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New-age elderly in Germany – how to live better with **healthy experiences**

Os **novos idosos** na Alemanha – como viver melhor com **experiências saudáveis**

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Abstract | This study aims to analyze which potential attributes of anti-ageing experiences (goods, services, and experiences) will tend to be associated with subjective happiness; how cognitive age is associated with mindfulness and the influence of mindfulness on subjective happiness. Senior universities were contacted and approached by the research team to conduct the study. The goals of this study were explained to the managers of the senior universities and the survey collected among the people who participate in the activities and are enrolled in the senior universities. To analyze this theme over two hundred (250) questionnaires were distributed during January 2016 in Hamburg. The findings reveal that (i) mindfulness tend to have a positive effect on subjective happiness among elderly consumers, (ii) cognitive age and chronological age are not overlapped and (iii) the way elderly consumers perceive the anti-aging products and experiences may be correlated with subjective happiness.

Keywords | New-age elderly, cognitive age, chronological age, mindfulness, subjective happiness

Resumo | Este estudo pretende analisar quais os atributos de potenciais experiências anti-envelhecimento (bens, serviços, experiências) que tendem a estar associados à felicidade subjetiva; como a idade cognitiva está associada à atenção plena e a influência da atenção plena na felicidade subjetiva. Para conduzir o estudo foram contatadas universidades seniores pelo grupo de pesquisa. Os objetivos deste estudo foram explicados aos gestores das universidades seniores e a amostra recolhida entre as pessoas que participam nas atividades e estão inscritos nas universidades seniores. Para analisar este tema mais de duzentos (250) questionários foram distribuídos durante janeiro de 2016 em Hamburgo. Os resultados revelam que (i) a atenção plena tende a ter um efeito positivo sobre a felicidade subjetiva entre os

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consumidores idosos, (ii) a idade cognitiva e a idade cronológica não são sobrepostas e (iii) a maneira como os consumidores idosos percecionam os produtos e as experiências anti-envelhecimento pode ser correlacionada com a felicidade subjetiva.

Palavra-chave | Novos idosos, idade cognitiva, idade cronológica, atenção plena, felicidade subjetiva

1. Introduction

Nowadays, the called new-age elderly segment is different from the traditional elderly since they are less connected with material possessions and more interested in seeking novel experiences, personal challenges, and new health and anti-aging products (Schiffman & Sherman, 1991). They see themselves as younger than their chronological age, and they consider themselves to be healthier than other people of their age. Hence, their cognitive age-identity may differ significantly from the chronological or biological age (Clark, Long & Schiffman, 1999) since cognitive age may be seen as the actual age-role self-concept of and individual, reflecting his/her age-identity (Barak, 1987).

Several studies refer that new-age elderly are expected to apply anti-aging products and/or healthy products and experiences that could be directly related to goods such as food supplement as well as to travel, medical tourism destination or experiences at SPAs (e.g., Sherman, Schiffman, & Mathur, 2001); Salamon, 2010; Loureiro, 2015; Josefsson, Andersson, & Erikstedt, 2016; Tellado, 2017). In this sense, it will be important to analyze which potential attributes of anti-ageing experiences will tend to be associated with subjective happiness, how cognitive age is associated with mindfulness and the influence of mindfulness on subjective happiness. In this vein, this article reports on a study that explores the relationship among attributes of anti-ageing products, subjective happiness, mindfulness and their age perceptions. The remainder of the current article is organized as it follows: theoretical background, methodology, and results. Finally, the conclusions and implications are provided.

