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

Wednesday, April 8, 1981

STUDENT PROGRAM

"JOB INSIGHTS FOR THE CONSUMER AFFAIRS GRADUATE"

Presiding: Homere Keefe, Kansas State University

Presenters: Jean Bowers, Ohio State University
           Robert McClear, 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"

Presiding: Cynthia Crawford, University of Missouri-Columbia

Presenters: Ray Price, University of Minnesota
           Arch Troelstrup, Stephens College
           Colston Harre, Consumers Union

Thursday, April 9, 1981

FIRST GENERAL SESSION

Presiding: Herbert Jolley, 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"

CONCURRENT SESSIONS

Session A

CONSUMER EDUCATION: PRIVATE OR SOCIETAL DECISION MAKING?

Presiding: Virginia B. Langrehr, University of Wisconsin

Presenters: 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

Presenters: 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

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John C. Soper, Northern Illinois University
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"A COMPETENCY-BASED MODEL FOR CONSUMER EDUCATION"  124

Discussant: Frederick E. Waddell, University of Wisconsin-Stout

Session C

Presiding: Ann C. Foster, Auburn University

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Barbara Brandi Spencer, Columbia University
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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 H. 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

Presenters: Les Dtabay, Fenton High School
"CONSUMER EDUCATION ACTION TEAM"  nms

John Clow, Joint Council on Economic Education
"EVALUATING BUSINESS-SPONSORED CLASSROOM MATERIALS"  nms
Thursday, April 9, 1981 (cont.):

Session B (cont.):

Ruth Rodman, Philadelphia Public Schools
"CONSUMER EDUCATION FOR ELEMENTARY SCHOOL AND HOME"

Alvin Eisele, Milwaukie, OR Public Schools
Keith Eisele, Gresham, OR Public Schools
"INFLATION: CONSUMERS COUNTER THE COST OF LIVING"

Dustin Wilson, Office of Consumers' Education
"ASK THE DIRECTOR: U.S. OFFICE OF CONSUMERS EDUCATION"

Ellen White, Michigan Consumer Education Center
Mary Jane Bostick, Wayne State University
"MONEY MATTERS FOR WOMEN"

Calla Smorodin, St. Louis Public Schools
"THE ST. LOUIS EXPERIENCE: A PROGRAM FOR ELEMENTARY TEACHERS AND COMMUNITY CONSUMER EXPERTS"

Georgia Smith, United States Department of Agriculture
"WHAT IS HAPPENING WITH THE 4-H CONSUMER EDUCATION GUIDELINES"

Mary Boyles, National Consumer League
"EFFECTIVE CONSUMER PARTICIPATION FOR CONSUMER SPECIALISTS IN GOVERNMENT"

William Rader, Ohio University
"HOW TO ORGANIZE A STATE CONSUMER EDUCATION ASSOCIATION"

David Graf, Northern Illinois University
"TEACHING CONSUMER EDUCATION IN BUSINESS EDUCATION CLASSES"

Charles Ibnsma, Eastern Michigan University
"CLASSIFICATION OF CONCEPTS IN CONSUMER EDUCATION"

Session B

Presiding: Sherman Hanna, Kansas State University

Presenters: Raymond E. Forgue, 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"

Lawrence Feick, Pennsylvania State University
Dan E. Moore, Pennsylvania State University
"PATTERNS OF HOUSEHOLD ENERGY CONSERVATION BEHAVIOR: A CLUSTER ANALYSIS"

Rex H. Warland, Pennsylvania State University
Robert O. Herrmann, Pennsylvania State University
"CONSUMER COMPLAINTING AND COMMUNITY INVOLVEMENT: THEORETICAL AND EMPIRICAL LINKAGES"

Session C

POSTER SESSION

Coordinator: Roger Swagler, University of Tennessee

Judith Brenneke, Joint Council on Economic Education
"A NEW STRUCTURE FOR CONSUMER ECONOMICS EDUCATION"

Joan Kinney, University of Wisconsin-Madison
"USERS RATE THEIR INFORMATION SOURCES FOR MICROHAVE OVEN COOKERY"

Gail Tom, California State University-Sacramento
"THE CLEO AWARD WINNING COMMERCIALS, A STUDY OF INFORMATION CONTENT"
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"

Frances L. Cogle, Louisiana State University
"TIME-USE PATTERNS OF LOUISIANA FAMILIES"

Howard Schutz, University of California-Davis
"QUALITY OF CONSUMER SERVICES: ATTITUDES, SATISFACTION, AND CHOICE CRITERIA"

Lynne M. White, State University College at Buffalo
"ENERGY CONSERVATION: MEASURES AND MOTIVATIONS OF OLDER HOME OWNERS"

John Burton, University of Utah
"ORAL TAPES ON CRITICAL ISSUES IN CONSUMER AFFAIRS"

Kay Stafford, Ohio State University
Margaret Santik, Ohio State University
"AN ALTERNATIVE VALUATION OF HOME PRODUCTION"

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 Netzen, University of Missouri-Columbia

CONCURRENT SESSIONS

Session A

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

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

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

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

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

Session B

Presiding: Judy McKenna, Colorado State University

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

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

Michael L. Halden, North Carolina State University
"CONSUMER ISSUES IN HOUSING AND FUTURE DIRECTIONS FOR CONSUMER EDUCATION"
Friday, April 9, 1981 (cont.):

Session C

Presiding: Vicki Schram, University of Kentucky

Presentors: Robert Harris Flashman, University of Kentucky  
Mah 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"

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

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

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 ENTERPRISES"

CONCURRENT SESSIONS

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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"

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

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

Session B

ACCI Research Award Presentation

Presiding: Nancy N. 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"

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"
Session C (cont.):

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

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

Discusant: Dustin Wilson, Office of Consumers' Education

BUSINESS MEETING

Presiding: Herbert Jelley, Oklahoma State University

Saturday, April 11, 1981

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Session A

Presiding: Sylvia Lane, University of California-Davis

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

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

Session B

Presiding: June Impson, Texas Woman's University

Presenters:
Julia Harlowe, University of Arizona
"ALLOCATION OF TIME - AN ALTERNATIVE: THE JOINT PRODUCTION CASE"

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 HAGE EARNER FAMILIES"

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

CLOSING GENERAL SESSION

Presiding: Ivan Ross, University of Minnesota

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Robert N. Mayer, University of Utah
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Soper, John C.: see Halstad, William B.

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Turner, Josephine
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Halstad, William B.
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Warland, Rex H.
"Consumer Complaining and Community Involvement: Theoretical and Empirical Linkages"
WHITE, LYNNE M.
"Energy Conservation: Measures and Motivations of Older Homeowners"

WOOTEN, PATTI C.
"The Development of a Model for an Interdisciplinary Consumer Information and Referral Service"
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
Leader, Housing Program Area
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