



**Final Announcement**

**“CONSUMERS  
AND FAMILIES  
AS MARKET  
ACTORS”**

**International Household &  
Family Research Conference 2002**

**Helsinki, Finland 17. - 20.7.2002**

## Welcome to Helsinki!



Photo: Helsinki City Tourist & Convention Bureau

National Consumer Research Centre (NCRC) has a great pleasure to welcome you to the beautiful city of Helsinki. The venue of the International Household and Family Research Conference 2002 will be in the central part of the city on the campus of the Theatre Academy of Finland. Will you stay in Finland by planning some holiday activities before or after Conference, you will be surprised of the green colours of Finnish forests and the blue of our lakes.

“Consumers and Families as Market Actors”- conference focuses on the active role of consumers and families as the members of global consumption society and as market partners. We will promote together the research forum and open discussion about consumer aspects on the product chain and policy making, in general.

The Conference themes, economic and social well-being of households, new technology, environmental issues and changing food economy are most important research topics in many fields of science. New theoretical frameworks, methodological tools and empirical findings will be discussed and debated during the Conference in challenging keynote and research session presentations.



Come and enjoy Finnish atmosphere, multi-disciplinary research family and colleagues and the results of current, international research interests!

*Eila Kilpiö*

Eila Kilpiö  
Director of NCRC  
Chair of the Scientific Program Committee

## Conference Timetable

Wednesday, 17 July	Thursday, 18 July	Friday, 19 July	Saturday, 20 July
	<b>08.00 - 09.00</b> Registration		
	<b>09.00 - 12.15</b> Opening Keynote presentations	<b>09.00 - 11.45</b> Keynote presentations	<b>09.00 - 12.00</b> Concluding session Closing
		<b>11.45 - 12.15</b> Poster session	Optional program Local tours
	<b>12.15 - 13.30</b> Lunch break	<b>12.15 - 13.30</b> Lunch break	
	<b>13.30 - 14.00</b> Poster session		
	<b>14.00 - 17.30</b> Parallel research sessions	<b>13.30 - 17.00</b> Parallel research sessions	
<b>18.00 - 19.00</b> Registration			
<b>19.00 - 21.00</b> Get-Together Party	Evening free Optional program Local tours	<b>19.00 - 22.30</b> Conference dinner	

### The Scientific Program Committee

The Conference is organised by **National Consumer Research Centre (NCRC)** as a responsible organizer, and four university departments.

Committee members are:

Prof., Director **Eila Kilpiö**, Chairperson of the Scientific Program Committee, Director of research, Dr. **Johanna Leskinen** and Director of communications, M.Sc. **Liisa Perälä**, National Consumer Research Centre, Helsinki  
 Prof., Dr. **Kaija Turkki** and Prof., Dr. **Leena Kaukinen**, University of Helsinki, Dept of Home Economics and Craft Science  
 Prof., Dr. **Visa Heinonen**, University of Helsinki, Dept of Economics and Management  
 Prof., Dr. **Anna-Maija Sjöberg**, University of Helsinki, Dept of Agricultural Engineering and Household Technology  
 Prof., Dr. **Anna-Liisa Rauma**, University of Joensuu, Dept of Teacher Education

### Organising Committee in NCRC

Chairperson of organising committee, Director of research, Dr. **Johanna Leskinen**, Director of communications, M.Sc. **Liisa Perälä**, Researcher, M.Sc. **Kaarina Hyvönen**, Head of Research, Dr. **Johanna Mäkelä**, Senior Researcher, Dr. **Päivi Timonen**, Senior Researcher, Dr. **Johanna Varjonen**, Secretary of organising committee, M.Sc. **Erja Pylvänäinen**

# Program

## Wednesday, 17 July, 2002

18.00 - 19.00 **Registration** ..... Plaza of Theatre Academy  
 19.00 - 21.00 **Get-Together Party** ..... Plaza of Theatre Academy

## Thursday, 18 July, 2002

08.00 - 09.00 **Registration** ..... Plaza of Theatre Academy

09.00 -12.15 Chair: Director of research, Dr. **Johanna Leskinen**, NCRC (FIN)

**Opening** ..... Theatre  
 Prof., Director **Eila Kilpiö**, NCRC (FIN)  
 Director general **Bo Göran Eriksson**, Ministry of Trade and Industry (FIN)

### THEME 1: Economic and Social Well-Being of Consumers and Families

**The Alien Past: Consumer Culture in Historical Perspective** ..... Theatre  
 Prof., Dr. **Susan Strasser**, University of Delaware (USA)  
 Comment  
 Head of research, Dr. **Mika Pantzar**, NCRC (FIN)

### Discussion

### Refreshments

### THEME 2: Consumers, Families and Technology

**Technology, Families, and Privacy: Examples from Internet Buying to Genetic Testing** ..... Theatre  
 Prof., Dr. **Robert Mayer**, University of Utah (USA)  
 Comment  
 Prof., Dr. **Visa Heinonen**, University of Helsinki (FIN)

### Discussion

12.15 - 13.30 **Lunch break**

13.30 - 14.00 **Poster Session** ..... Plaza of Theatre Academy

14.00 - 17.30 **Parallel Research Sessions**  
**Research session 1**  
**Research session 2**  
**Research session 3**  
**Research session 4**  
 (includes coffee break)

17.30 - **Evening free – optional program**

The following codes are used for the different countries in the programme

BEL Belgium	FIN Finland	KOR Republic of Korea	NOR Norway	TWN Taiwan
CAN Canada	GBR United Kingdom	LVA Latvia	PHL The Philippines	USA United States of America
DEU Germany	HKG Hong Kong	MUS Mauritius	RUS Russia	ZAF South Africa
DNK Denmark	JPN Japan	NLD The Netherlands	SWE Sweden	

