and details. The aesthetics aspect include three parts: the first part is a text elements which show product description with clear composition, easy to read, and interesting enough. The second part is the illustrations that deliver imagination into reality and associate with function of the product in order to attract attention, explain concepts, and inform the appearance. Finally, colors deal with emotional responses and sometimes depends on background experiences of consumers. For example, pink belongs to girls while blue belongs to boys, white represents cleanliness, and red refers to danger and stop signs (Asawangkura, 2005).



Figure 3: The aesthetical graphic on the packaging.

Graphics on the packaging shows the product description (Figure 4) also present brand identity, product name, product description, flavor or variety identification, attribute description, benefit statement, message to the sellers or sell copy, promotional messages, user directions, cross-references to other products and product variations, nutritional information and any warnings or contraindications for drugs and chemicals.

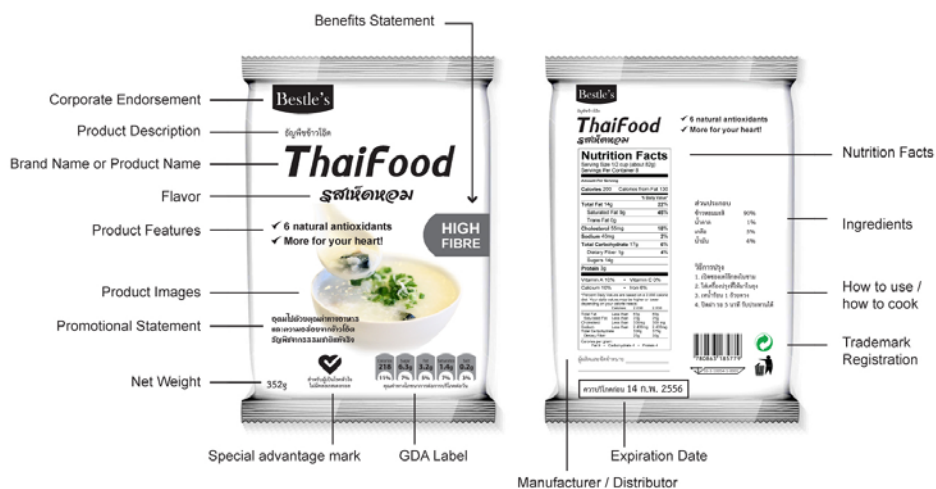


Figure 4: Graphics on the packaging shows the product description

Chaisanit and Viriyakijpatana (1995: 42-45) explain that the formulation of design concepts depends on the problem or the needs of the business. For example, the analysis of the market situation indicates that the organization should expand its market to new targets. As a result, it supposes to drive new packaging strategies with special features as much as possible, in order to make a difference from its competitors.

This research aims to study the graphics on a convenience good packaging for older consumers, in term of aesthetics more than its function. The study focused on the packaging design strategy related to product benefits in three categories. Each categories was analyzed to be appropriate and conformed to it benefit. Three categories of benefits were functional, emotional, and self-expressive benefits.

Methodology

The data collection was divided into two parts: the first part aimed to determine the marketing strategies used for designing and the second part aimed to find solutions used in graphic design and to analyze elements on packaging of convenience goods, in order to attract and satisfy older consumers. Finally, all of the data was summarized into three approaches of product benefits were used: 1) functional benefits, 2) emotional benefits, and 3) self-expressive benefits.

In the first part, the research conducted by interviewing 30 highly experienced designers to answer open-ended questionnaire that has been approved for validity of research tools with item-objective congruence index (IOC) equals to 0.852. These designers were also required to answer the three questions in term of the selling points, the graphic design personality, and the illustrations on the packaging that suitable for packaging design in each kind of the product benefits. The checklist of questionnaire was used to determine the selling point, while the rating scale questionnaire was used to determine the graphic design personality and the illustrations on the packaging. The reliability of the questionnaire based on alpha coefficient or Cronbach's Alpha was 0.954.

