



the journal of consumer affairs

Call for Papers

The *Journal of Consumer Affairs* announces a special issue on

Enhancing the Well-being of Older Adults: Interventions, Policies, and Practices

Submission Deadline: December 1, 2025

Special Issue Editors:

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Journal of Consumer Affairs invites submissions for a special issue dedicated to exploring the multifaceted dimensions of older adults' well-being in contemporary society from consumer perspectives. With global populations aging, understanding and promoting the well-being of older adults has become a critical research and practice area across various fields. This special issue seeks to amplify the voices of older consumers, explore their needs and preferences, and provide actionable insights to enhance the quality of life for older adults and their families. By offering a comprehensive and interdisciplinary examination of the factors that influence well-being in later life, this special issue aims to highlight innovative approaches to support the aging population. Focusing on consumer perspectives on interventions, policies, and practices for today and the future, we seek to foster innovation, inform policy, and guide practices through rigorous research. Potential areas of interest include, but are not limited to:

- **Older adults' financial well-being:** Financial implications of aging, retirement planning, estate planning, financial hardships, policies supporting financial well-being, and vulnerability to financial exploitation, fraud, and scams
- **Older adults' emotional well-being:** Emotions, life satisfaction, purpose in life, roles of social support, spirituality, and coping with physical changes and loss
- **Older adults' health:** Impact of health and cognition on consumer behavior, healthcare expenses during retirement, decision-making in health-related consumption, telehealth use, and consumer experiences with caregiving services and products

- **Older adults' social engagement and community involvement:** Effects of volunteerism, community programs, and faith-based or cultural organizations on well-being
- **Intergenerational relationships:** Intergenerational support systems, grandparent-grandchild bonds, grandparents caring for grandchildren, and technology as a bridge between generations
- **Technology and consumption:** Barriers and facilitators to technology adoption, online shopping, technology-driven healthcare, and digital literacy
- **Housing and community design:** Consumer preferences for age-friendly homes, smart home technologies and independence, empty nesting and downsizing, and possession divestment
- **Transportation and mobility:** Impact of transportation accessibility and mobility on healthcare service utilization, social life, and independent living
- **Older adults' physical activity and fitness:** Social and health benefits of group activity, and customized fitness interventions for chronic health conditions
- **Nutrition and dietary decisions:** Food insecurity, influence of family and caregivers on dietary decisions and meal planning, and cultural influences on nutrition and dietary choices

Manuscripts should present evidence-based findings with clear implications for practice, policy, or future research. We encourage interdisciplinary approaches and innovative perspectives that contribute to a deeper understanding and enhancement of older adults' well-being. Before submission, authors should carefully read and follow the Author Guidelines.

Submission Window: September 1, 2025 – December 1, 2025.

Submission Criteria

We seek high quality empirical articles that contribute to the understanding of consumer experiences and outcomes in the aging population.

Empirical articles may use quantitative and/or qualitative data from a variety of sources, including experiments, surveys, interviews, and/or administrative datasets. They must be grounded in theory, demonstrate best practices in rigorous research methodologies, and clearly articulate the contributions of the research. Quantitative manuscripts must include hypothesis development and testing, with a clear conceptual framework.

Journal of Consumer Affairs uses double-blind reviews. Manuscripts that are not desk rejected will be reviewed by at least two reviewers and a Guest Editor.

Full manuscripts to the Special Issue may be submitted online at <https://wiley.atyponrex.com/journal/JOCA> or connect via the link on the *Journal of Consumer Affairs* website. Style guidelines and publishing requirements can be viewed online at <https://onlinelibrary.wiley.com/journal/17456606>. For more information on ACCI, please visit www.consumerinterests.org.