## Friday, 19 July, 2002

- 09.00 - 11.45** Chair: Prof., Dr. **Kaija Turkki**, University of Helsinki (FIN)
- THEME 3: Consumer Aspects on Product Policy and Environmental Issues**
- Converging Conventions of Comfort, Cleanliness and Convenience** ..... Theatre  
 Prof., Dr. **Elizabeth Shove**, University of Lancaster (GBR)  
 Comment  
 Research fellow, Dr. **Eva Heiskanen**, Helsinki School of Economics and Business Administration (FIN)
- Discussion**
- Refreshments**
- THEME 4: Consumers and Families in Changing Food Economy**
- Eating Practices and Everyday Life** ..... Theatre  
 Head of research, Dr. **Johanna Mäkelä**, NCRC (FIN)  
 Comment  
 Director, Dr. **Eivind Stø**, SIFO (NOR)
- Discussion**
- 11.45 - 12.15** **Poster Session** ..... Plaza of Theatre Academy
- 12.15 - 13.30** **Lunch break**
- 13.30 - 17.00** **Parallel Research Sessions**  
**Research session 5**  
**Research session 6**  
**Research session 7**  
**Research session 8**  
 (includes coffee break)
- 19.00 - 22.30** **Conference Dinner** ..... HSS restaurant  
 Guest Speaker: Dr. **Sinikka Salo**, Member of the Board of the Bank of Finland

## Saturday, 20 July, 2002

- 09.00 - 12.00** Chair: Prof., Dr. **Visa Heinonen**, University of Helsinki (FIN)
- Concluding Session**
- Empowerment of Consumers and Families in Market Interaction: Challenges to Research, Education and Policy Making** ..... Theatre  
 Prof., Dr. **Kaija Turkki**, University of Helsinki (FIN)  
 Director of research, Dr. **Johanna Leskinen**, NCRC (FIN)
- Refreshments**
- Final discussion**
- Closing** ..... Theatre  
 Prof., Director **Eila Kilpiö**, NCRC (FIN)
- Optional Program**

# Oral Sessions

Thursday, 18 July, 2002, 14.00 – 17.30

## SESSION 1

Chair:

**Autio, Minna,**

University of Helsinki (FIN)

### Cross Cultural Comparisons of Economic Well-Being

- Cross-cultural Comparison of the Shopping Values of the Korean, American and Japanese College Students, **Seo, J.H.;** Jae, M.K.; Lee, S.L.; Lee, S.H.; Helmic, S.A.; Tsutsumi, N.T.; Park, S.K. (KOR)
- Self-Actualization and Economic Independence at Senior High School Home Economics - A Comparison Between Japanese and American Students, **Shimura, Yumi** (JPN)
- Economic Rewards and Women's Participation in Agriculture in South Korea, **Cho, Hee-Keum** (KOR)
- Influences Upon Economic Well-Being: Perceived Status, Decisions and Problems in Functioning, **Williams, Flora** (USA)

### Marriage and Economic Issues

- Changes in Marital Status and Poverty Dynamics Among Young Mothers in the United States, **Mauldin, Teresa;** Mimura, Yoko (USA)
- Men, Women: Money - Love - Power. About the Dealing with Money in Relationships of Couples, **Schmidt-Waldherr, Hiltraud** (DEU)
- Dissolution of Marriage, Dissolution of Certainties? **Van Ourti, Sarah;** Mortelmans, Dimitri (BEL)

### Historical Perspectives of Well-Being

- Family Well-Being in Finland During 1917-1970 – From Child's or Parent's Viewpoint, **Salonen, Päivi** (FIN)
- Declining of Family and the Future of Japanese Welfare Regime: Toward the Marketization and State-ization of Welfare Supply System, **Kamitani, Akio** (JPN)
- Learning of Life in Folk Tales, **Yasutaka, Seigo** (JPN)
- The Relationship Between TB, Medication and Eating Habits of Low Socio-economic Status TB Patients, **Revell, Arlynn** (ZAF)

## SESSION 2

Chair:

**Jarva, Vuokko,**

University of Helsinki (FIN)

### Gender, Well-Being and Policy Issues

- Developing the National Policy Alternatives for Increasing Labor Force Participation Rate of Married Women in Korea, **Kim, Seon-Mi;** Kim, Yong H. (KOR)
- Women and Gambling: A Consumer Perspective, **Berry, Ruth E.;** Fraehlich, Cheryl (CAN)
- Diffusion of Democracy and Market Economy in the World: Gender Challenges, **Wejnert, Barbara;** Wachowiak, Anna (USA)
- Comparative Analysis of Patient's Rights: An International Perspective, **Rider, Mary Ellen;** Makela, Carole J. (USA)

### Home Economics Profession and Well-Being

- Our Professional Well-Being: A Body of Knowledge for the 21st Century, **Anderson, Carol L.;** Nickols, Sharon Y. (USA)
- Conforming a Teacher-Training Course to New Concepts of Well-Being, **Miyashita, Hideaki;** Fujimoto, Takako (JPN)
- Education Necessity for Consumer Creativity, **Aoki, Kahori;** Fritz, Anne; Fujimoto, Takako (JPN)
- A Comparative Study of the Concepts of Consumer Science and Health Promotion in Their Historical Framework in the United Kingdom in Relation to the Construction of Well-Being, **Bailey, Susan** (GBR)

### Citizen, Consumer and Consumer Education

- Risk-Taking Behaviour of University Students: Implications for Intervention Programmes, **Daniels, Priscilla** (ZAF)
- A Trend of Consumer Education in Home Economics Education at Asian Countries, **Sato, Fumiko** (JPN)
- Perspective of Local-Global Interaction within Consumer Education in Latvia, **Dislere, Vija** (LVA)
- Consumer and Citizen, Two Sides of a Coin? Consequences for Education, **Hjälmeskog, Karin** (SWE)

## SESSION 3

Chair:

**Timonen, Päivi,**

NCRC (FIN)

### Mobile Phones and Services

- Consumer Images in 3G Mobile Communications, **Repo, Petteri** (FIN)
- Mobile Phone Use and Consumption Styles Among Finnish Young People, **Wilksa, Terhi-Anna** (FIN)
- Teenagers as Consumers of Mobile Communications Services, **Kasesniemi, Eija-Liisa** (FIN)