The second part was associated with 4 variables: the composition of illustrations, colors, graphic design elements, and package elements. The data were collected to find solutions used in graphic

design and to analyze elements on packaging of convenience goods, in order to attract and satisfy older consumers. The questionnaire was used to collect data and information from 400 older consumers with aged 60-69 years who were randomly selected around Bangkok. The participants were informed to answer the closed-end questionnaire that had been approved for validity of research tool with item-objective congruence index (IOC) equals to 0.899. Moreover, a pre-testing of the research questionnaire was conducted on 11 participants who possessed the same characteristic features of the intended research participants. This method was not only to leave out unnecessary questions and change ambiguous wordings, but also to ensure accuracy and reliability. This questionnaire included checklist that participants were allowed to select one or more answers and entering the number to prioritize the package elements. These results were reported in percentage and summarized by ranking.

Findings

There are three approaches for the results of the product benefits: 1) functional benefits, 2) emotional benefits, and 3) self-expressive benefits. Only the results of self-expressive benefits are represented by five types of brand personality as sincerity, excitement, competence, sophistication, and ruggedness. The details are as follows:

Selling point, graphic design personalities, and illustrations

The first objective findings were the marketing strategies used in the graphic design on the packaging of convenience goods for older consumers, in term of selling point, graphic design personalities, and illustrations shows in Figure 5.

Summary of Findings : 1st Objective

Strategies based on	Functionalbenefits	Emotionalbenefits	Self-expressivebenefits
Message strategy/ Selling point <i>[Two-third ratio of the selection was 23]</i>	Ingredients (30) A variety of goods (30) Product made (30) Product utilizations (30) Product Lifespan (30) Outlet (24) Product Features (30) Product Performances (30) Physiological Needs (30) Safety and Security Needs (30)	Founder (26) Originality (24) Identifying the established year (26) Popularity brand showing (24) Character/Mascot (24) Product Application (26) Love and Belonging needs (24)	Celebrity as presenter (24) Exclusive Brand (26) Brand Personality (24)
Graphic design Personalities (mood&tone) <i>[The mean score of Likert Scale questionnaire analysis was over 3.50]</i>	Clear (4.17) Natural (3.80) Formal (3.77) Modern (3.63)	Natural (3.73) Clear (3.67)	Sincerity Clear (4.17) / Natural (3.97) / Classic (3.53) Excitement Dynamic (4.03) / Modern (3.90) / Clear (3.83) Competence Clear (4.20) / Elegant (4.10) / Formal (4.07) / Modern (4.00) / Dynamic (3.97) / Classic (3.77) / Gorgeous (3.73) / Dandy (3.67) Sophistication Gorgeous (3.73) / Elegant (3.67) / Classic (3.60) / Dandy (3.53) Ruggedness Dynamic (3.93) / Clear (3.83)
Illustrations on the packaging. <i>[The mean score of Likert Scale questionnaire analysis was over 3.50]</i>	1. The image shows the benefits of the product (4.37) 2. The image shows the end result of the products' utilization (4.23) 3. The image shows Product alone (4.20) 4. Drilling Package to see the product inside (4.03) 5. Product images while were used (3.63)	1. The image shows the brand personality (3.9) 2. Using the mascot as presenter (3.87) 3. Using images of famous people as presenter (3.6) 4. The image shows emotional appeal (3.57)	1. Using a decorative pattern on the packaging (3.7) 2. The image shows The product names, trademarks, branding (3.6) 3. Using the mascot as presenter (3.6) 4. Using images of famous people as presenter (3.53)

Figure 5: Findings of selling point, graphic design personalities, and illustrations

Functional Benefits

The selling point that were suitable to use in graphic design on the packaging of convenience goods shows 10 types: 1) ingredients, 2) a variety of good, 3) product made, 4) product utilizations, 5) product lifespan, 6) outlet, 7) product features, 8) product performances, 9) physiological needs, and 10) safety and security needs. There are 4 formats of graphic design personality: clear, natural, formal, and modern. The illustration shows 5 formats: 1) the image shows the benefits of the product, 2) the image shows the end result of the products' utilization, 3) the image shows product alone, 4) drilling package to see the product inside, and 5) showing the product images while they were used.

