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Title: The influence of age and time horizon perspective on consumer behavior

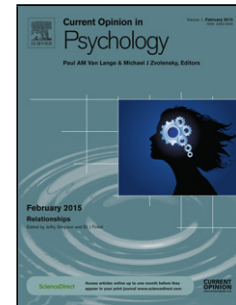
Authors: Aylar Pour Mohammad, Aimee Drolet

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The Influence of Age and Time Horizon Perspective on Consumer Behavior

Running head: Age and Time Horizon Perspective

Current Opinion in Psychology

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Aylar Pour Mohammad, UCLA

Aimee Drolet, UCLA

Aylar Pour Mohammad

UCLA Anderson School of Management

110 Westwood Plaza, Gold Hall, B-406

Postal code -90095, City - Los Angeles, CA, US

email - aylar.pm@gmail.com

Correspondence: Aylar Pour Mohammad (aylar.pm@gmail.com)

Highlights

- Older adults pursue emotionally meaningful goals, due to their limited time view.
- Age is associated with actively selecting situations that elicit positive emotions.
- Older adults prefer positive (vs. negative) information (the “positivity effect”).

Abstract

Past research has highlighted the role of time horizon view (i.e. the perception of remaining time as either limited or expansive) in goal salience and goal pursuit. Past studies have consistently found that age is associated with an increased focus on emotion. The present article focuses on the

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