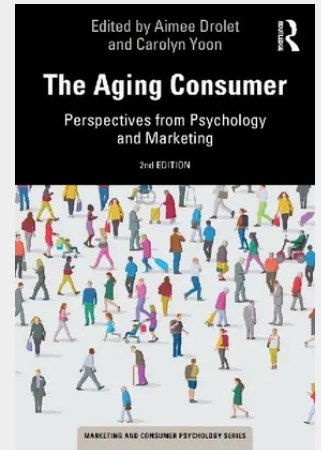


The Aging Consumer

Perspectives from Psychology and Marketing

The Aging Consumer: Perspectives from Psychology and Marketing, 2nd edition takes stock of what is known around age and consumer behavior, identifies gaps and open questions within the research, and outlines an agenda for future research. There has been little systematic research done with respect to the most basic questions related to age and consumer behavior, such as whether older adults versus young and middle-age adults respond to marketing activities including pricing, promotions, product design, and distribution. Written by experts, The Aging Consumer compiles research on a broad range of topics on consumer marketing, from an individual to a societal level of analysis. This second edition provides new versions of chapters contained in the 2010 volume that have been updated to reflect the latest psychological and marketing research and thinking. Included also are ten new chapters which cover exciting new ground, such as changes in metacognition in older adults, motivated cognition of the aging consumer, and a global perspective on aging and the economy across cultures. This updated volume is beneficial for researchers and practitioners in marketing, consumer behavior, and advertising. Additionally, The Aging Consumer, 2nd edition will appeal to professionals in other fields such as psychology, decision sciences, gerontology and gerontological social work, and those who are concerned with normal human aging and its implications for the everyday behavior of older individuals. It will also be of interest to those in fields concerned with the societal implications of an aging population, such as economics, policy, and law.

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75,40 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780367360931
Medium: Buch
ISBN: 978-0-367-36093-1
Verlag: Routledge
Erscheinungstermin: 02.10.2020
Sprache(n): Englisch
Auflage: 2. Auflage 2020
Serie: Marketing and Consumer Psychology Series
Produktform: Kartoniert
Gewicht: 552 g
Seiten: 384
Format (B x H): 152 x 229 mm

