

American Council on Consumer Interests

27th Annual Conference

April 8-11, 1981

Minneapolis, Minnesota

THE PROCEEDINGS

Conference Theme:

**THE CONSUMER MOVEMENT AS RELATED TO
OTHER SOCIAL MOVEMENTS**

PROCEEDINGS

27th Annual Conference
of the
AMERICAN COUNCIL ON CONSUMER INTERESTS
April 3 - 11, 1981
Minneapolis, Minnesota

Conference Theme:
The Consumer Movement as Related to Other Social Movements

Edited by
Carol B. Heeks
U.S. Department of Agriculture
Economics and Statistics Service

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PROGRAM

AMERICAN COUNCIL ON CONSUMER INTERESTS
27th Annual Conference
April 8 - 11, 1981
Minneapolis, Minnesota

Convention Theme:
The Consumer Movement as Related to Other Social Movements

Page
Number

Wednesday, April 8, 1981

STUDENT PROGRAM

"JOB INSIGHTS FOR THE CONSUMER AFFAIRS GRADUATE"

147

Presiding: Honore Keefe, Kansas State University

Presentors: Jean Bowers, Ohio State University
Robert McCleary, Corning Glass
Alex Grant, Food and Drug Administration
John Burton, University of Utah
Eleanor Kelly, Consumer Information Center

NEW MEMBERS' ORIENTATION

"History and Overview of ACCI"

nms*

Presiding: Cynthia Crawford, University of Missouri-Columbia

Presentors: Ray Price, University of Minnesota
Arch Troelstrup, Stephens College
Colston Warne, Consumers Union

Thursday, April 9, 1981

FIRST GENERAL SESSION

Presiding: Herbert Jelley, Oklahoma State University. President, ACCI

Welcome: Jean Kinsey, University of Minnesota. ACCI Local Arrangements Chairperson
Ray Price, University of Minnesota. Former ACCI President

COLSTON E. WARNE LECTURE

Speaker: Betty Furness, NBC Television. "Communicating Consumerism"

41

CONCURRENT SESSIONS

Session A

CONSUMER EDUCATION: PRIVATE OR SOCIETAL DECISION MAKING?

101

Presiding: Virginia B. Langrehr, University of Wisconsin

Presentors: Frederick Langrehr, Marquette University
Kay Edwards, Brigham Young University
Virginia Dickinson, Oregon State University

Discussants: Dawn Johnson, Oshkosh Public Schools
Robert O. Herrmann, Pennsylvania State University
Josephine Turner, Auburn University

*no manuscript submitted

Session B

- Presiding: Frances L. Cogle, Louisiana State University
- Presentors: Marjorie B. Keiser, Montana State University
 Patricia A. Tripple, University of Nevada-Reno
 "CONSUMER RESEARCH AS A PART OF HOME ECONOMICS IN HIGHER EDUCATION" 83
- William B. Walstad, University of Missouri-St. Louis
 John C. Soper, Northern Illinois University
 "THE DEVELOPMENT AND NATIONAL EVALUATION OF THE SURVEY OF ECONOMIC ATTITUDES" 205
- Kenneth R. Mayer, Cleveland State University
 "A COMPETENCY-BASED MODEL FOR CONSUMER EDUCATION" 124
- Discussant: Frederick E. Waddell, University of Wisconsin-Stout

Session C

- Presiding: Ann C. Foster, Auburn University
- Presentors: Kathleen Browne Ittig, Rutgers University
 Barbara Brandi Spencer, Columbia University
 "CONSUMER ECONOMICS OF PROPERTY TAX POLICY FOR SENIOR CITIZENS: NEED ASSESS-
 MENT PHASE" 71
- M.D. Bernacchi, University of Detroit
 Ken Kono, University of Detroit
 "NO FAULT PRODUCTS LIABILITY SERVICE OR DISSERVICE TO THE MARKETPLACE" 5
- Robert J. Kroll, Rock Valley College
 Ronald W. Stampfl, University of Wisconsin
 "THE NEW CONSUMERISM" 97