2. Theoretical background

2.1. Subjective happiness

The concept of subjective happiness is embedded in a broad conceptualization of subjective well-being. The idea of happiness with life or Eudaimonia comes from Aristotle and his ideas of the good life. Eudaimonia means living life in a fulfilling and meaningful way, and so it is the ultimate goal of individuals (Deici & Ryan, 2008). However, happiness may also be considered from an hedonic perspective, which involves the pursuit of pleasure and the meaning in one's life (Wang & Wong, 2014). The last perspective includes the immediate fulfillment of one's desires, the hedonism issues (Kahneman, Diener, & Schwartz, 1999), whereas the former is the pursuit of meaning or potential (Waterman, 1993). Both perspectives may occur simultaneously and overlap with one another (King, Hicks, Krull, & Del Gaiso, 2006; Kashdan et al., 2008), but eudaimonism is correlated with activities involving developmental growth, while hedonism is connected to escape and relaxation (Waterman, 1993), a more short-term effect. (Petersen, Park, & Seligman, 2005; Ryan & Deci, 2001; Seligman & Csikszentmihalyi, 2000; Wang & Wong, 2014).

In the current study, we explore the subjective happiness among the new elderly people. A single-item is commonly used to measure the subjective happiness, but a more accurate scale was developed by Lyubomirsky and Lepper (1999) to examine global subjective happiness, which employs 4 items. From those, two items ask respondents to characterize themselves using both absolute ratings and ratings relative to peers. The other two items give descriptions of happy and unhappy individuals and ask respondents the extent to which each characterization describes them.

2.2. Cognitive age

Cognitive age has been linked to life satisfaction. Indeed, younger cognitive age has been associated with increased levels of life satisfaction (Schiffman & Sherman, 1991; Sherman, Schiffman, & Mathur, 2001).

Barak (1987) consider chronological age in comparison with five different perceived age measures: cognitive age, ideal age, youth age, discrepancy age, and disparity age. They understood that cognitive age tends to be more effective in marketing psychographic segmentation than chronological age. Stephens (1991) also considers cognitive age to be a superior age measure when used in conjunction with chronological age.

The new elderly people may regard themselves as younger than their chronological age indicates and wish to consumer anti-ageing experiences to enhance their subjective happiness. The type of attributes of the products can be differently associated with the subjective happiness. Yet, not only cognitive age and anti-aging products have been associated with subjective happiness; mindfulness has also been connected to well-being, particularly in medical context.

2.3. Teutonic travel market at a glance

We may point out two distinct, but related perspectives of mindfulness. The old perspective comes from the contemplative cultures, such as Buddhism, and involves the non-judgmental awareness of one's present experience and living the moment (Brown & Ryan, 2003; Kabat-Zinn, 1994).

The other perspective comes from research on social psychology. Langer (1989) defines mindfulness as a mindset of openness to novelty in which the individual actively constructs novel categories and distinctions (Langer, 1989). This last perspective includes the external, material and social context of individual participants (Baer, 2003; Langer, 1989) and so differs from the meditative approach.

Mindfulness consists of four dimensions: novelty seeking, novelty producing, flexibility and engagement (Bodner & Langer, 2001). These dimensions or domains describe a person's relative openness to experience, willingness to challenge strict cognitive and nomological categories, and the continual reassessment of the environment and their reactions to it. An openness to novelty corresponds with novelty seeking and producing factors. An awareness of multiple perspectives corresponds to the engagement and flexibility factors. Flexibility and novelty producing factors refer to how one operates on one's environment while novelty seeking and engagement means the one's orientation to the environment.

Langer and colleagues also highlight the anti-mindfulness, called mindlessness. The mindlessness occurs when individuals are engaged in a mindless (automatic) practice or in a mindless state (Bodner & Langer, 2001; Kabat-Zinn, 2005). Mindfulness is also understood in the context of an organization, as an extension of Langer's perspective of mindfulness. Following the individual perspective of Langer (1989), Levinthal and Rerup (2006, p.505) define mindfulness in organizational level as "high sensitivity of perception and high fle-

xibility of behavior to respond to diverse, changing stimuli".

In the current study, we employ the individual level of mindfulness because we are dealing with individual elderly consumers and their experience consumption. At this level mindfulness is argued to positively affect various outcomes on the individual level, such as creativity, physical well-being and psychological well-being (Brown & Ryan, 2003; Langer, 2005, 2009) and as a driver to subjective well-being in tourism experiences (e.g., Moscardo, 1996; Frauman & Norman, 2004).

