

Florian Kohlbacher  
*German Institute for Japanese Studies (DIJ)*

*DIJ International Workshop  
Consumption and Well-being in the Aging Society  
Advancing Research on Older Consumers*

Introduction to the workshop

Tokyo, 30 September 2011

- Deutsches Institut für Japanstudien (DIJ)
  - Located in Kioi-cho, Yotsuya on the Sophia University Campus
  - Part of the newly established Stiftung Deutsche Geisteswissenschaftliche Institute im Ausland (Stiftung DGIA ドイツ海外研究所財団). The foundation, with its head office in Bonn, is governed under public law and directly responsible to the Federal Government
  - <http://www.dijtokyo.org/>
  
- Interdisciplinary research on contemporary Japan
- Research focus
  - Challenges of Demographic Change
  - Happiness in Japan: Continuities and Discontinuities

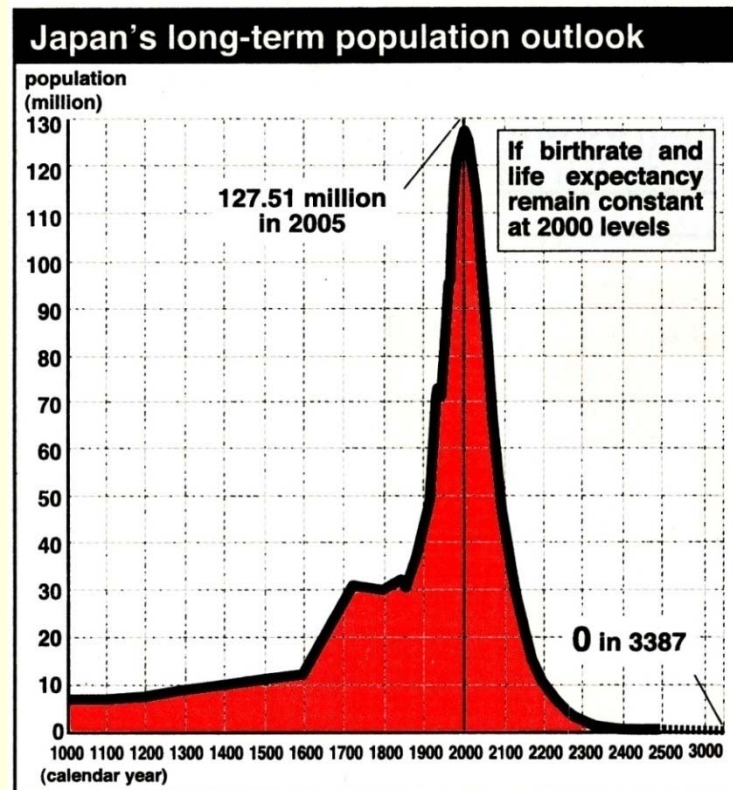
# German Institute for Japanese Studies ドイツ日本研究所