LUNCHEON

- Presiding: Janice Hogan, University of Minnesota
- Speakers: George Latimer, Mayor of St. Paul
 Donald Fraser, Mayor of Minneapolis
 "REVITALIZATION OF THE CONSUMER SPIRIT IN URBAN NEIGHBORHOODS" nms

SECOND GENERAL SESSION

- Presiding: Frank Porter, Howard University
- Speaker: Herbert Simmons, Jr. District of Columbia Office of Consumer Protection
 "THE CONSUMER MOVEMENT AND THE CIVIL RIGHTS MOVEMENT" 180

CONCURRENT SESSIONS

Session A

Consumer Education Workshop

- Presiding: Frederick Langrehr, Marquette University
- Leaders: Rosella Bannister, Eastern Michigan University
 William D. Rader, Ohio University
- Presentors: Les Dlabay, Fenton High School
 "CONSUMER EDUCATION ACTION TEAM" nms
- John Clow, Joint Council on Economic Education
 "EVALUATING BUSINESS-SPONSORED CLASSROOM MATERIALS" nms

Session B (cont.):

Ruth Rodman, Philadelphia Public Schools "CONSUMER EDUCATION FOR ELEMENTARY SCHOOL AND HOME"	nms
Alvin Eisele, Milwaukie, OR Public Schools Keith Eisele, Gresham, OR Public Schools "INFLATION: CONSUMERS COUNTER THE COST OF LIVING"	nms
Dustin Wilson, Office of Consumers' Education "ASK THE DIRECTOR: U.S. OFFICE OF CONSUMERS EDUCATION"	nms
Ellen White, Michigan Consumer Education Center Mary Jane Bostick, Wayne State University "MONEY MATTERS FOR WOMEN"	nms
Calla Smorodin, St. Louis Public Schools "THE ST. LOUIS EXPERIENCE: A PROGRAM FOR ELEMENTARY TEACHERS AND COMMUNITY CONSUMER EXPERTS"	nms
Georgia Smith, United States Department of Agriculture "WHAT IS HAPPENING WITH THE 4-H CONSUMER EDUCATION GUIDELINES"	nms
Mary Boyles, National Consumer League "EFFECTIVE CONSUMER PARTICIPATION FOR CONSUMER SPECIALISTS IN GOVERNMENT"	nms
William Rader, Ohio University "HOW TO ORGANIZE A STATE CONSUMER EDUCATION ASSOCIATION"	nms
David Graf, Northern Illinois University "TEACHING CONSUMER EDUCATION IN BUSINESS EDUCATION CLASSES"	nms
Charles Monsma, Eastern Michigan University "CLASSIFICATION OF CONCEPTS IN CONSUMER EDUCATION"	nms

Session B

Presiding: Sherman Hanna, Kansas State University

Presentors: Raymond E. Forguel, university of Kentucky Mary Ann Paynter, University of Kentucky Robert Harris Flashman, University of Kentucky "THE KENTUCKY CONSUMER HOT LINE: AN EXAMPLE OF GOVERNMENT-UNIVERSITY COOPERATION"	35
Lawrence Feick, Pennsylvania State University Dan E. Moore, Pennsylvania State University "PATTERNS OF HOUSEHOLD ENERGY CONSERVATION BEHAVIOR: A CLUSTER ANALYSIS"	28
Rex H. Warland, Pennsylvania State University Robert O. Herrmann, Pennsylvania State University "CONSUMER COMPLAINING AND COMMUNITY INVOLVEMENT: THEORETICAL AND EMPIRICAL LINKAGES"	211

Session C

POSTER SESSION

Coordinator: Roger Swagler, University of Tennessee

Judith Brenneke, Joint Council on Economic Education "A NEW STRUCTURE FOR CONSUMER ECONOMICS EDUCATION"	10
Joan Kinney, University of Wisconsin-Madison "USERS RATE THEIR INFORMATION SOURCES FOR MICROWAVE OVEN COOKERY"	96
Gail Tom, California State University-Sacramento "THE CLEO AWARD WINNING COMMERCIALS, A STUDY OF INFORMATION CONTENT"	195

Thursday, April 9, 1981 (cont.):

Session C POSTER SESSION (cont.)