### Electronic Services and Internet

- Electronic Services - Views and Opinions of the Trained Practitioners of Health and Social Care, **Raijas, Anu** (FIN)
- E-Consumerism in the Electronic Commerce Era: A Typology with Policy Implication, **Rha, Jong-Youn;** Widdows, Richard (USA)
- A Comparative Study on the Impacts of Computers on Family Life in Hong Kong and Sydney, **Lau, Kitty;** Duvernet, Louise (HKG)

### Information Society and Consumer Concern

- Five Years in the Information Society, **Nurmela, Juha** (FIN)
- A Study of the Relationship Between Computer Network Access and Parent-Adolescent Interaction of Junior High School Students, **Shei, Shiou;** Hsu, Meei-Ruey (TWN)
- Electronic Grocery Commerce in the Everyday Life of Consumers, **Hyvönen, Kaarina** (FIN)

**SESSION 4**

Chair:

**Kaukinen, Leena**,  
University of Helsinki (FIN)**Euro, Credit and Consumers**

- The Effect of Euro on Consumers' Price Knowledge, **Saarinen, Paavo**; Nikkilä, Marita; Aalto-Setälä, Ville (FIN)
- Three Different Groups of Overindebted: Young Overindebted, Those Who Have Failed with Their Payment Obligations and Small Entrepreneurs, **Koljonen, Virpi**; Pentikäinen, Aulikki; Römer-Paakkanen, Tarja (FIN)
- Young Consumers' Credit Based Lifestyles and Payment Problems, **Lehtinen, Anna-Riitta**; Leskinen, Johanna (FIN)
- Euro in Everyday Lives of the Consumers, **Peura-Kapanen, Liisa** (FIN)

**Young Consumers and Environment**

- Consumer Knowledge and Trust in Eco-Labels, **Stø, Eivind** (NOR)
- Young Consumers in Europe, **Fauth, Julia** (DEU)
- Materialistic Young Consumers - A Myth or Everyday Reality in a Present Day Finland? **Autio, Minna**; Heinonen, Visa (FIN)

**Children, Youngsters and Food**

- The Influence of Children on the Nutritional Habits of Families and the Sustainability of Those Habits, **Schack, Pirjo Susanne** (DEU)
- Milk or Coke at School? Two Studies of Adolescents' Drinking Behavior in Norway, **Hernes, Sigrunn** (NOR)
- Youngsters as Consumers and Market Actors, **Benn, Jette** (DNK)

**Friday, 19 July, 2002, 13.30 – 17.00****SESSION 5**

Chair:

**Varjonen, Johanna**,  
NCRC (FIN)**Perspectives on Household Production**

- The Contingent Valuation Method the Value of Household Production, **Ylönen, Sakari** (FIN)
- Does She Still Run the Errands? **Ottoy, Winfried**; Verstreken, Martine; Mortelmans, Dimitri (BEL)
- Close Economy as Safety Net of Households, **Jarva, Vuokko** (FIN)

**Family Well-Being and Welfare Services**

- Economic and Social Well Being of Clergy Families: A Qualitative and Quantitative Analysis, **Anderson Darling, Carol**; Hill, E.Wayne (USA)
- The Level of Subjective Well-Being and Household Consumption Expenditures, **Park, Myungsook**; Kim, Kyungja (KOR)
- Object and Impact of Childcare Leave System, **Kanno, Toshiko** (JPN)
- The Public Legal Aid – One Part of Welfare Services, **Litmala, Marjukka** (FIN)

**Services, Security and Well-Being**

- Household Food Security: Copying Strategies of Low Resource Households in Khayelistsha to Ensure Food Security, **Maliwichi, Lucy**; Bourne, L.; Sukwana, V. (ZAF)
- Consumers' Understanding of Food-Related Risks, **Ganskau, Elena** (RUS)
- Household Emergency Preparation and Teachable Moments, **Falcon Bowen, Cathy** (USA)
- Cleaning Service in the Future, **Aulanko, Marja** (FIN)

**SESSION 6**

Chair:

**Repo, Petteri**,  
NCRC (FIN)**Technological Tools in Everyday Life**

- From "Household Management" to "Work/Family Management:" The Role of Information Technology (IT) and Household Services in Management of the Work/Family Interface, **Chesley, Noelle**; Firebaugh, Francille (USA)
- Consumer, Families and Internet, **Kim, Rando**; Rhee, K.C.; Lee, K.; Yeo, J.S.; Choe, H. (KOR)
- A Study on the Influence of Internet and Cable TV's on the Information Level of Homes, **Park, Myung Hee**; Lee, Seung Sin; Kang, Lee Ju (KOR)
- Technology - Assisted Financial Decision Making Tools for Consumers and Families, **Granovsky, Nancy L.** (USA)

**Elderly Consumers, Risk and Well-Being**

- Predictors of Financial Satisfaction During Retirement, **Hira, Tahira K.** (USA)
- Living Conditions of the Elderly in Finland in the 21st Century, **Koskinen, Riitta**; Pulkkinen, Pia; Reijo, Marie (FIN)
- Risk Tolerance and Financial Satisfaction, **Jeong, Woon-Young**; Hanna, Sherman D. (USA)
- Your Money or Your Life: Implications of Variations in Willingness to Pay to Reduce the Risk of Death **Sherman, Hanna D.**; Gutter, Michael S. (USA)

**Technology in Everyday Life**

- Working Patterns and Food Behaviour Within the Context of Family Life, **Hambly, Rachel**; Harvey, Barbara (GBR)
- Episode of Activity as a Holistic Unit of Analysis in Studying Daily Life at Home, **Korvela, Pirjo** (FIN)
- The Consumer and the Sustainable Future Kitchen, **Timonen, Päivi**; Hyvönen, Kaarina; Mäkela, Johanna; Niva, Mari; Rahtola, Riikka; Vesmanen, Esa (FIN)
- Do Consumers Need Knowledge of Technological Product Properties? **Lindfors, Eila** (FIN)