# Demographic Change in Japan



## SAYONARA JAPAN ONLY 1385 YEARS TO GO



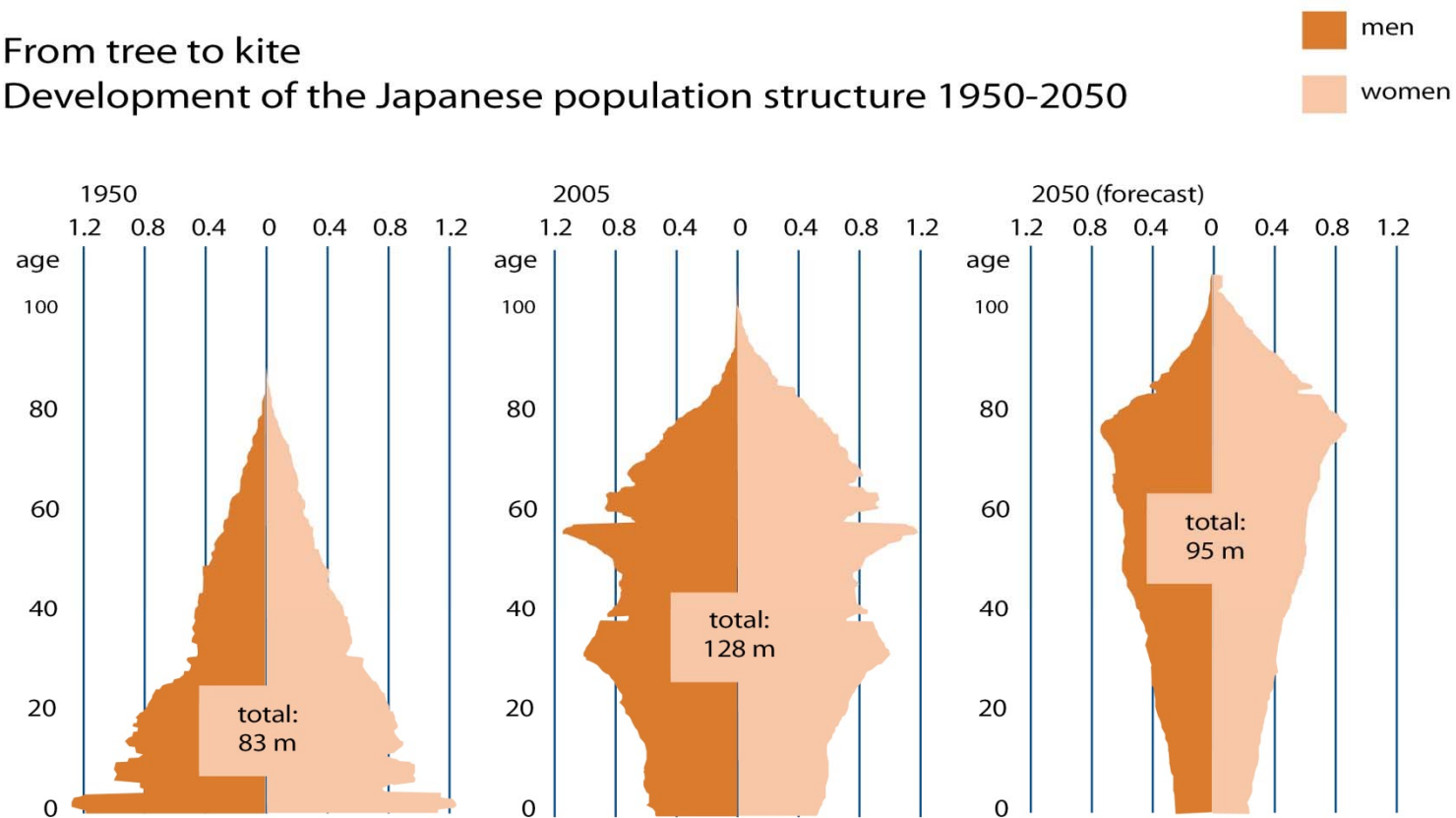
SOURCE: National Institute of Population and Social Security Research

- Population 50+:  
> 50% by 2025
- Population 65+:  
> 20% (2007) → 40% (2055)
- Population 75+:  
> 10% (since end 2007)
- Centenarians:  
> 40,000 (since 2009)
  
- Median age:  
41.2 (2000) → 54.8 (2050)
  
- Population peak and shrinkage:  
128m (2005) → < 90m (2055)