2.4. Relationships among age, mindfulness, subjective happiness and ant-aging consumption

Based on previous assumptions presented in this paper, cognitive age may play a role on mindfulness. Elderly people who regard themselves as younger than their chronological age will be associated with increased levels of subjective happiness (Schiffman & Sherman, 1991; Sherman, Schiffman, & Mathur, 2001) and more mindful in their approach to life and attitude to the product and experiences. Therefore:

H1: Cognitive age is negatively associated to mindfulness among elderly consumers.

As noted previously, past research has highlighted the association between mindfulness and well-being in both, social psychology and tourism context (e.g., Brown & Ryan, 2003; Langer, 2005, 2009; Moscardo, 1996; Frauman, & Norman, 2004). Thus, we expected that into the context of new-age elderly consumers, more mindful consumers (guest and/or tourists) would be related to higher scores of subjective happiness.

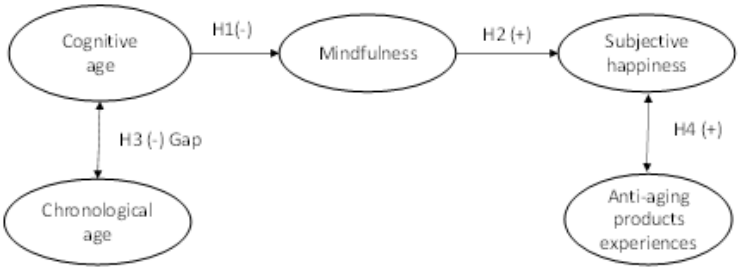
H2: Mindfulness positively enhances subjective happiness among elderly consumers.

New-age elderly animated by the spirit to continue to learn, to remain physically and cognitively active and engaged in the process to select anti-ageing products and experiences (Tellado, 2017; Schmidt-Hertha, & Rees, 2017) will regard themselves younger than their chronological age indicates.

H3: Chronological age is statistically different from cognitive age among elderly consumers.

Maintaining one's health, to the extent that it can be done through the use of anti-ageing products and experiences, might be an important part of feeling younger and thus associate to a lower cognitive age (e.g., Stephens, 1991), but also associate with high mindfulness and high subjective happiness. Those who feel younger may do more to maintain their health.

H4: Anti-ageing products and experiences preference is positively associated with subjective happiness.



Source: authors' elaboration

Figure 1 | Proposed framework

3. Methodology

3.1. Data collection

The premise of this research is that elderly person who participates in several physical, cognitive and entertainment activities at senior universities will be more engaged in get more knowledge and be more open about anti-ageing products. The survey was conducted during the month of January 2016 in Germany (Hamburg).

Senior universities were contacted and approached by the research team. The goals of this study were explained to the managers of the senior universities and the survey collected among the people who participate in the activities and are enrolled in the senior universities. These senior universities minister courses mainly in history, politics, and healthcare. The universities also provide training for those who want to use their career experience to become consultants.

Two focus group were conducted -before preparing the questionnaire- to capture the core motivations to use anti-age and products and experiences. The focus groups with 8 participants each were organized in two different senior universities. The results of the focus groups allow us to get 13 motivational attributes of anti-aging products and experience. After that, the questionnaire was prepared containing 5 constructs and socio-demographic questions and launched after the pilot test.

Over two hundred (250) questionnaires were distributed, 21 did not wish to answer, 15 did not respond to the full extent, and 211 questionnaires were usable for analyzing the theoretical framework, corresponding to a response rate of 84%.

The questionnaire was first elaborated in English and then translated to Germany; back translation was used to ensure that both questionnaires communicated the same information (Sekaran, 1983). A pilot sample of ten older consumers from senior universities was used to ensure that the wording of the questionnaire was clear and only a few adjustments were made. The last part of the questionnaire concerns about socio-demographic data: gender and age.