**SESSION 7**

Chair:

**Sjöberg, Anna-Maija**,  
University of Helsinki (FIN)**Multidimensional Sustainable Development**

- The Problem of Changing Normality, **Melasniemi-Uutela, Heidi** (FIN)
- A Sketch for a Holistic Picture of Human Economy, **Pietilä, Hilikka** (FIN)
- Policy Constraints in Sustainable Consumption: The Case of a New Water Supply System, **Groot-Marcus, J.P.**; Terpstra, P.M.J. (NLD)
- Environmental and Consumer Aspects of Natural Dyes in Textiles, **Räisänen, Riikka** (FIN)

**Environmental Issues, Everyday Life and Public Policy**

- Concern for the Environment Has Become Part of Everyday Life in Finland, **Tanskanen, Eero**; Kianmaa, Nelli (FIN)
- Consumers Conceptions of Rural Environmental Values, **Seppälä, Anu** (FIN)
- Analysis and Evaluation of Environmental Problems in Botlokwa Area, Central Region of Northern Province, South Africa, **Masipa, Makgoshi Priscila** (ZAF)
- Greening Finnish Public Procurement: Towards Purchases of Environmentally Friendly Foods, **Mikkola, Minna** (FIN)

### Textiles and Handicraft

- Ethnographic Textiles in the Modern Environment, **Lice, Iveta** (LVA)
- Economy as a Constraint Space in the Design and Making Process, **Kaukinen, Leena** (FIN)
- Confirming an Image of Craftsmanship as an Alternative Way of Life Through Media Representations, **Kärnä-Behm, Jaana** (FIN)
- Home Sewing Futures, **Salo-Mattila, Kirsti** (FIN)

### SESSION 8

Chair:

**Rauma, Anna-Liisa**,  
University of Joensuu (FIN)

### Cultural Aspects on Food

- Coping With Food Provision in Novgorod The Great - Households Responding to the Transforming Economy in Russia, **Ekström, Marianne P.**; Ekström, K.M.; Shanahan, H. (SWE)
- Cultural Acceptability and Finnish Consumers' Notions of Functional Foods, **Niva, Mari**; Mäkelä, Johanna (FIN)
- Measuring the Affective Aspects of Health Perception Related to Food, **Sijtsema, Siet** (NLD)

### Food Choices and Everyday Life

- Food Miles and Consumer Confidence: Why Does Local Food Matter? **Lyon, Phil**; Colquhoun, A.; Janhonen-Abuquah, H. (GBR)
- Dissemination of "Meal Traditions": Insights from a Re-Visited Three Generation Study, **Brombach, Christine** (DEU)
- Motivations Behind Ready Meal Consumption: A Means-End Chain Study, **Costa, Ana I.A.**; Schoolmeester, D.; Dekker, M.; Jongen, W.M F. (NLD)
- Men, Food and Everyday Life, **Roos, Gun**; Prättälä, Ritva (NOR)

### Food Safety

- Need for Consumer Information on Food Safety and Quality: Case Study of Beef, **Latvala, Terhi** (FIN)
- Uncertainty of Consumers: Explanations and Perspectives of Food Security, **Leonhäuser, Ingrid-Ute**; Bergmann, Karin; Dorandt, Stephanie (DEU)
- Advertising Law, Consumer Food Choices and Human Well-Being, **Salazar Valle, Alberto** (CAN)
- The Impact of Nutrition Promotion in Mauritius, **Bissoonauth, Kamla** (MUS)

# Posters

**Thursday, 18 July, 2002, 13.30 – 14.00 and Friday, 19 July, 2002, 11.45 – 12.15**  
at Plaza of Theatre Academy

**Author(s) should be present personally, or make arrangements for a knowledgeable person to be available for discussion.**

### THEME 1

#### Economic and Social Well-Being of Consumers and Families

- Consumers, Families and Communities; Linking Home Economics and Women in Development, **Betts, Sherry**; Goldey, Patricia (GBR)
- Tracking Effective and Potential Household Demand with Social Indicators, **Borja, Edna G.** (PHL)
- Long-Distance Mother's Foster Care Types, Separation Anxiety and Guilt in Foster Care, **Cho, Bok Hee**; Park, Hye Won (KOR)
- An Analysis of Experiences of Economic Problems and Financial Satisfaction of Farm Housewives in Korea, **Choi, YoonJi**; Choe, Hyuncha; Ko, JeongSook; Jo, HyunSook (KOR)
- Research of Welfare and Gender for Everyday Life, **Furumura, Eriko**; Inoue, Yushiyasu (JPN)
- Social Well-Being of the Dual Career Family in Korea, **Han, You Me**; Seongok, Park; Young Hwan, Yee; Kyoung Im, Kwon (KOR)
- Korean Children's Entertainer Idolization and Their Self-Esteem: Focus on Consumption of Character Products, **Hyun, On-Kang**; Rha, Jong-Hay (KOR)
- Credit Use and Financial Stress of College Students, **Jeong, Woon-Young**; Hong, Eud-Sil; Hanna, Sherman D. (USA)
- Connections Between Pension Level, Consumption and Welfare. A Study of Pensioners as Consumers and Their Perception of Welfare, **Järvinen, Raija**; Havakka, Pauliina (FIN)
- Consumption Expenditure Styles of the Urban Households in Korea, **Kim, Junghyun**; Choe, Hyuncha (KOR)
- The Cohesion, Adaptation and Communication of Korean Adolescent Family, **Kim, Myung Cha**; Lee, Jeong Woo; Kye, Sun Ja; Park, Mee Sok; Park, Su Sun (KOR)
- The Participation in Family Leisure Activities by Urban Korean Housewives: A Two Decade Comparison (1977-1997), **Kim, Oi-Sook** (KOR)
- The Realities of School Life and School Life Satisfaction of Adolescents in Korea, **Kye, SunJa**; Lee, JeongWoo; Kim, MyungCha; Park, MeeSok; Yoo, Eulyong (KOR)
- A Study on the Value Orientation and Well-Being of Korean Adolescents, **Lee, JeongWoo**; Kim, MyungCha; Kye, SunJa; Park, MeeSok; Jeong, JinHee (KOR)
- The Influence of Husbands' Psychological Androgyny on Their Participation in Child-Rearing and on Couples' Marital Satisfaction in Korea, **Lee, Mi-Sook** (KOR)
- The Korean Economic Crisis and the Changes in Household Expenditure, **Lee, Seonglim**; Rhee, Kee Choon (KOR)
- Towards Sustainable Development: The Output of an Input of Y.W.C.A. In Botlokwa Area (A Northern Province Perspective), South Africa, **Masipa, Makgoshi Priscila** (ZAF)
- An Analysis of the Household Portfolio Changes Between 1996 -1999 - According to Wealth Levels and Family Lifecycle Stages, **Park, Juyeong**; Choe, Hyuncha (KOR)
- The Levels of Leisure Impediment and Leisure Satisfaction of Adolescents in Korea, **Park, Mee-Sok**; Lee, Jeong-Woo; Kim, Myung-Cha; Kye, Sun-Ja; Kim, Kyoung-A (KOR)
- How Do Demographic Characteristics Affect Consumers' Internet Shopping Intentions and Behavior in Korea? **Park, Myungsook**; Choi, Kyungsook (KOR)