Patti Wooten, Whittier College "THE DEVELOPMENT OF A MODEL FOR AN INTERDISCIPLINARY CONSUMER INFORMATION AND REFERRAL SERVICE"	217
Frances L. Cogle, Louisiana State University "TIME-USE PATTERNS OF LOUISIANA FAMILIES"	19
Howard Schutz, University of California-Davis "QUALITY OF CONSUMER SERVICES: ATTITUDES, SATISFACTION, AND CHOICE CRITERIA"	179
Lynne M. White, State University College at Buffalo "ENERGY CONSERVATION: MEASURES AND MOTIVATIONS OF OLDER HOME OWNERS"	216
John Burton, University of Utah ORAL TAPES ON CRITICAL ISSUES IN CONSUMER AFFAIRS"	18
Kay Stafford, Ohio State University Margaret Sanik, Ohio State University "AN ALTERNATIVE VALUATION OF HOME PRODUCTION"	190

Friday, April 10, 1981

THIRD GENERAL SESSION

Presiding: Joseph G. Bonnice, Insurance Information Institute

Speaker: Finley Lee, University of North Carolina-Chapel Hill
"THE AUTOMOBILE SHARED MARKET: RECENT DEVELOPMENTS"

Discussant: Edward Metzzen, University of Missouri-Columbia

CONCURRENT SESSIONS

Session A

Invited Session - Part I. "EMERGINING PERSPECTIVES ON CONSUMER INFORMATION AND EFFECTIVE
CONSUMER PERFORMANCE"

Presiding: Karen P. Schnittgrund, University of California-Riverside

Presentors: Loren Geistfeld, Ohio State University
"MEASUREMENT OF INFORMATIONAL ADEQUACIES AND IMPERFECTIONS IN LOCAL CONSUMER
MARKETS" 44

George Sproles, University of Houston
"HOW INFORMATION INFLUENCES EFFICIENT CONSUMER PERFORMANCE" 185

Roger Swagler, University of Tennessee
"CONSUMER INFORMATION AS HUMAN CAPITAL: DEVELOPING A THEORETICAL PERSPECTIVE" 191

Session B

Presiding: Judy McKenna, Colorado State University

Presentors: Naheel Jeries, Iowa State University
"GOAL ATTAINMENT THROUGH THE USE OF CREDIT" 75

Ramona K. Z. Heck, Cornell University
"AN ANALYSIS OF THE UTILIZATION OF FINANCIAL COUNSELLING SERVICES" 65

Michael L. Walden, North Carolina State University
"CONSUMER ISSUES IN HOUSING AND FUTURE DIRECTIONS FOR CONSUMER EDUCATION" 201

Session C

Presiding: Vicki Schram, University of Kentucky

Presentors: Robert Harris Flashman, University of Kentucky
 Mary Ann Paynter, University of Kentucky
 Gwendolyn Jett Brewer, Virginia Polytechnic Institute and State University
 "UNAVAILABLE ADVERTISED SPECIALS: AN EVALUATION AND RECOMMENDATION FOR
 CHANGE OF AN FTC REGULATION" 165

M.D. Bernacchi, University of Detroit
 Keno Kono, University of Detroit
 "AUTO WARRANTY SERVICE DISSATISFACTION II" 1

Judith Staley Brenneke, Joint Council on Economic Education
 "CONSUMER EDUCATION, PAST EMPHASIS, AND FUTURISTIC ISSUES: A NEW STRUCTURE
 FOR CONSUMER ECONOMICS EDUCATION" 11

LUNCHEON

Presiding: Bruce R. Dalgaard, Minnesota State Council on Economic Education

Speaker: Neil Hamilton, University of Minnesota
 "MECHANISMS FOR CONSUMER INVOLVEMENT IN THE GOVERNANCE OF PUBLICLY OWNED ENTER-
 PRISES" 59

