

**UNDERSTANDING THE OLDER CONSUMER: THE GREY
MARKET (INTERNATIONAL SERIES IN SOCIAL
PSYCHOLOGY)**

Hope Maue

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Gunter, B. () The Psychology of Consumer Profiling in a Digital Age. Gunter, B., Elareshi, M., & Al-Jaber, K. () Social Media in the Arab World: Communication and Public Gunter, B. The Grey Market: Understanding the Older Consumer. . Target: International Journal of Market Research, 56(2),

Keywords: Older adult population, Elderly consumers, Healthy aging, Malnutrition , In a number of countries social services (most often provided by to better understand older adults as consumers, Without this understanding, .. The grey market, older consumers will reshape the business landscape.

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Older consumers also want quality and value. Singapore Economic Development Board. Children's toys for younger age groups are often marketed based on color, however, as the age group increases color becomes less gender-stereotyped. Barton, and Russel A. Systematic review of perceived effect of drugs and of their effectiveness". Learn More about VitalSource Bookshelf.

To be effective in truly harnessing the growth of the older adult market, the aging also requires a sustained commitment and action from country leaders to formulate evidence-based policies—like systematic nutrition screening and intervention—and healthcare workforce training and education that can strengthen and support an active aging population.