





WHAT DEFINES AN OLDER CONSUMER?

THEY HAVE MONEY

THEY HAVE MONEY
"They are likely to be financially
stable...and they are more discerning, so
you need to be equipped to serve them."
Dr Lynda Wee, chief executive of retail
speculingsupporters. ultancy Bootstrap

THEY WANT QUALITY AND COMFORT "They love quality. They love robust and solid products. And they love comfortable

sonia products. And uney love conflortation products like easy-to-read magazines or brochures, user-friendly telephones or electrical appliances, and cars which are easy to enter and quit."

Mr Jean-Paul Treguer, founder of Senioropeopus Lebenshipal, an education

THEY VALUE CONVENIENCE
AND PERSONALISED SERVICE
The generational traits of baby boomers
make them likely to value products or
services that offer the following:
convenience, functionality, quality, dependability and personalised servi Mr Kim Walker, founder of Silver, a Singapore marketing consultancy focused on the senior market

THE SENIOR **FRIENDLY** WEBSITE

Websites using very small fonts are both versives using very small routs are both difficult and unpleasant to use, for both older and younger consumers.

If you are designing a website, here are some other things you can try to make your website friendly to those with deteriorating eyesight.

1 Use sans serif fonts like Arial, rather than fonts with serif, such as Times Roman. Serif fonts are difficult to read on the monitor because they are harder to represent in digital form.

Have the fonts and colours pro L clear visual contrast between the navigation and content areas of the

screen.

Avoid certain colour combinations like black on red and do not use red and green together as they make it difficult for colour-blind people to read.

Limit the length of a line of text on the screen to 40 to 50 letters to reduce one of the screen to t

reduce eye strain. Teduce eye strain.

Backgrounds and watermarks should be avoided. If it is necessary to use a background, it should be as light as

possible.

6 Make a clear distinction between the design elements that are used to improve the screen layout – bullets, icons and headings, for example – and text and images associated with hyperlinks. Use them in a consistent manner throughout

From the 2005 book The 50-Plus Market by British marketing consultant Dick Stroud ■ WHAT OLDER CONSUMERS THIN

Agree | Neutral Disagree Australia 38 34 28 China 47 30 23 India 66 13 22 28 25 47
 Singapore
 30
 38
 33

 Hong Kong
 47
 34
 18
 How do you feel about the following statement: "Even in retirement my first priority will be to ensure the welfare of my family"? India 61 21 18
Japan 77 17 6
Singapore 34 51 16
Hong Kong 63 17 21 (Note: All figures in %. They may not add up





saturday.



This ventiliment is defring the protential of the senior market in the region. By 10%, consumers aged dywarts and above the protection in the control of the senior market in the region. By 10%, consumers aged dywarts and above the protection of t

Older consumers and time to spend

despite recession





Camera buff Cheong Hon Kee, a semi-retired businessman, has spent more than \$10,000 on digital cameras and lenses in the last two years, and travels up to four times a year to take pictures. Each trip sets him back by between \$2,000 and \$3,000. ST PHOTO: DESMOND FOO

memerine, sens sales, e-main and sepmemory and sense of the sense of

the Internet, send SMSes, e-mail and Sky- 40-something triathletes and health ton-

itineraries from slips of paper".
Unlike other travel agents who shy

illineraties from slipe of paper."

sway from making reference to their elentis age, Mt Lim fells them upfront what way from the property of the paper. "But a paper of the paper."

"I tell them, "Birng along a walking stick, I will bring one myself. Don't feel means "embarrased" in Hokkein.

His business has grown after word of warmens "embarrased" in Hokkein.

His business has grown after word of warmens "embarrased" in Hokkein.

His business has grown after word of warmens "embarrased" in Hokkein.

I the state of the paper of the paper of the paper of the paper of the paper. I resently took more than 150 people to China."

In many cases, creating sentior-friende as much tinkering as one would expect. The paper of the paper. The paper of the paper. The paper of the paper. The paper of the paper. The paper of the

to ouer consumers could no eas simple as fixing the font sizes on it. Contrary to common perception, such products need not be ugly or awkward. The Apple liPhone, which allows a user to zoom in on parts of text by flicking his fin-

commens and lenses in the last two years, and
000. 51 PhOID: 0535000 100

40-something triathletes and health totes. In has a circulation of 10,000.

40-something triathlets and health totess. In has a circulation of 10,000.

40-something triathlets and health totess to have a considered to specific groups of oldest creatimeded, opart from products that catdirectly to specific groups of oldest creatimeded, opart from products that colments, like those who need hearing adds,
usets that could better reach out to the
10-pleas market.

10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market.
10-pleas market