- Maternal Separation Anxiety, Stress and Depression on the Mother's Employment Status and Preference, **Park, Sung-Ok**; Yang, Yeon Suk (KOR)
- Eradicating Poverty by Building up the Welfare Society - The Finnish Experience, **Pietilä, Hilikka** (FIN)
- Integrating Science and Home Economics Promotes High Quality Learning, **Rauma, Anna-Liisa**; Väisänen, PV (FIN)
- Parental Satisfaction of Working Mother, **Yang, Yeon Suk**; Yun, Yong Hee (KOR)
- The Trends of Consumer Damage Types in Korea During 1995-2000, **Yoon, Jung-Hai**; Lee, Hee-Sok; Jae, Mie-Kyung (KOR)

## THEME 2 Consumers, Families and Technology

- Fraud, Scams and Rip-Offs: Schemes to Separate You from Your Money, **Faulcon Bowen, Cathy** (USA)
- The Fashion Direction, Consumer Action and Textile Information, **Fujimoto, Takako**; Miyashita, Hideaki; Sakamaki, Masami (JPN)
- Home Economics for the Future Not for the Past, **Harman, Bjørg** (NOR)
- Factors Affecting Korean College Student Consumers' Attitude Toward the Internet Shopping and Online Purchase Behavior, **Hong, EunSil**; Hwang, Duck-soon; Jeong, Woon-Young (KOR)
- The Effects of Material Values on Money Management and Financial Satisfaction: A Comparative Analysis Between Adolescent Consumers in South Korea and Those in Yanbian, China, **Hong, Eun-Sil**; Yang, Nam-Hee (KOR)
- Cognitive, Physical and Virtual Learning Environment in Home Economics Education, **Kivilehto, Sari**; Malin, Anne; Pöntinen, Silpa Maria (FIN)
- Services in the Information Society, **Kytö, Hannu**; Aatola, Leena; Tuorila, Helena; Lehtinen, Anna-Riitta (FIN)
- The Change Types of Family System by the Internet Use, **Lee, Ki-Young**; Lee, Hyun-Ah (KOR)
- Process of Life and Consciousness, **Miyata, Kazuasu** (JPN)
- Electric Appliances and Consumer Safety, **Saastamoinen, Mika** (FIN)
- Housing Innovations: The Development of a Survey to Measure Consumer Acceptance, **Sweaney, Anne L.** (USA)
- The tSuite Laboratory: Applying Technology and Electronics to Social and Economic Problems, **Sweaney, Anne L.**; Cude, Brenda J. (USA)

## THEME 3 Consumer Aspects on Product Policy and Environmental Issues

- Bio on the Table - Extra Costs for Wholefood Products, **Claupein, Erika** (DEU)
- Eating Habits and Sustainable Development. A Case Study of Finnish Families Committed to an Ecological Way Of Living, **Hannula, Annamari**; Rauma, Anna-Liisa (FIN)
- Influence of the Housing Value on the Propensity of Consumption Oriented Culture, **Jae, Mie-Kyung**; Park, Jeonghee (KOR)
- A Study on the Transition of Clothing Behavior and Clothing Consumption Pattern of College Students from 1995 to 2000 in Choong Nam Province, Korea, **Kim, Heesook** (KOR)
- Consumer Attitudes Toward Consumerism, Individual & Family Values and Social Orientation, **Kwon, Kyoung-Im**; Kim, Yeon-Ha; Han, You Me (KOR)
- Local-Global Interaction: Designing Culturally Inspired Textiles, **Makela, Carole J.**; Bhatia, Anuradha (USA)
- Simple Heuristics and Environmental Responsibility in Choices, **Timonen, Päivi** (FIN)
- Environmentally Friendly Food Choice, **Tuikkanen, Riitta**; Rauma, Anna-Liisa; Ahlström, A. (FIN)