3.2. Variables and measurement

We may find various scales developed to use individual mindfulness, such as: Kentucky Inventory of Mindfulness Skills (Baer, Smith, & Allen, 2004), Mindful Attention Awareness Scale (Brown & Ryan, 2003), Five Factor Mindfulness Questionnaire (Baer, Smith, Hopkins, Krietemeyer, & Toney, 2006), and Langer Mindfulness Scale (LMS) (Langer, 2004). For the purpose of the current study, LMS appears to be the most suitable due to the characteristics of the scale and because have good reliability, factor validity, and construct validity. LMS scale is composed by 21 item measuring four dimensions or domains associated with mindful thinking: novelty-seeking (refers to one who perceives each situation as an opportunity to learn something new), engagement (referring to an individual's capacity to notice more details about his/her specific relationship with the environment or the cause), novelty-producing (a person that generates new information in order to learn more about the current situation), and flexibility (someone who welcomes a changing environment or situation rather than resist it) (Langer, 2004).

Subjective happiness was measured with four items adapted from Lyubomirsky and Lepper (1999). All the items for mindfulness and subjective happiness were rated using a 5-point Likert-type scale (1– strongly disagree to 5– strongly agree). The importance of anti-ageing products and experiences were evaluated using a 10-point scale (1-not important at all to 10-extremely important).

Finally, cognitive age was accessed using 6 items (I feel as I am in my...age; I look as I am in my. . . age; My health is as I were in my. . . age; I

think as I am in my. . . ; I do most things as I am in my. . . age; My interests are mostly those of a person in his/her. . . age) based on Clark et al. (1999). We asked participants to specify which age group they feel they really belong to (this for each item): twenties, thirties, forties, fifties, sixties, seventies, eighties or nineties.

4. Results

Data were treated using SPSS 23.The sociodemographic profile of respondents is characterized by a slight majority of female (57.8% of the sample), and the average age is 63 years (range from 50 to 80 years). All respondents (students at senior universities) are retired, and they have different professions and different skills.

4.1. Dimensions of the motivations attributes for anti-aging products and experience

The principal component analysis for the attributes for ant-aging products and experience items generated four factors that accounted for 69.1% of total variance as Table 1 shows. All factor loadings are significant since they are equal or greater than 0.5. The alpha of Cronbach value (0.92) indicate a good reliability or internal consistency of the scale.

Then, two sub-samples were selected randomly from the original sample to validate the exploratory factorial analysis. Since the communalities of the sub-samples present similar values to those of the initial sample, the total variance explained being also similar, and the factor loadings, after Varimax rotation, close enough; the validity of the factorial analysis can be accepted.

Dimensions	Items	Mean (SD)	Factor loading	Communality	Eigenvalue	Variance explained	Cronbach alpha
Amarenses and trust	Brand amarenses	2.7(1.15)	0.647	0.704	5.867	39.116%	0.839
	Quilite of the product	4.3(1.09)	0.776	0.818			
	Ingredients	4.2(1.12)	0.643	0.786			
	Purposes are achieved	4.2(1.06)	0.705	0.708			
	Trust in product and brand	3.7(1.20)	0.638	0.636			
Promotion and recommendation	Recommendations of friends and family	3.1(1.14)	0.669	0.568	1.899	12.662%	
	Low price	3.3(1.16)	0.888	0.810			
	Promotional offers	3.4(1.09)	0.758	0.676			
Health consumption	Organic product	3.4(1.19)	0.761	0.687	1.516	10.106%	0.782
	Not animal-tested	3.7/1.25)	0.599	0.437			
	Vegan ingredientes	2.6(1.26)	0.819	0.733			
	Certifications of the product	3.6/1.23)	0.548	0.592			
	Results of independent tests	3.7(1.08)	0.555	0.630			
Corporate communication	Appealing packaging	2.3/1.07)	0.872	0.777	1.078	7.186%	0.809
	Advertisements	2.1(1.03)	0.865	0.798			

Kaiser–Meyer–Olkin measure of sampling adequacy = 0.87. Bartlett's test of sphericity χ^2= 1447.48, $p < 0.00$.

