

The desire to age well, a new driver of elderly consumer behaviour: antecedents, direct and indirect effects on consumption

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Abstract:

Aging well is a societal challenge and a crucial issue for the elderly, influencing their consumption patterns across markets. Yet, this concept remains underexplored in marketing research. This research introduces an integrative framework of Desired Aging Well (DAW), defined as the set of objectives individuals pursue to achieve their desired aging. DAW goals extend beyond health to encompass physical, social, financial, and psychological aspirations, varying across individuals. Three antecedents—perceived aging, subjective age, and subjective health—shape DAW. Additionally, DAW influences consumption directly and indirectly through adjustments to aging expectations. This dual mechanism is analyzed across e-health, leisure, health food overconsumption, and willingness to pay more for quality products. The findings provide significant theoretical, managerial, and societal insights, enhancing understanding of aging-related consumer behavior and informing marketing strategies.

Keywords: Desired aging well, Bifactor model, Successful aging.

Track: Consumer Behaviour.