CONCURRENT SESSIONS

Session A

Invited Session - Part II. "EMERGING PERSPECTIVES ON CONSUMER INFORMATION AND EFFECTIVE
 CONSUMER PERFORMANCE"

Presiding: Linda J. McCormack, Texas A & M University

Presentors: L. Gayle Royer, Consumer Education Resource Network
 "IDENTIFYING AND EVALUATING EFFECTIVE PROGRAMS OF CONSUMER EDUCATION" nms

Robert N. Mayer, University of Utah
 "AN EVALUATION OF EFFECTS OF CONSUMER INFORMATION DISCLOSURE LEGISLATION" nms

E. Scott Maynes, Cornell University
 "CONSUMER POLICY: THE BALANCE BETWEEN CONSUMER EDUCATION, INFORMATION, AND
 PROTECTION" 142

Session B

ACCI Research Award Presentation

Presiding: Nancy M. Rudd, Ohio State University

Speakers: Award Recipients

Award: Vicki A. McCracken, Purdue University
 "AN ANALYSIS OF THE IMPACT OF COMPARATIVE FOOD PRICE INFORMATION ON PRICING
 BEHAVIOR IN LOCAL FOOD MARKETS" 149

Session C

"DEFINING A ROLE FOR ACCI IN THE PROFESSIONAL DEVELOPMENT OF ITS MEMBERS: A LOOK AT THE
 EXPERIENCES OF OTHER PROFESSIONAL ASSOCIATIONS AND THEIR IMPLICATIONS FOR ACCI"

Moderator: Monroe Friedman, Eastern Michigan University
 OPENING REMARKS

Presentors: Edward Metzen, University of Missouri-Columbia
 "PROFESSIONAL DEVELOPMENT AND THE AMERICAN HOME ECONOMICS ASSOCIATION" 158

Friday, April 10, 1981 (cont.):

Page
Number

Session C (cont.):

Loren Geistfeld, Ohio State University
"PROFESSIONAL DEVELOPMENT AND THE AGRICULTURAL ECONOMICS ASSOCIATION" 44

Carole J. Makela, Colorado State University
"PROFESSIONAL DEVELOPMENT: EXPLORING THE AMERICAN STATISTICAL ASSOCIATION
FOR IMPLICATIONS FOR ACCI" 117

Monroe Friedman, Eastern Michigan University
"PROFESSIONAL DEVELOPMENT AND THE AMERICAN PSYCHOLOGICAL ASSOCIATION: SOME
ORGANIZATIONAL PROGRAMS AND THEIR RELEVANCE TO THE AMERICAN COUNCIL ON
CONSUMER INTERESTS" 39

Discussant: Dustin Wilson, Office of Consumers' Education

BUSINESS MEETING

Presiding: Herbert Jelley, Oklahoma State University

Saturday, April 11, 1981

CONCURRENT SESSIONS

Session A

Presiding: Sylvia Lane, University of California-Davis

Presentors: Robert R. Kerton, University of Waterloo, Canada
"A WORLDVIEW OF THE CONSUMER MOVEMENT SEEN AS COLLECTIVE CONSUMER SEARCH
CAPITAL" 90

Richard L. D. Morse, Kansas State University
"THE CONSUMER MOVEMENT: A MIDDLE CLASS MOVEMENT" 160

Session B

Presiding: June Impson, Texas Woman's University

Presentors: Julia Marlowe, University of Arizona
"ALLOCATION OF TIME - AN ALTERNATIVE: THE JOINT PRODUCTION CASE" 119

Karen P. Goebel, University of Wisconsin
Charles B. Hennon, University of Wisconsin
"TIME CONSUMED IN MEAL PREPARATION AND ITS SUBSTITUTION BY PURCHASED MEALS:
AN ANALYSIS OF DUAL AND SINGLE WAGE EARNER FAMILIES" 50

Tina Chandra Pettis, Morgan County Commission on Aging, Decatur, Alabama
Mohamed Abdel-Ghany, University of Alabama
"BLACK-WHITE DIFFERENCES IN CONSUMPTION EXPENDITURE PATTERNS" 170