Emotional Benefits

The selling point that was suitable to use in graphic design on the packaging of convenience goods shows 7 types: 1) founder, 2) originality, 3) identifying the established year, 4) popularity brand showing, 5) character/mascot, 6) product application, and 7) love and belonging needs. There are 2 formats of graphic design personality; natural and clear. The illustration shows 4 formats: 1) the image shows the brand personality, 2) using the mascots as presenters, 3) using images of famous people as presenters, and 4) the image shows emotional appeal.

Self-expressive Benefits

The selling point that was suitable to use in graphic design on the packaging of convenience goods shows 3 types: 1) celebrity as presenter, 2) exclusive brand, and 3) brand personality. The finding of graphic design personality in this category shows in 5 groups of brand personality as follows:

- 1) Graphic design personalities of Sincerity brand personality were clear, natural, and classic.
- 2) Graphic design personalities of Excitement brand personality were dynamic, modern, and clear.
- 3) Graphic design personalities of Competence brand personality were clear, elegant, formal, modern, dynamic, classic, gorgeous, and dandy.
- 4) Graphic design personalities of Sophistication brand personality were gorgeous, elegant, classic, and dandy.
- 5) Graphic design personalities of Ruggedness brand personality were dynamic and clear.

The illustration shows 4 formats: 1) the image shows the brand personality, 2) using the mascots as presenters, 3) using images of famous people as presenters, and 4) the image shows emotional appeal.

The composition of illustrations, color scheme, and color tone

The second objective findings were the solutions of graphic design on packaging of convenience goods that both were attractive and satisfied older consumers, consisting of 3 variables: 1) The composition of illustrations on the packaging, 2) Favorite Color scheme, and 3) Color tone of packaging shows in Figure 6.

Summary of Findings : 2nd Objective

Strategies based on	Functional benefits	Emotional benefits	Self-expressive benefits
Composition of text elements and illustrations on the packaging. <i>[Consideration in terms of outstanding]</i>	1. Using both of text elements and illustrations equally (41.3%) 2. Using numerous illustrations (35.5%) 3. Using close-up images (29.5%)		Sincerity + Excitement : 1. Using both of text elements and illustrations equally (38.8%, 38.5%) 2. Using numerous illustrations (26.9%, 27.9%) 3. Using close-up images (30.2%, 29.8%)
			Competence + Sophistication + Ruggedness : 1. Using numerous illustrations (43.1%, 28.3%, 31%) 2. Using both of text elements and illustrations equally (42%, 30.2%, 30.7%) 3. Using close-up images (42.6%, 29.9%, 33.3%)
Color Mood <i>[Consideration in terms of satisfaction]</i>	Clear (17.67%), Natural (14.83%), Elegant (13.67%)		All groups : Clear (17.51%, 17.59%, 18.26%, 18.17%, 18.44%) Natural (15.47%, 14.69%, 13.8%, 13.09%, 15.01%) Elegant (14.32%, 13.69%, 14.65%, 14.87%, 17.54%)
Color Tone	Vivid Tone (70.8%, 64.3%, 49%)		Vivid Tone (71.9%, 69.64%, 71.84%, 74.12%, 66.3%)

Figure 6: Findings of the composition of illustrations, color scheme, and color tone

Functional and Emotional Benefits

The composition of illustrations that was determined by older consumers in terms of outstanding and attractiveness shows 3 formats: 1) using both of text elements and illustrations equally, 2) using numerous illustrations, and 3) using close-up images. There are 3 color schemes: clear, natural, and elegant and vivid tone of color was the most recommendation.

