Advancing Connections Between Consumption and the Elderly: Consumer Research Issues, Opportunities and Challenges

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Roundtable participants co-created a future research agenda focusing on: 1) Identity Work and Cultural framings of Old Age; 2) The Importance of situating elderly consumption in various contexts; 3) Implications for marketers. Outcomes comprise international collaborations, conference special sessions, and journal special issues with multiple research groups including Public Policy and Marketing, CCT, and TCR.

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Roundtable
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