CLOSING GENERAL SESSION

Presiding: Ivan Ross, University of Minnesota

Speakers: Robert N. Mayer, University of Utah
"CONSUMERISM IN THE 70'S: THE EMERGENCE OF CITIZEN ISSUES" 134

Stewart M. Lee, Geneva College
"CONSUMER ISSUES IN THE 80'S" 112

AUTHOR INDEX TO THE 1981 PROCEEDINGS

	<u>Page Number</u>
ABDEL-GHANY, MOHAMED: see Pettis, Tina Chandra	
BERNACCHI, M.D. "Auto Warranty Service Dissatisfaction II"	1
BERNACCHI, M.D. "No Fault Products Liability Service or Disservice to the Marketplace"	5
BOHERS, JEAN S. "Job Markets for Consumer Affairs Professionals"	9
BRENNEKE, JUDITH "A New Structure for Consumer Economics Education"	10
BRENNEKE, JUDITH STALEY "Consumer Education, Past Emphasis, and Futuristic Issues: A New Structure for Consumer Economics Education"	11
BREWER, GWENDOLYN JETT: see Paynter, Mary Ann	
BURTON, JOHN "Oral Tapes on Critical Issues in Consumer Affairs"	18
COGLE, FRANCES L. "Time-Use Patterns of Louisiana Families"	19
DICKINSON, VIRGINIA H. "Consumer Education: A Developmental Approach"	20
EDWARDS, KAY P. "Consumer Education: A Public Approach"	26
FEICK, LAWRENCE F. "Patterns of Household Energy Conservation Behavior: A Cluster Analysis"	28
FLASHMAN, ROBERT HARRIS: see Paynter, Mary Ann	
FLASHMAN, ROBERT HARRIS, see Forgue, Raymond E.	
FORGUEL, RAYMOND E. "The Kentucky Consumer Hot Line: An Example of Government-University Cooperation"	35
FRIEDMAN, MONROE "Professional Development and the American Psychological Association: Some Organizational Programs and Their Relevance to the American Council on Consumer Interests"	39
FURNESS, BETTY "Communicating Consumerism"	41
GEISTFELD, LOREN "Professional Development and the Agricultural Economics Association"	42
GEISTFELD, LOREN "Measurement of Informational Adequacies and Imperfections in Local Consumer Markets"	44
GOEBEL, KAREN P. "Time Consumed in Meal Preparation and Its Substitution by Purchased Meals: An Analysis of Dual and Single Wage Earner Families"	50
GRANT, ALEXANDER "Job Insights for Consumer Affairs Graduates"	57
HAMILTON, NEIL "Mechanisms for Consumer Involvement in the Governance of Publicly Owned Enterprises"	59

	<u>Page Number</u>
HECK, RAMONA K. Z. "An Analysis of the Utilization of Financial Counseling Services"	65
HENNON, CHARLES B.: see Goebel, Karen P.	
HERRMANN, ROBERT G. "Discussant Remarks"	70
HERRMANN, ROBERT O.: see Harland, Rex H.	
ITTIG, KATHLEEN BROWNE "Consumer Economics of Property Tax Policy for Senior Citizens: Need Assessment Phase"	71
JERIES, NAHEEL "Goal Attainment Through the Use of Credit"	75
JOHNSON, DAWN "Discussant Remarks"	81
KEISER, MARJORIE B. "Consumer Research as a Part of Home Economics in Higher Education"	83
KELLY, ELEANOR M. "Job Insights for Consumer Affairs Graduates"	88
KERTON, ROBERT R. "A Worldview of the Consumer Movement Seen as Collective Consumer Search Capital"	90
KINNEY, JOAN "Users Rate Their Information Sources for Microwave Oven Cookery"	96
KONO, KEN: see Bernacchi, M.D.	
KROLL, ROBERT J. "The New Consumerism"	97
LANGREHR, FREDERICK W. "Consumer Education: Private or Societal Decision Making?"	101
LEE, FINLEY "The Automobile Shared Market: Recent Developments"	105
LEE, STEWART M. "Consumer Issues in the 80's"	112
MAKELA, CAROLE J. "Professional Development: Exploring the American Statistical Association for Implications for ACCI"	117
MARLOHE, JULIA "Allocation of Time - An Alternative: The Joint Production Case"	119
MAYER, KENNETH R. "A Competency - Based Model for Consumer Education"	124
MAYER, ROBERT N. "How Information Disclosure Reforms Benefit Non-Users of Consumer Information: A Review"	129
MAYER, ROBERT N. "Consumerism in the 70's: The Emergence of New Issues"	134
MAYNES, E. SCOTT "Consumer Policy: The Balance Between Consumer Education, Information, and Protection"	142
MCCLEARY, ROBERT L. "Job Insights for Consumer Affairs Graduates"	147