Self-expressive Benefits

The composition of illustrations that was determined by groups of Sincerity and Excitement brand personalities shows 3 formats: 1) using both of text elements and illustrations equally, 2) using numerous illustrations, and 3) using close-up images.

The composition of illustrations that was determined by groups of Competence, Sophistication, and Ruggedness brand personalities shows 3 formats: 1) using numerous illustrations, 2) using both of text elements and illustrations equally, and 3) using close-up images.

There are 3 color schemes: clear, natural, and elegant and vivid tone of color was the most recommendation.

Graphic Design Elements, and Package Elements

The third objective was to analyze attractive and satisfied elements used in graphic design on packaging of convenience goods for older consumers, consisting of 3 variables: 1) the graphic design elements on packaging, 2) package elements on packaging of food and beverage products, and 3) package elements on packaging of consumer products shows in Figure 7.

Summary of Findings : 3rd Objective

Strategies based on

Graphic design elements

[Consideration in terms of attractive]

Functional benefits

1. Product descriptions (39%)
2. Brand Name (34%)
3. Package color (15%)
4. Illustrations (10%)

Emotional benefits

Self-expressive benefits

5 Brand Personalities

- Sincerity**
1. Product descriptions (39.05%)
 2. Brand Name (31.35%)
 3. Package color (17.92%)
 4. Illustrations (8.67%)

- Excitement**
1. Brand Name (37.71%)
 2. Product descriptions (36.67%)
 3. Package color (17.08%)
 4. Illustrations (5.21%)

- Competence**
1. Product descriptions (37.23%)
 2. Brand Name (35.56%)
 3. Package color (16.72%)
 4. Illustrations (6.38%)

- Sophistication**
1. Brand Name (39.07%)
 2. Product descriptions (35.52%)
 3. Package color (17.21%)
 4. Illustrations (6.28%)

- Ruggedness**
1. Brand Name (38.13%)
 2. Product descriptions (37.57%)
 3. Package color (16.02%)
 4. Illustrations (5.52%)

Package elements of Food & Beverage

[Key elements of purchasing decision]

1. Brand Name or Product Name (43.3%)
2. Flavor / taste (29%)
3. Benefit Statement (15.3%)
4. Ingredients (13.8%)
5. Expiration Date (25%)

1. Brand Name or Product Name (44.6%, 45.1%, 45.6%, 46.6%, 48.4%)
2. Flavor / taste (29.5%, 26.5%, 29.1%, 28.6%, 27.7%)
3. Product Images (17.2%, 18.7%, 16.2%, 16.3%)
*except **Sincerely** - Benefits statement (19.8%)
4. **Sincerity + Excitement** - How to use or how to cook (12.6%, 14.1%)
Competence - Expiration Date (12.7%)
Sophistication - Nutrition Facts (12.7%)
Ruggedness - Ingredients (13.6%)
5. Expiration Date (21.8%, 19.6%, 21.1%, 21%, 20.7%)

Package elements of consumer goods

[Key elements of purchasing decision]

1. Brand Name or Product Name (44%)
2. Product Modifier (24%)
3. Product Features (15.3%)
4. Manufacturer / Distributor (23%)
5. Trademark Registration (26.3%)

- Sincerity + Excitement + Competence**
1. Brand Name or Product Name (44.1%, 47.8%, 47.9%)
 2. Product Modifier (24.4%, 30%, 23.9%)
 3. Manufacturer / Distributor (20.4%, 22.7%, 19.3%)
 4. Trademark Registration (21.8%, 27.5%, 21.7%)

- Sophistication**
1. Brand Name or Product Name (45.8%)
 2. Product Description (25.3%)
 3. Product Modifier (18.6%)
 4. Manufacturer / Distributor (17.8%)
 5. Trademark Registration (20.5%)

- Ruggedness**
1. Brand Name or Product Name (48.9%)
 2. Product Modifier (25%)
 3. Product Features (17.4%)
 4. Manufacturer / Distributor (20.1%)
 5. Trademark Registration (25%)

Figure 7: Summary Findings of Graphic Design Elements, and Package Elements

Functional and Emotional Benefits

The results shows the ranking of 4 graphic design elements on the convenience packaging that older consumers chose to consider before purchasing decision as follows: 1) product descriptions, 2) brand name, 3) package color, and 4) illustrations.