Source: authors' elaboration

Table 1 | Results of principal components analysis with Varimax rotation

The first dimension, called Awareness and trust, refers to motivations for anti-aging products based on knowledge of the brand, perceived quality and the composition of the products. The second dimension, named Promotion and recommendation, includes motivations based on the influence of others (family, friends) and low price. The third dimension, designed as Health consumption, groups items regarding aspects of organic products, food without animal origin, certificated and assurance made by independent entities. Finally, the dimension corporate communication includes items referring to those who are influenced by the corporate/brand advertising and the package.

4.2. Structural equations

The adequacy of the measures is assessed by evaluating the reliability of the individual items and the discriminant validity of the constructs. Item reliability is evaluated by examining the loading of the measures on their corresponding construct. All the loadings of scales measuring reflective constructs approach or exceed 0.707, which indicates that more than 50% of the variance in the observed variable is explained by the construct (see Table 2), which were eliminated from the analysis. Composite reliability was used to analyze the reliability of the constructs since this indicator has been considered a more exact indicator than Cronbach's alpha (Fornell & Larcker, 1981).Table 2 shows that all constructs are reliable since the composite reliability values exceed the threshold of 0.7 and even the strictest one of 0.8.

The measures also demonstrate convergent validity, given that the average variance of manifest variables extracted by the constructs (AVE) was at least 0.5, indicative of the fact that more variance was explained than unexplained in the variables associated with a given construct.

Construct	LV índex Values	Item Loading range	Composite reliability	AVE
Novelty-producing	3.5	(0.709-0.814)	0.851	0.519
Cognitive age	48.3	(0.721-0.849)	0.919	0.653
Engagement	3.8	(0.721-0.779)	0.747	0.507
Flexibility	3.8	(0.750-0.889)	0.739	0.507
Novelty-seeking	3.9	(0.707-0.844)	0.840	0.573
Subjective happiness	3.8	(0.710-0.841)	0.827	0.616
Second-order formative Construct	First-order constructs/ dimensions	Weight	t-value	VIF
Mindfulness	Novelty-producing	0.447***	11.993	2.009
	Engagement	0.224***	5.830	1,838
	Flexibility	0.210***	5.782	1-314
	Novelty-seeking	0.335***	10.933	2.239

Note: ***$p<0.001$

Source: authors' elaboration

Table 2 | Measurement model

At the second-order construct level, we have the parameter estimates of indicator weight, the significance of weight (t-value) and multicollinearity of indicators. Weight measures the contribution of each formative indicator to the variance of the latent variable. A significance level of at least 0.05 (in the case of this study a significant level of at least 0.001) suggests that an indicator is relevant to the construction of the formative index (Servicescape), and thus demonstrates a sufficient level of validity. The recommended indicator weight is > 0.2. Table 2 shows that all four dimensions (Novelty-producing, Engagement, Flexibility, and Novelty-seeking) have a positive beta weight above 0.2. The degree of multicollinearity among the formative indicators should be assessed by variance inflation factor (VIF) (Fornell & Bookstein, 1982). The VIF indicates how much an indicator's variance is explained by the other indicators of the same construct. The common acceptable threshold for VIF is below 3.33 (Diamantopoulos & Siguaw, 2006). Table 1 shows VIF values are <3.33 and so the results did not seem to pose a multicollinearity problem.

Finally, the criterion used to assess discriminant validity was proposed by Fornell and Larcker (1981), meaning that the average variance extracted (AVE) should be greater than the variance shared between the construct and other constructs in the model, that is, the squared correlation between two constructs. Table 3 shows that all latent variables have discriminant validity. The last part of Table 3 shows that the correlations between each first-order construct and the second-order construct is >0.71 revealing that they have more than half of their variance in common, as expected.