	<u>Page Number</u>
MCCRACKEN, VICKI A. "An Analysis of the Impact of Comparative Food Price Information on Pricing Behavior in Local Food Markets"	149
METZEN, EDWARD J. "Discussion Paper on "The Automobile Shared Market: Recent Developments"	155
METZEN, EDWARD J. "Professional Development Activities of the American Home Economics Association"	158
MOORE, DAN E.: see Feick, Lawrence	
MORSE, RICHARD L. D. "The Consumer Movement: A Middle Class Movement"	160
PAYNTER, MARY ANN "Unavailable Advertised Specials: An Evaluation and Recommendation for Change of an FTC Regulation"	165
PAYNTER, MARY ANN: see Forgue, Raymond E.	
PETTIS, TINA CHANDRA "Black-White Differences in Consumption Expenditure Patterns"	170
SANIK, MARGARET: see Stafford, Kay	
SCHUTZ, HOWARD "Quality of Consumer Services: Attitudes, Satisfaction, and Choice Criteria"	179
SIMMONS, HERBERT, JR. "The Consumer Movement and the Civil Rights Movement"	180
SOPER, JOHN C.: see Walstad, William B.	
SPENCER, BARBARA BRANDI: see Ittig, Kathleen Browne	
SPROLES, GEORGE "How Information Influences Efficient Consumer Performance"	185
STAFFORD, KAY "An Alternative Valuation of Home Production"	190
STAMPFL, RONALD W.: see Kroll, Robert J.	
SWAGLER, ROGER "Consumer Information as Human Capital: Developing a Theoretical Perspective"	191
TOM, GAIL "The Cleo Award Winning Commercials, A Study of Information Content"	195
TRIPPLE, PATRICIA A.: see Keiser, Marjorie B.	
TURNER, JOSEPHINE "Discussant Remarks"	196
WADDELL, FRED E. "A Competency-Based Model for Consumer Education"	199
WALDEN, MICHAEL L. "Consumer Issues in Housing and Future Directions for Consumer Education"	201
WALSTAD, WILLIAM B. "The Development and National Evaluation of the Survey on Economic Attitudes"	205
WARLAND, REX H. "Consumer Complaining and Community Involvement: Theoretical and Empirical Linkages"	211

WHITE, LYNNE M. "Energy Conservation: Measures and Motivations of Older Homeowners"	216
WOOTEN, PATTI C. "The Development of a Model for an Interdisciplinary Consumer Information and Referral Service"	217

FROM THE EDITOR

The theme of the 27th Annual Conference of the American Council on Consumer Interests--The Consumer Movement as Related to Other Social Movements--proved to be timely and appropriate. In a time when consumer interests are being deemphasized by government, there is a greater need for support by other groups. The purpose of this publication is to stimulate thought and discussion regarding the theme and other issues presented not only by those attending the meeting but also by other professionals.

Each speaker at the conference was invited to submit a camera-ready manuscript, typed to Proceedings specifications for inclusion here. The cooperation of the presenters and their support staff has been superb. Most of the papers were correctly typed and in on time. This has made the editor's job relatively easy.

Appreciation is extended to the many presenters for their assistance in providing their manuscripts as requested and to the conference organizers for providing such a dynamic program. Special appreciation is extended to Donna McGuinn for her assistance in organizing, typing, and follow through on the Proceedings.

--Carol B. Meeks
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