



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

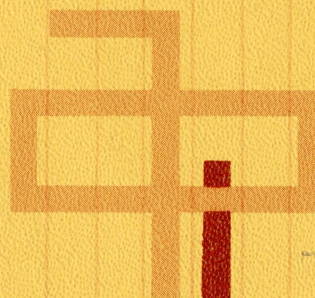
AgEcon Search
<http://ageconsearch.umn.edu>
aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

Consumption

GIANNINI FOUNDATION OF
AGRICULTURAL ECONOMICS
LIBRARY

JUL 8 1966



no. 18

CONSUMER DECISIONS: PROBLEMS AND POLICIES

PUBLISHED BY THE
AGRICULTURAL POLICY INSTITUTE
NORTH CAROLINA STATE UNIVERSITY
AUGUST, 1965

Conference on
CONSUMER DECISIONS: PROBLEMS
AND POLICIES

Raleigh, N. C. / May 1965

This special report contains papers presented at the Conference on Consumer Decisions: Problems and Policies, held at the Sir Walter Hotel in Raleigh, North Carolina, in May of 1965.

The major topics used as a guide to the presentation of papers and discussions were as follows:

The American Consumer Today

The Need for Information

The Need for Protection

Serving Consumer Needs

Agricultural
Policy
Institute

Series
18

January 1966

Sponsored by the
Agricultural Policy Institute
School of Agriculture and Life Sciences
North Carolina State University
Raleigh, North Carolina

PREFACE

The American consumer faces a world where new products and new processes are being introduced at the most rapid rate in history. There has been a revolution in marketing and distribution techniques, creating the need for further adjustments by consumers.

This report contains proceedings from a conference on Consumer Decisions: Problems and Policies. This conference, sponsored by the Agricultural Policy Institute at North Carolina State University, was held in Raleigh, North Carolina, on May 26 and 27, 1965. This is one of a series of educational activities supported by the Agricultural Policy Institute. The conference was made possible by financial assistance from the W. K. Kellogg Foundation.

This consumer conference was designed to provide a forum for people to gain a better understanding of the overall problems consumers face in decision making, to better understand the relationships between the various consumer related programs, and to appraise needed changes in present programs.

The conference was attended by some 180 persons from 19 states. The specific subject matter of the conference focused on the status of the consumer today, his need for information and protection, and reorientation of governmental, educational and business programs to better serve these needs. Special attention was given to the consumption problems of low income people.

The conference planning committee included: David Swankin, President's Committee on Consumer Interests; Viola Hansen, Kentucky Extension Service; Joseph C. Purcell, Georgia Agricultural Experiment Station; R. E. Branson, Texas A & M University; and from North Carolina State University, Eloise Cofer, Leigh H. Hammond, R. A. Schrimper, Gaynelle Hogan, and G. L. Capel, Planning Committee Chairman.

TABLE OF CONTENTS

	Page
THE ROLE OF THE CONSUMER IN OUR ECONOMY: CONSUMER SOVEREIGNTY REVISITED	
Gordon E. Bivens	1
CHANGING CONSUMPTION PATTERNS	
Ewan Clague	11
HOW INFORMED ARE CONSUMERS? INFORMATION SOURCES, USES, NEEDS	
Stewart Munro Lee	21
ADVERTISING . . . AND THE CONSUMER	
Stanley E. Cohen	35
THE CONSUMER AND MARKET STRUCTURE	
Harold F. Breimyer	55
THE CONSUMER AND THE PRODUCT -- QUALITY, PACKAGING AND PRICING	
Richard L. D. Morse	67
WHAT BUSINESS CAN DO TO BETTER INFORM AND PROTECT THE CONSUMER	
Milan D. Smith	79
WHAT THE EDUCATOR CAN DO TO HELP THE CONSUMER HELP HIMSELF	
Viola Hansen	87