## THEME 4 Consumers and Families in Changing Food Economy

- The Role of Salt in Food Production, **Blija, Anita**; Ansone, Inga (LVA)
- Iron, Sensory Characteristics, and Consumer Acceptance of Food Cooked in Iron Utensils, **Brittin, Helen C.**; Park, Jieun (USA)
- Investigation into the Effect of Food and Nutrition Education, and Urbanization on Eating Patterns of Students - A South African case study, **Dyokwe, Veronica**; Rautenbach, Anna Marie; Terblanche, N. (ZAF)
- Food Based Dietary Guidelines as a Powerful Nutrition Education Tool Particularly Among Third World Communities, **Greyenstein, Lesley Ann**; Love, Penny (ZAF)
- Consumer Conceptions - Cheese Use and the Quality of Cheeses on the Finnish Market, **Isoniemi, Merja** (FIN)
- College Students Learn to Become Knowledgeable Consumers of Dietary Fat, **Johnson, Caryl** (USA)
- Potatoes Are Staple Food - Consumer Views on the Potato, **Järvelä, Katja** (FIN)
- The Association Between Food Consumption Patterns and Iron Status of Pregnant and Lactating Women in the Vaal Triangle, Gauteng, South Africa, **Kesa, Hema**; Oldwage-Theron, W.; Walsch, C. (ZAF)
- Trends in Special Diet Behaviour Among Finnish Adolescents in 1979-2001, **Kosonen, Heli**; Rimpelä, A.; Virtanen, S.; Pere, L.; Väisänen, P.; Rauma, AL.; Rimpelä, M. (FIN)
- The Contribution of Traditional Foods to Rural Household Food and Nutrition Security in KwaZulu-Natal, South Africa, **Mtshali, Sazile** (ZAF)
- Comparisons of the Anthropometric Indices and Eating Patterns of Children Between Public and Private Day-Care Centers in the Vaal Area, Gauteng, South-Africa, **Napier, Carin E.**; Oldwage-Theron, W.H. (ZAF)
- The Effect of Dietary Vitamin A Fortification on Fibrinogen Levels of Females in the Vaal Triangle, **Oldwage-Theron, Wilna H.**; Grobler, C; Vorster, H.H. (ZAF)
- Traditional Feeding Practices for a Xhosa Infant – A South African Perspective, **Rautenbach, Anna Marie** (ZAF)
- Cooking Properties of Diacylglycerol, A New Developed Oil, **Shimada, Atsuko**; Nakatsugawa, Kenichi (JPN)
- Nutrition Education in Latvia, **Skrupskis, Imants**; Krumina, Gita; Skrupska, Dace (LVA)
- Improving Nutrition Knowledge and Practices of Nurses in Dominica, West Indies Using Newsletter Series, **Stadler, Kathleen M.** (USA)
- Emerging Ghanaian Food Culture in London - Significance for Ghanaian Migrant Households and Other Londoners, **Tuomainen, Helena** (GBR)
- Secondary School Tuck-shops East London South Africa, **Wilkinson, Jeanne** (ZAF)
- "Apple or Chocolate?" Fruit and Vegetable Consumption of Australian Children, **Zander, Uta**; Munro, Irene; Leonhäuser, Ingrid-Ute (DEU)

# Conference Information

Photo: Helsinki City Tourist & Convention Bureau



## Helsinki, the capital

Helsinki, the capital of Finland, is a lively city with more than one million people living in the metropolitan area. Helsinki was founded in 1550 and has been the capital since 1812. Helsinki is a human-sized city and safe for visitors and easy to get around. There is a wide selection of attractions for your delight.

Photo: Helsinki City Tourist & Convention Bureau



## Conference Venue

The conference will take place in newly renovated premises of the **Theatre Academy of Finland**. The building opened in the beginning of 2001 and has excellent services for meetings.

**Address: Haapaniemenkatu 6, 00530 Helsinki**

## Registration desk

The Registration desk will be open at the Conference Venue as follows:

Wednesday	17 July	18.00 - 19.00
Thursday	18 July	08.00 - 17.30
Friday	19 July	08.30 - 17.00
Saturday	20 July	08.30 - 12.00

## Publications

All accepted abstracts will be printed and distributed in the beginning of the Conference and will be available on the Conference website.

Keynote papers, commentaries and selected research papers will be published in a special issue of *Journal of Consumer Policy* in 2003. Authors who wish their research papers to be considered for this special issue have to submit a full paper, preferably electronically, **by May 1st, 2002**, at the latest, **to the Conference Secretariat**. Research papers will go through a refereeing process.

For author instructions that must be **strictly followed** please check the 'Information for authors' on [www.kap.nl/prod/j/0342-5843](http://www.kap.nl/prod/j/0342-5843) or in *Journal of Consumer Policy*, vol 24, 111-116, 2001.

## Conference language

The official language of the conference is English. It will be used for all printed material and presentations. Interpretation will not be provided.

## Get-Together Party

**Wednesday 17, July at 19.00 – 21.00**

All participants are invited to attend the informal Get-Together Party. The party will take place at the Conference Venue, included in the registration fee.

## Conference dinner

**Friday 19, July at 19.00 – 22.30**

Conference dinner is arranged at a lovely seaside restaurant on a small island, Liuskasaari, right in front of Helsinki. Bus transfer is arranged from and to the Conference hotels. **Price: EUR 60.**



# Registration

Electronic registration form is available on

[www.ncrc.fi/conference2002](http://www.ncrc.fi/conference2002)

You may also register by sending the enclosed registration form by 30 April 2002 to:

**TSG-Congress Ltd**  
**Kaisaniemenkatu 3 B 12**  
**FIN-00100 Helsinki, Finland**  
**Tel: +358 (0) 2 01 301 311**  
**Fax: +358 (0) 2 01 301 349**  
**Email: [ihh@tsgcongress.fi](mailto:ihh@tsgcongress.fi)**

## Registration fees

	by 30 April 2002	from 1 May 2002
Participants	<b>EUR 370</b>	<b>EUR 420</b>
Students (under- or postgrad.)	<b>EUR 170</b>	<b>EUR 220</b>

## Registration fee includes

- participation in the conference
- conference material
- lunches (Thursday, Friday)
- refreshments during the breaks
- Get-Together Party on Wednesday 17, July

Please use the enclosed form when registering for the Conference. The form is also to be used for hotel reservation as well as various events. Your registration will be taken care of on a "first come - first served" basis. Events included in the registration fee should also be marked on the form. Each participant must use a separate form. Photocopies of the registration form are acceptable.

## Payment

All payments should be made in EURO (EUR). Payment should be submitted together with the registration form, using one of the following means of payment:

## Credit cards

Visa, Mastercard, Eurocard are welcome.