The results shows that the ranking of 5 package elements on packaging of food and beverage products that older consumers chose to consider before purchasing decision as follows: 1) brand name or product name, 2) flavor or taste, 3) benefit statement, 4) ingredients, and 5) expiration date.

The results shows the ranking of 5 package elements on packaging of consumer products that older consumers chose to consider before purchasing decision as follows: 1) brand name or product name, 2) product modifier, 3) product features, 4) manufacturer or distributor, and 5) trademark registration.

Self-expressive benefits

The results shows the ranking of 4 graphic design elements on the convenience packaging that older consumers chose to consider before purchasing decision shows in 5 groups of brand personality as follows:

- 1) Consideration sequence by groups of Sincerity brand personality were product descriptions, brand name, package color, and illustrations.
- 2) Consideration sequence by groups of Excitement brand personality were brand name, product descriptions, package color, and illustrations.
- 3) Consideration sequence by groups of Competence brand personality were product descriptions, brand name, package color, and illustrations.
- 4) Consideration sequence by groups of Sophistication brand personality were brand name, product descriptions, package color, and illustrations.
- 5) Consideration sequence by groups of Ruggedness brand personality were brand name, product descriptions, package color, and illustrations.

The results shows the ranking of 5 package elements on packaging of food and beverage products that older consumers chose to consider before purchasing decision as follows:

- 1) Brand name or product name
- 2) Flavor or taste
- 3) Product images (except Sincerity chose benefits statement)
- 4) Groups of Sincerity and Excitement brand personality chose how to use or how to cook.
Groups of Competence chose expiration date
Groups of Sophistication chose nutrition facts
Groups of Ruggedness chose ingredients
- 5) Expiration Date

The results shows the ranking of 5 package elements on packaging of consumer products that older consumers chose to consider before purchasing decision shows in 5 groups of brand personality as follow:

- 1) Consideration sequence by groups of Sincerity, Excitement, and Competence brand personality were brand name or product name, product modifier, manufacturer or distributor, and trademark registration.
- 2) Consideration sequence by groups of Sophistication brand personality were brand name or product name, product description, product modifier, manufacturer or distributor, and trademark registration.
- 3) Consideration sequence by groups of Ruggedness brand personality were brand name or product name, product modifier, product features, manufacturer or distributor, and trademark registration.

Conclusion

This research suggests that most aging consumers focus on the information elements on the packaging such as brand name or product name, product description, product features, expiration date, and ingredients than the aesthetic elements. However, designers should not ignore other elements. Particularly, the presentation of illustrations and the composition between text elements and

illustrations on the packaging, which were found that older consumers were more likely to prefer illustrations to the text elements. When marketers and packaging designers need to stimulate consumers' buying desire by using packaging as a marketing tool, they should consider the aesthetic of the graphic design on packaging in order to attract the attention of consumers and provide the information they need. In addition, Thai older consumers consists of several groups of personality. Some groups pay more attention to the text elements, while other groups are interested in the illustrations. These findings could be an alternative options for packaging designers to determine design strategies to fit each group of consumers' personality.

Although this research can be used as a reference for marketing and package design, there are some issues not taken into consideration and it should be stated for future research. While there are differences in the personality of the older consumers, the result indicates that the consumers' satisfaction of the graphic design elements on the packaging was similar. In other words, it does not matter that they are satisfied with the color scheme, color tone, or illustration style on the packaging that are attractive to this group of aging consumers. However, there are many other products found that older consumers can buy with different purposes, such as buying for their own consumption, buying for others, or buying for their grandchildren. Therefore, future research should aim to study in design product package for older consumer buying behavior in different purposes.

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