# Demographic Change in Japan

From tree to kite

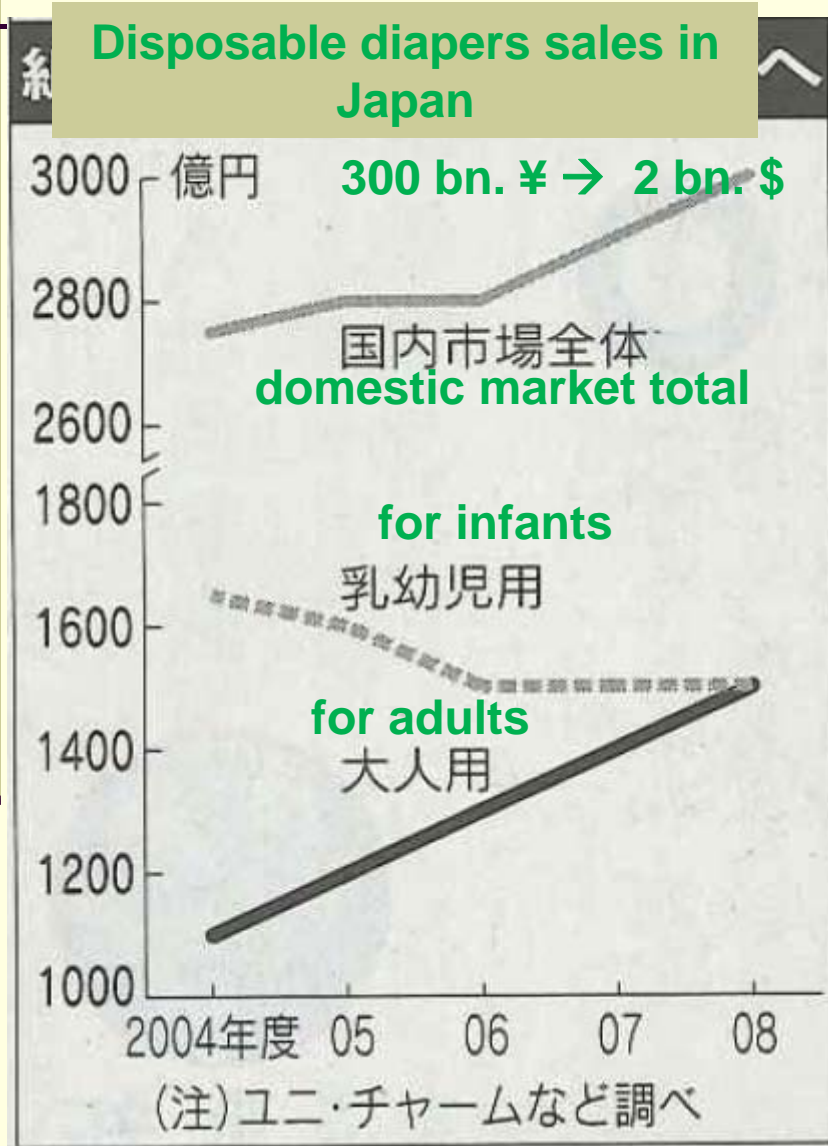
Development of the Japanese population structure 1950-2050



Source: National Institute of Population and Social Security Research, 2009.

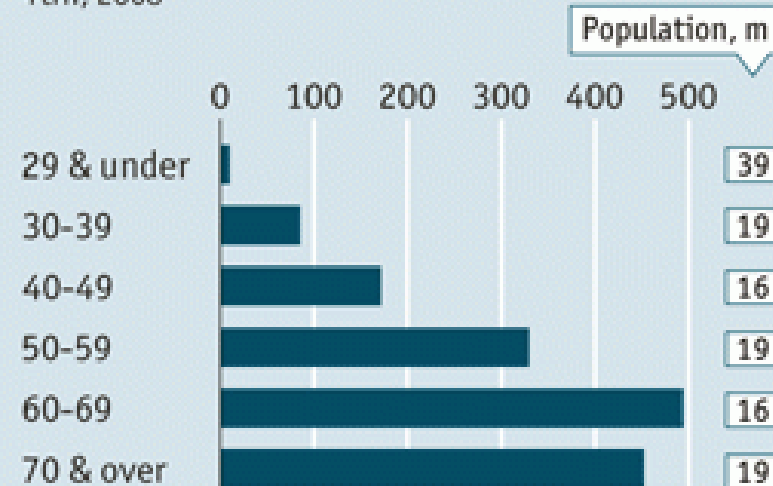


# Japan's Silver Market Phenomenon



## Older, wiser, wealthier

Japanese household wealth, by age group  
¥trn, 2008



Source: Nikkei

# The Workshop



## **International Workshop**

### **Consumption and Well-being in the Aging Society** **Advancing Research on Older Consumers**

*29 September – 1 October 2011*

*German Institute for Japanese Studies (DIJ) Tokyo, Japan*

in collaboration with the

Center for Mature Consumer Studies (CMCS), Georgia State University



*We gratefully acknowledge financial support from the Fritz Thyssen Foundation.*



## Aim of the workshop

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- Bring together international experts studying older adults in various fields
  - to present their latest ideas and empirical research in order to help develop an agenda for future research on older consumers
- The presentations are intended to stimulate discussion of research topics, methods and ideas that could suggest new avenues for studying older adults as consumers from a cross-cultural perspective
- The workshop is also expected to facilitate future collaborative studies among participants