	1	2	3	4	5	6
1.Novelty-producing	1.000					
2.Cognitive age	-0.144	1.000				
3.Engagement	0.620	-0.026	1.000			
4.Flexibility	0.484	-0.147	0.417	1.000		
5.Novelty-seeking	0.642	-0.157	0.540	0.671	1.000	
6.Subjective happiness	0.441	0.014	0.338	0.440	0.452	1.000
AVE ½	0.720	0.808	0.712	0.712	0.757	0.785
Correlation between first- and second-order constructs						
	Novelty-producing	Engagement	Flexibility	Novelty-seeking		
Mindfulness	0.893	0.761	0.725	0.871		

Source: authors' elaboration

Table 3 | Discriminant validity

Table 4 shows the structured results. The two steps score construction procedure (Chin, Marcolin & Newsted, 2003) was employed to test the hypotheses H1 and H2. The PLS approach allows for explicit estimation of latent variable (LV) scores; after saving the standardized LV scores (Tenenhaus et al., 2005). A nonparametric bootstrapping procedure with 500 re-samples was performed to obtain the path coefficients, their respective standard errors, and t-value for their path coefficients (For-

nell & Larcker, 1981). The H2 is supported (β =0.513, p<0.001) and H1 is not statistically significant, even so, the signal of the relationship is negative, as expected.

The Q^2 statistic (i.e., the Stone–Geisser test) can be used to evaluate the predictive relevance of the model. All values of Q^2 are positive, and therefore, the relationships in the model have predictive relevance. The model also demonstrated a good level of predictive power (R^2) as the modeled constructs explained 26.3% of the variance in subjective happiness. The overall goodness of fit, GoF, proposed by Tenenhaus et al. (2005), reveals a good fit (see table 4).

Path	Standardized coefficient (t-value)	Standard error (SE)	Hypothesis
Cognitive age → Mindfulness	-0.152 ns (1.212)	0.125	H1 not supported
Mindfulness → Subjective happiness	0.513*** (4.854)	0.106	H2 supported
$R^2_{Mindfulness}$ = 0.023	Q^2= 0.991		
$R^2_{Subjective\ happiness}$= 0.263	Q^2= 0.992		
GoF (overall goodness of fit) = 056			

Note: ***p<0.001; ns- not significant

Source: authors' elaboration

Table 4 | Structural results

4.3. Pairwise comparisons for cognitive Age

Paired sample t-test is a statistical technique that is used to compare two population means in the case of two samples that are correlated. In this study, the same subjects (participants from senior universities) are present in both groups (chronological age and cognitive age). Following the assumptions to use the t-test, the variables are continuous; the normal distribution is assumed, and the variance of the samples is equal.

		Mean	Std. Deviation	95% Confidence Interval of the Difference		t	p-value
				Lower	Upper		
Pair 1	Chronlogical age - Feel age	12.95 (62.81-49.86)	11.264	11.419	14.476	16.698	0.000
Pair 2	Chronlogical age - Look age	10.06 (62.81-52.75)	8.667	8.881	11.233	16.855	0.000
Pair 3	Chronlogical age - Health age	11.67 (62.81-51.14)	10.869	10.193	13.143	15.594	0.000
Pair 4	Chronlogical age - Think age	16.53 (62.81-46.28)	10.756	15.066	17.986	22.319	0.000
Pair 5	Chronlogical age - Do age	14.58 (62.81-48.22)	10.486	13.160	16.006	20.202	0.000
Pair 6	Chronlogical age - Interest age	17.81 (62.81-45.00)	12.635	16.091	19.520	20.470	0.000
Pair 7	Chronlogical age - Cognitive age (composite of the six items)	13.61 (62.81-49.20)	7.264	12.620	14.592	27.206	0.000

Source: authors' elaboration

Table 5 | Pairwise Comparisons for Cognitive Age

Table 5 indicates a significant difference between cognitive age and chronological age, and so the chronological age tends to be significantly higher than cognitive age. Thus, H3 is supported.

4.4. Correlations between variables

The correlation coefficient measures the extent to which two variables tend to change together. The coefficient describes both the strength and the direction of the relationship. In the current study, we calculated the Spearman rank-order correlation. The Spearman correlation evaluates the monotonic relationship between two continuous or ordinal variables. In a monotonic relationship, the variables tend to change together, but not necessarily at a constant rate. The Spearman correlation coefficient is based on the ranked values for each variable rather than the raw data.

