

## MOTIVATION

Fill in your details to find out your life expectancy

How old are you?

Enter your country

Show me life expectancy for:

Women  Men  Both

Your average life expectancy is **84 years**

**Life expectancy**

A woman aged 50-54 in your country will on average live another 34 years

## ABSTRACT

Consumers often learn about their life expectancy either in **age format** (e.g., you are expected to live until the age of 84) or in **delay format** (e.g., you are expected to live another 34 years). This research reveals that **consumers perceive their life expectancy to be shorter when it is described in delay (vs. age) format**. We propose that consumers may better realize how short their life expectancy is in delay (vs. age) format because delay format indicates a time interval while age format indicates an abstract point in the future. We further demonstrate some consequences of this effect on consumer behaviour in **health, hedonic consumption, and time management** domains.

## MECHANISM

- **Age format** indicates an abstract point in the future.
- **Delay format** indicates a time interval.



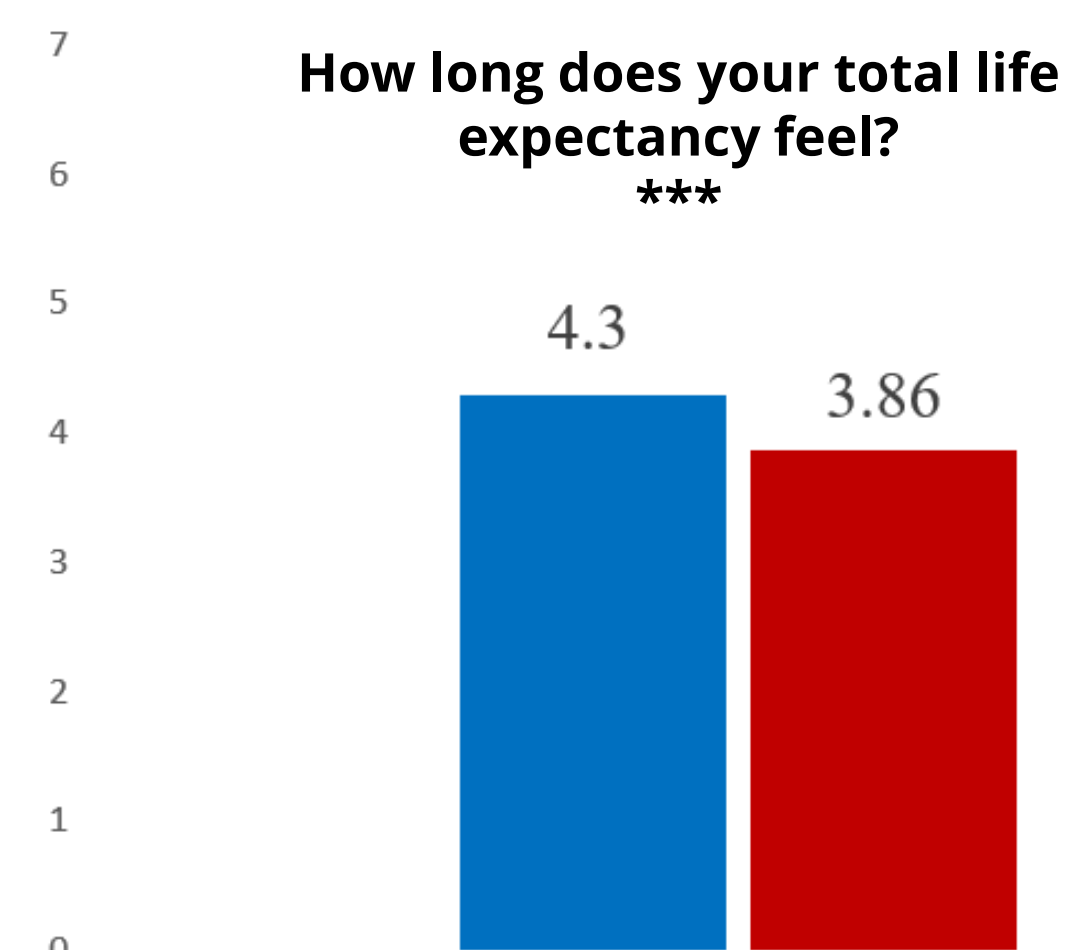
## OVERVIEW OF THE STUDIES

Study	N	Design	DV	Moderator
Study 1	600	2 Conditions: Age vs. Delay	Perception of Life Expectancy	-
Study 2A	601	2 Conditions: Age vs. Delay	Health article & Anti-aging Supplement	-
Study 2B	531	2 Conditions: Age vs. Delay	Hedonic Consumption	-
Study 2C	395	2 Conditions: Age vs. Delay	Time Management	-
Study 3	800	2(Age vs. Delay) x 2(Control vs. Bucket List)	Perception of Life Expectancy	Focus point