Kindly indicate clearly

- card type, number and expiry date
- **card verification value number (CVV/CVC) i.e. the three last digits of the number on the card signature panel on the reverse side of your card;**  
**NOTE! Visa, Mastercard, Eurocard, only!**
- billing address and the total sum of the registration form in EUR.

## Bank transfer

Please, state participant's name and reference "IHH 2002" on the bank transfer. Please note that all payments should be free of handling charges to the receiver e.g. all bank charges for the international money transfer must be met by the remitter, including those imposed by the beneficiary's agent.

BANK: OKO-Bank, Helsinki, Finland

SWIFT CODE AND ACCOUNT:

OKOYFIHH 572302-2460211

Personal, travellers' or company cheques cannot be accepted.

## Confirmation of registration and reservations

A confirmation letter will be sent to you once your registration form and payment (registration fees, hotel deposits and excursion fees) have arrived. The conference material and other information will be issued on presentation of this confirmation at the registration desk of the conference.

## Cancellation and refund policy

### Registration fees:

- cancellations received by 31 May 2002
  - cancellation fee of **EUR 50**
  - cancellations received after 31 May 2002, no refund

### Tours:

- cancellation received by 31 May 2002
  - cancellation fee of **EUR 20**
  - cancellation received after 31 May 2002, no refund

### Hotel deposit:

- cancellation received by 31 May 2002
  - cancellation fee of **EUR 55**
  - cancellation received after 31 May 2002, no refund

### All cancellations must be made in writing and addressed to:

TSG-Congress,  
 Kaisaniemenkatu 3 B 12,  
 00100 Helsinki, Finland.

There is no refund for no-shows.

**1 Conference Venue**

Theatre Academy of Finland  
Haapaniemenkatu 6

**2 National Consumer Research Centre**

(Kuluttajatutkimuskeskus)  
Kaikukatu 3



Photo: Helsinki City Tourist & Convention Bureau

**3 Council meeting**

House of Sciences and Letters (Tieteiden talo)  
Kirkkokatu 6

Following the Conference IFHE Council Meeting will be held in Helsinki 21 - 24.7.2002.

Please, check the Council websites:

[www.ncrc.fi/ifhe\\_council\\_2002.html](http://www.ncrc.fi/ifhe_council_2002.html)

**4 Conference dinner, Liuskasaari**

Friday 19, July at 19.00 – 22.30

The conference dinner is arranged at a lovely seaside restaurant on a small island, Liuskasaari, right in front of Helsinki. Bus transfer is arranged from and to the Conference hotels.

# Accommodation

Accommodation during the Conference has been reserved at the following hotels. TSG-Congress will operate on a "first come - first served" basis with incoming requests. Your reservation will be confirmed when TSG-Congress has received your registration form together with your hotel deposit. Please note that when reserving a double room, the name of the person who is sharing the room should be noted on the form. Room prices include value added tax (VAT) and breakfast.

## Hotel deposit

To guarantee your hotel reservation the hotel deposit of 150 EUR is required. The deposit should be paid together with the registration fees. Without the deposit payment, you will risk losing your reservation.

The deposit will be deducted from your hotel bill when checking out. If you are staying at the hostel the deposit is EUR 100. In case of a cancellation please refer to the cancellation and refund policy above.

### 5 Hotel Aurora

**Helsinginkatu 50, FIN-00530 Helsinki**

Tourist class hotel near the beautiful Töölönlahti bay area. Limited services and a restaurant available at the hotel. A 20 minute walk to the Conference Venue. One can easily reach the Conference Venue with tram number 2.

**Single room** EUR 106  
**Double room** EUR 127

### 6 Hostel Academica

**Hietaniemenkatu 14, FIN-00100 Helsinki**

Student Hostel located in downtown Helsinki. Each room has private facilities. A 5 minute walk from the nearest metro and tram 3B stops.

**Single room** EUR 53  
**Double room** EUR 75

### 7 Hotel Helka

**Pohjoinen Rautatiekatu 23 A , FIN-00100 Helsinki**

Recently renovated pleasant tourist class hotel situated in the city center. The hotel has a popular lobby bar and a restaurant. All rooms have private facilities.

Helka is easily accessible by public transportation. One can travel to Conference Venue either by metro or with tram 3B.

**Single room** EUR 99  
**Double room** EUR 124

### 8 Strand Intercontinental

**John Stenbergin ranta 4, FIN-00530 Helsinki**

Hotel Strand Inter-Continental is a superior first class hotel located by the sea near the city center, with superb views over the harbour. Close to the business and shopping districts, and the historic old town. Good connections also to IFHE Council meeting venue. A 5 minute walk to the Conference Venue.

**Single room** EUR 228  
**Double room** EUR 282

# Local tours

## City Tour of Helsinki

**Thursday 18 July, 17.30 - 19.30**

The best and most enjoyable way of getting to know Helsinki in a short time is by taking this sightseeing tour by bus. The city tour will give participants an overall impression of the centre of Helsinki. The tour will include some of the highlights of Helsinki, such as the Market Square right in the heart of Helsinki and the Temppeliaukio Church, which is carved out of a solid rock. Nearby lies the Sibelius monument, an obscure steel sculpture commemorating the great Finnish composer Jean Sibelius.

Departure in front of the conference venue.

**Price: EUR 35, duration: 2 hours**

## Culture and art

(An excursion to Jean Sibelius' home and artist museum)

**Saturday 20 July, 12.00 - 17.00**

A coach trip from Helsinki through the Finnish country-

side to Tuusula lakearea. We shall enjoy lunch at Krapihovi, a restaurant located in the main building of a farm.

A visit to Ainola, the home of the great composer Jean Sibelius (1865-1957). This unique building was designed in the national-romantic style by architect Lars Sonck in 1904. After leaving Ainola, the tour continues with a visit to Halosenniemi, the former home and studio of Pekka Halonen (1865-1933), one of Finland's foremost landscape artists. The red-pine wood villa is situated on the longest cape of lake Tuusula and dates back to 1902. The artist's most important and inspiring works are displayed here.