Although not all values of the Spearman correlation are significant, table 6 shows (as expected) that the correlation between cognitive age and anti-aging products experiences tend to be positive, the values of Spearman coefficient tend to be positive, as expected. However, only the correlation between Subjective happiness and Corporate communication reveals to be significant (see table 6). Thus, H4 is only partially supported.

Correlations		Awareness and trust	Promotion and recommendation	Health consumption	Corporate communication
Subjective happiness	Spearman Correlation coeficient	0.044	-0.089	0.055	**-0.167***
	p-value	0.532	0.199	0.436	0.016

Note: *. Correlation is significant at the 0.05 level (2-tailed).

Source: authors' elaboration

Table 6 | Correlations between variables: subjective happiness and anti-aging products experiences

5. Conclusions, discussion and implications

The main goal of this study was to analyze which potential attributes of anti-ageing experiences would tend to be associated with subjective happiness, how cognitive age was associated with mindfulness, and the influence of mindfulness on subjective happiness. The findings reveal that (i) mindfulness tend to have a positive effect on subjective happiness among elderly consumers, (ii) cognitive age and chronological age are not overlapped and (iii) the way elderly consumers perceive the anti-aging products and experiences may be correlated with subjective happiness.

Aligned with previous research (e.g., Brown & Ryan, 2003; Langer, 2005, 2009; Moscardo, 1996; Frauman, & Norman, 2004), our study highlights the positive influence of more mindful elderly consumers on their happiness. Overall, elderly consumers who perceive each situation as an opportunity to learn something new, are more engaged with the environment and welcome a changing rather than resist it, and tend to be happier than those elderly consumers less engaged to the environment and changes in life.

Actually, new-age elderly have a cognitive perception of their age statistically lower than they chronological age, which denotes a propensity to act as younger than what is expected based on their chronological age.

Regarding the association between anti-aging products and experiences and subjective happi-

ness, consumers who do not have a perception about their physical condition tend to be more receptive to the recommendation and promotions about anti-aging products, as well as more aware and confident in such products and experiences. These anti-aging products and experiences act as a hope in order to feel better. When a person feels old based on his/her thinking processes (e.g., lack a memory, some very conservative and old style thoughts), he/she tends to be more aware of anti-ageing brands, quality of the products and if effectively the purpose (or the promise) of the product or experience is achieved.

These correlations give insights for those who manage and communicate anti-aging products and experiences. Consumers who feel more physical difficulties are more engaged in purchase anti-aging products. If consumers feel old based on his/her thinking processes are more depending on the confidence in a brand. Yet, it is more difficult to communicate and recommend these products and experiences to those who feel young and healthy. In this situation, it is better to appeal for the products features that allow to maintain the health and not to improve health. The findings also allow us to understand that flexibility is positively related with health consumption, meaning that those who welcome a changing environment or situation rather than resist it are more willing to search, give importance and purchase organic product, vegan ingredients and certificated products. Finally, happier elderly consumers tend to be less seduced by corporate communications, that is, appealing packaging and advertising. In this vein, depending on the way elderly consumers interpret and understand their cognitive age, managers should differentiate the way they communicate and deliver their products and experiences (in co-creation with consumers). Therefore, cognitive age may act as a moderator variable witch should be better explored and tested in future research.

Country destinations and cities should be prepared for these new-age elderly tourists. The regional and traditional products may be differentiated to congregate these new trends. Tourists have more knowledge about which is good or bad for their health and may do not want to taste new regional food if they consider it as not adequate. On the other hand, these tourists are more demanding for information about places, restaurants, lodgings, or the history of the place. Be authentic could not be enough to be appealing, rather destinations and places should be authentic but also with knowledge about the product and its feature.

Although the results reported here are supported, or at least partially supported, our hypotheses regarding the associations among constructs, further research would be necessary to establish any causal link. Other avenues for further research are related to prepare experiments that will allow to compare better between different perceptions in cognitive age and to compare younger and older consumers. Finally, cross-cultural studies are also recommended, as well as longitudinal studies.

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