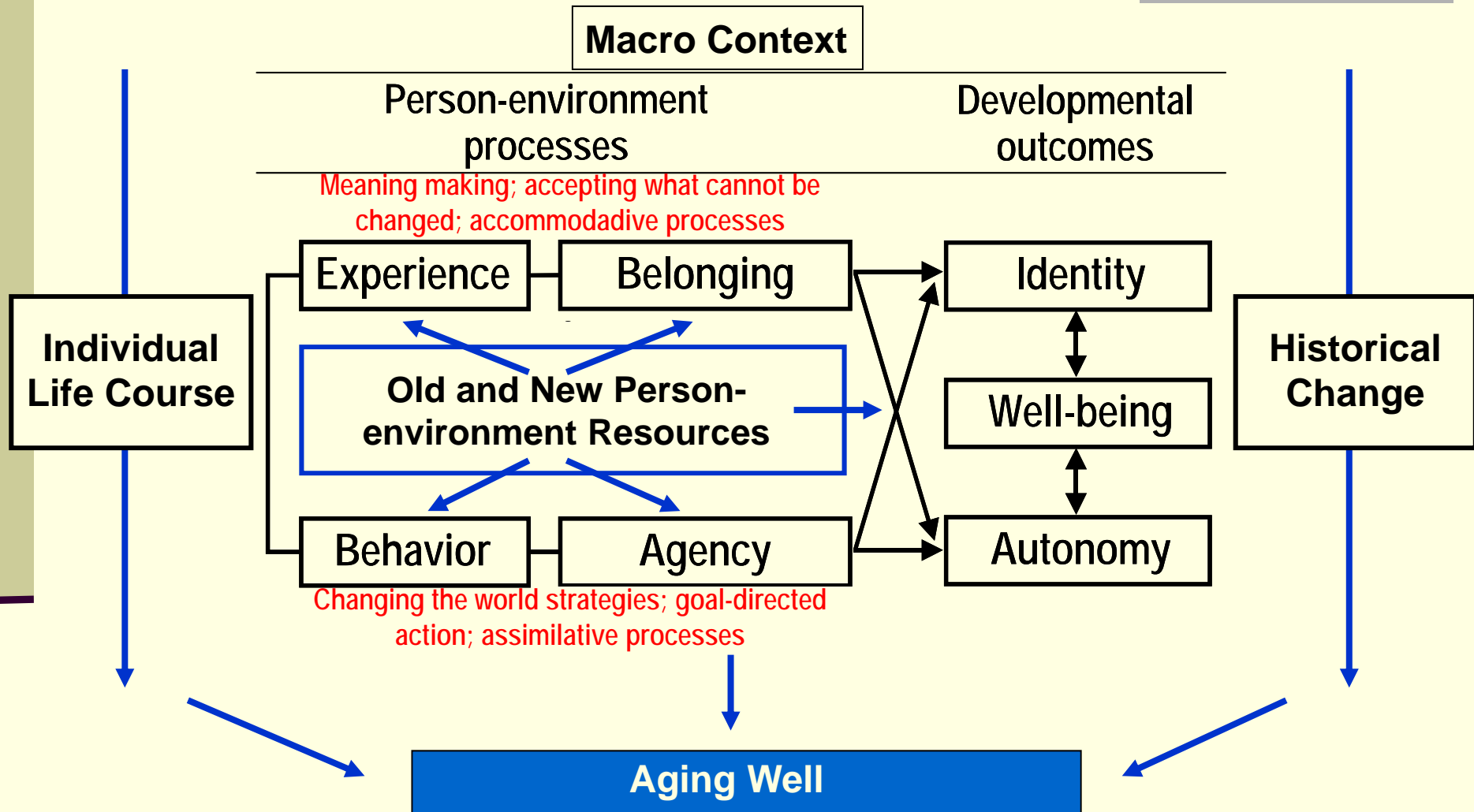


# Foci of the workshop

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- 4 perspectives
  - Cross-national/cultural
  - Multidisciplinary
  - Multi-method
  - Life course
- Well-being in later life
  - Subjective well-being  
(George 2010)
  - Consumer well-being in later life  
(Moschis & Pettigrew 2011; Pettigrew & Moschis 2011)
  - Older consumers' vulnerability  
(Moschis et al. 2011)

# Person-environment Resources as a key component of the developmental fabric as we age



[Source: Modified after Wahl & Oswald, 2010, in Dannefer & Phillipson]

# Potential outcomes of the workshop



- New knowledge!
- Research collaborations among participants
- Joint publications:
  - Edited volume
  - Special issue
- Joint activities at conferences
  - Special session
  - Panel

# Workshop Program: Friday



*Session 1 Marketing Research on Older Consumers Around the Globe*

*Part I:*

10-minute short presentations followed by Q&A/Discussion

09:15-10:45

**George Moschis:**

“40 years of research on older consumers: Review and advances”