## RESULTS

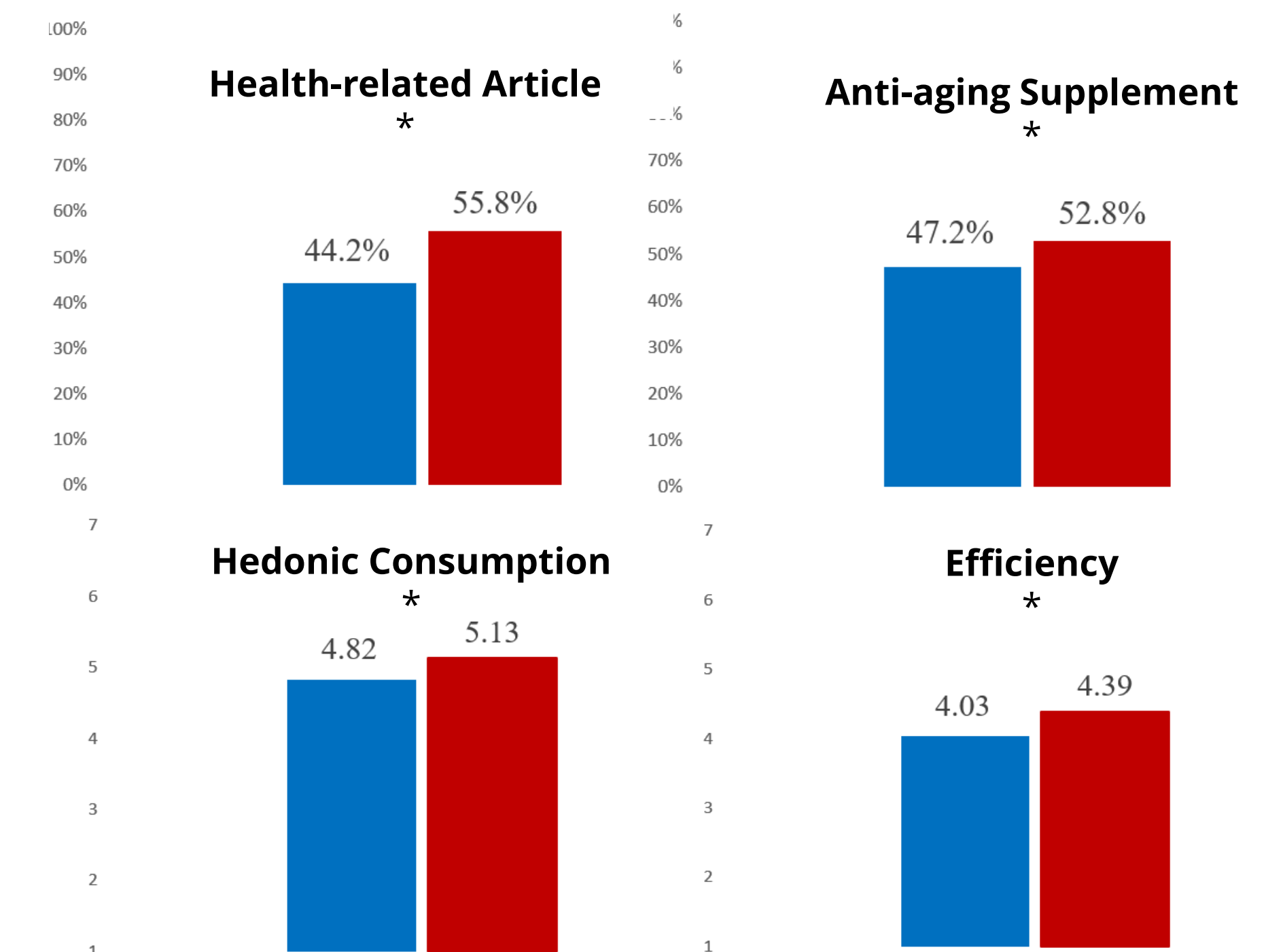
### Study 1: Main Effect

- **Age:** You are expected to live until the age of 84.
- **Delay:** You are expected to live another 34 years.
- Life expectancy in **delay (vs. age)** format is perceived to be shorter.



### Studies 2a-2b-2c: Behavioral Consequences

- **Delay (vs. age)** format increases consumers' interest in health-related article and anti-aging supplement hedonic consumption and efficiency.



### Study 3: Mechanism

- 2(age vs. delay) x 2(control vs. bucket list)
- **Bucket list:** List 10 things you want to do before you die.
- Directing attention to the time interval attenuates the effect.

