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| Collana | Marketing and consumer psychology series |
| Altri autori (Persone) | DroletAimee Leigh SchwarzNorbert, Dr. phil YoonCarolyn <1960-> |
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| Soggetti | Older consumers Consumer behavior Consumption (Economics) Marketing Electronic books. |
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| Nota di contenuto | Cognitive psychology and neuroscience of aging / Angela H. Gutches -- Spending patterns in the older population / Michael D. Hurd and Susann Rohwedder -- Socioemotional selectivity theory : implications for consumer research / Aimee Drolet, Loraine Lau-Gesk, Patti Williams and Hyewook Genevieve Jeong -- Aging-related changes in decision making / Ellen Peters -- Do workers prepare rationally for retirement? / Gary Burtless -- New choices, new information : do choice abundance and information complexity hurt aging consumers' medical decision making? / Stacy L. Wood, Judith A. Shinogle and Melayne M. McInnes -- The ageing consumer and intergenerational transmission of cherished possessions / Carolyn Folkman Curasi, Linda L. Price, and Eric J. Arnould -- Comprehension of marketing communications among older consumers / Carolyn M. Bonifield and Catherine A. Cole -- Impact of |

age on brand choice / Raphaelle Lambert-Pandraud and Gilles Laurent
-- Why do older consumers tell us they are more satisfied? / Carolyn Yoon, Fred Feinberg, and Norbert Schwarz -- Age-branding / Harry R. Moody and Sanjay Sood -- Designing products for older consumers : a human factors perspective / Neil Charness, Michael Champion and Ryan Yordon.

Sommario/riassunto

At present, about 45 million Americans are over the age of 65, and by 2020, one out of every six Americans will be 65 or older. These statistics are reflective of a worldwide phenomenon in developing and developed countries alike unrivalled since the Industrial Revolution. This edited volume, written by experts in many fields, examines the economic and psychological research on how aging consumers behave, make decisions, and choose in the marketplace. The book takes stock of what is known, identifies gaps and open questions, and outlines an agenda for future research. It covers topics