**Randall Shannon:**

“Aging Consumers and Thailand & An Introduction to the Consumer Life-course Studies Group (CLSG)”

**Takeshi Matsui and Russell Belk** (co-author Yuko Minowa):

“Gift-giving among baby-boomers”

**Lynn Sudbury Riley** (co-author Florian Kohlbacher):

“Analyzing seniors’ ethical consumer behavior across nations”

# Workshop Program: Friday



*Session 1 Marketing Research on Older Consumers Around the Globe (continued)*

*Part II:*

10-minute short presentations followed by Q&A/Discussion

11:00-12:30 **Emmanuel Cheron** (co-author Florian Kohlbacher):

“Correlates of cognitive age in Japan”

**Kwon Jung:**

“Segmenting older consumers in Korea”

**Fon-Sim Ong:**

“Older consumers and well-being in Malaysia”

**Florian Kohlbacher:**

“Adoption of technology and consumer well-being in later life”

# Workshop Program: Friday



## *Session 2: Multidisciplinary Perspectives*

### *Part I*

Part I: Gerontology and psychology

15-minute presentations followed by Q&A/Discussion

14:00-16:00 **Simone Pettigrew:**

“Seniors’ conceptions of well-being”

**Hiroshi Shibata:**

“Successful aging in Japan”

**Clemens Tesch-Roemer:**

“Health issues and their correlates in studying older people”

**Neil Charness:**

“Aging and Cognition”

**Shinichi Sato:**

“Subjective age and aging: An aspect of psychological gerontology”



# Workshop Program: Friday



*Session 2: Multidisciplinary Perspectives (continued)*

*Part II*

Part II: Sociology and Engineering (gerontechnology)

15-minute presentations followed by Q&A/Discussion

16:30-18:00 **Hiroko Akiyama:**

“Diverse life designs in the aged society”

**Takako Sodei:**

“Preventing social isolation of the elderly by using ICT”

**Hiroyuki Umemuro:**

“Technology acceptance among older people in Japan”

18:00-18:30 **George Moschis and Florian Kohlbacher:**

*Wrap-up of Day 1*

19:00-21:00 **WORKSHOP DINNER**

# Workshop Program: Saturday



## *Session 3: Methodological Issues and Advances*

15-minute presentations followed by Q&A/Discussion

09:00-10:45 **Toni Antonucci:**

“Life course research approaches to the study of older people”

**Jörg Strübing:**

“Qualitative life course research methods in studying older people”

**Naoko Shimazaki:**

“Prospective life course research designs and findings in studying older people”

**Russell Belk:**

“Consumer culture theory approaches to the study of older consumers and their well-being”

**Ryoko Fukuda:**

“Research methods in gerontechnology”

# Workshop Program: Saturday



- 10:45–  
11:00      **George Moschis:**  
*Wrap-up and discussion of Session 3: Multidisciplinary research methods for studying older consumers*
- 11:00-11:15    **COFFE BREAK**  
*Session 4: Developing a research agenda for advancing the field*
- 11:15-12:45    Discussion and wrap-up of the workshop  
*Moderators: Florian Kohlbacher and George Moschis*
- 12:45-14:00    **LUNCH**  
*Session 5: Opportunities for new research projects and possible collaboration*
- 14:00-15:30    Discussion and exploration of possible future collaborations  
*Moderators: Florian Kohlbacher and Randall Shannon*
- 15:30    *End of Workshop*

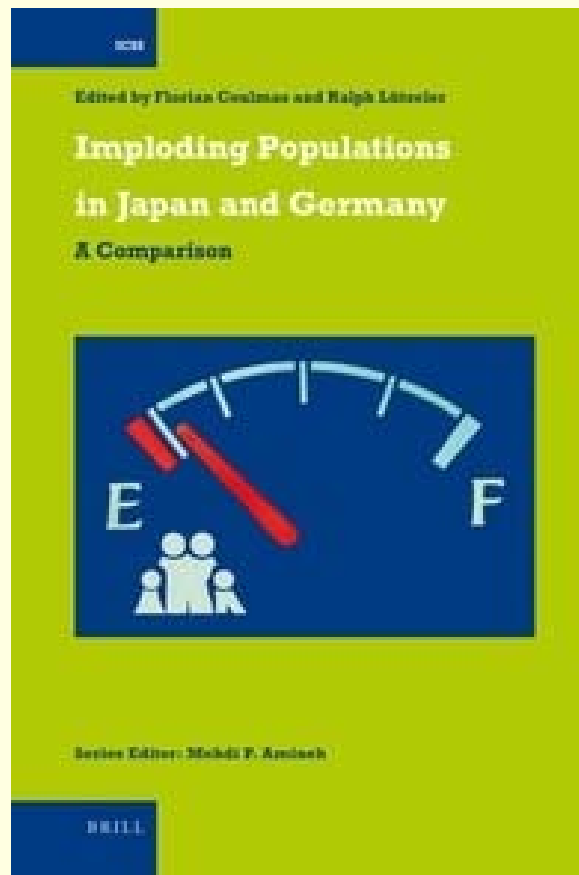
# Imploding Populations in Japan and Germany



*“Imploding Populations in Japan and Germany: A Comparison”*

Brill, 2011

Editors: Florian Coulmas and Ralph Lützeler



Chapter 13:

“Business Implications of Demographic Change in Japan: Chances and Challenges for Human Resource and Marketing Management”

*Florian Kohlbacher*

# Demographic Change in Japan

Book by *Prof. Dr. Florian Coulmas*,  
Director of the DIJ Tokyo:

“Population Decline and Ageing in Japan  
- The Social Consequences“

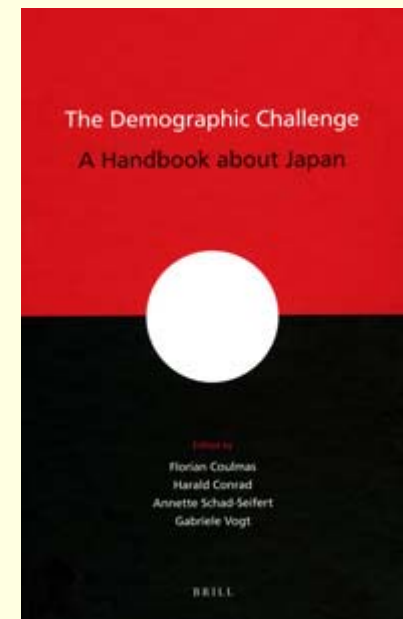
2007, Routledge, London, New York, 176 p.  
ISBN 9780415401258.



Coulmas, Florian; Conrad, Harald;  
Schad-Seifert, Annette; Vogt,  
Gabriele (ed.)

“The Demographic Challenge: A Handbook  
about Japan “

2008, Brill, Leiden, Boston, 1199 S., ISBN  
978-90-04-15477-3.



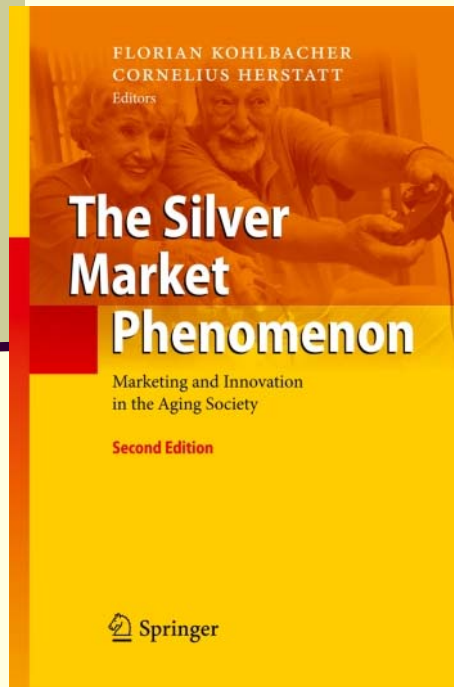
# The Silver Market Phenomenon



*“The Silver Market Phenomenon: Marketing and Innovation  
in the Aging Society”*

2<sup>nd</sup> edition, Springer, 2011

Editors: Florian Kohlbacher and Cornelius Herstatt)



In the light of the global demographic shift, this book offers an excellent overview on the matter itself as well as a thorough insight on the opportunities and challenges, which come along with it. Kohlbacher and Herstatt gathered contributors of profound expertise from a wide range of areas. This volume is full of concrete examples, first - hand insights and practical advice. A great tool I would like to recommend to any marketing, R&D or product manager.

*Makoto Miwa*

*Director of Tokyo R&D Center, Panasonic Corporation, Japan*



**Thank you very much!**  
**Vielen Dank!**  
**ご清聴ありがとうございました。**

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