Departure in front of the conference venue.

**Price: EUR 65, duration: 5 hours**

All local tours will be operated with the minimum of ten persons. Tours will be guided in English.

Prices are subject to Government imposed increases and taxes and are subject to alteration. TSG-Congress Ltd. reserves the right to cancel a tour or vary itineraries. In the case of such cancellation, the payment will be refunded in full.

## Sauna

On Saturday 20 July a sauna evening will be arranged after the Culture and Art tour if a sufficient number of requests is received (a minimum of 20 persons). Kindly indicate your interest on the registration form. The approximate price will be **EUR 65**.

It is estimated that there are at least 1.6 million saunas in Finland today. Saunas are found everywhere: People living in the country or individual houses in towns have their own saunas, and nowadays many apartments and condominiums are equipped with a small sauna, too. Nearly all apartment houses have a "house sauna", which all families can use in turn. Then there are hundreds of thousands of summer cottages, mostly on a lake or river or the sea, and nearly each one of them has a sauna. Hotels, gyms, swimming pools and the like all have saunas and many companies have built them for their employees and guests.

More information about sauna, please visit:

[www.hut.fi/~icankar/sauna/](http://www.hut.fi/~icankar/sauna/)

[www.sauna.fi/pages/](http://www.sauna.fi/pages/)

## Swimming

One can find information of swimming and beaches in Helsinki area at:

[www.hel.fi/](http://www.hel.fi/)

[tourism/html/english/artikkelit/index.html](http://tourism/html/english/artikkelit/index.html)

Recommended beaches are Seurasaari and Hietaranta-beach.

# Post-conference tours

## St. Petersburg, Russia

**Sunday 21.7.2002 – Tuesday 23.7.2002**

This will be an unforgettable tour by train to St. Petersburg, the old capital of the Russian Empire. St. Petersburg is nothing less than a true metropolis of arts - an attractive pearl for art lovers, ballet, music and theatre enthusiasts, as well as admirers of great architecture.

This grand city, known as Leningrad during the Soviet period, was originally masterminded and built by Peter the Great in the 18th century as a rival to Venice. It stands proudly on a series of islands connected by more than 300 bridges in the easternmost corner of

the Gulf of Finland. Innumerable treasures of European and Russian art can be seen in the museums, galleries and collections.

Price includes:

half-board accommodation, sightseeing, visits to the Hermitage, Petershof, St. Isaac's Cathedral and Peter and Paul Fortress.

**The reservation for St. Petersburg must be made by 15 May 2002 at the latest.**

**Please observe!** Russian VISA is NOT included in the tour price! TSG-Congress will provide the participants with further instructions upon reservation and payment of the tour.

**Price in single room is EUR 755**

**Price in shared double room is EUR 670**

## Tour operating terms

This excursion will be operated with a minimum of 16 participants. The excursion will be guided in English. Prices are subject to Government imposed increases and taxes and are subject to alteration. TSG-Congress Ltd. reserves a right to cancel a tour or vary itineraries. In the case of such cancellation, the payment will be refunded in full. "Medical and package insurance" are recommended.

## Cruises to Tallinn

Tallinn, the medieval capital of Estonia, is 70 kilometres from Helsinki. One can easily reach Tallinn by one day cruise or stay overnight.

Cruises to Tallinn can be booked directly from:

[www.helsinkiexpert.fi/tallinn.htm](http://www.helsinkiexpert.fi/tallinn.htm)

[www.njl.fi](http://www.njl.fi)

[www.silja.fi](http://www.silja.fi)

[www.tallink.fi](http://www.tallink.fi)

[www.eckeroline.fi](http://www.eckeroline.fi)

More information about Tallinn available at

[www.tallinn.ee/turismiinfo](http://www.tallinn.ee/turismiinfo)

For visiting Tallinn, please remember to check if you need a visa to enter Estonia. Please note also that Estonia is not a member of the European Union. A passport to enter the country is always required!

We also would like to remind those participants who need a visa for entering Finland to apply for a double visa for returning to Finland after their tour to Tallinn. Kindly consult your nearest Finnish Embassy or Consulate for details.

# Travel information

## Travelling information and airport transfer

Major international airlines fly direct to Helsinki-Vantaa airport from most major capitals and cities in Europe, USA and Japan. For schedules and ticketing kindly contact your own travel agency or airline office. Helsinki is also easily accessible by boat from Sweden, Germany or Estonia and by train from Russia.

Downtown Helsinki can be conveniently reached from Helsinki International Airport by bus or taxi. Finnair buses depart near the arrivals-hall at 20-minute intervals and the journey takes about 30 minutes to the city centre. Taxis are available right outside the arrivals-hall.

Links to general information of Helsinki and Finland can be found on the Internet

[www.virtual.finland.fi](http://www.virtual.finland.fi)

[www.hel.fi/english/index.html](http://www.hel.fi/english/index.html)

[www.helsinkiexpert.fi](http://www.helsinkiexpert.fi)

## Public transportation in Helsinki

Participants can travel daily to Conference Venue by bus or tram.

The public transportation system of Helsinki includes bus, tram, underground (in Helsinki metro, marked with "M") and train services. A single ticket is valid for one hour inside the Helsinki city boundary. Taxis are reliable and readily available, have meters indicating the fare, and tips are unnecessary.

More info is available on:

[www.hel.fi/HKL/index\\_e.html](http://www.hel.fi/HKL/index_e.html)

## Passport and Visa

Finland is a member of the European Union and visas are not required for citizens of EU-countries. A valid passport is required. Citizens of other countries are kindly requested to contact the nearest Finnish embassy for further information.

Participants requiring a visa for entry to Finland are strongly advised to make their application in their home country at least three months before intended date of travel.

## Letter of invitation

The organising committee will be pleased to send a letter of invitation to any individual requesting one. It is to be understood that such an invitation is intended to help potential participants raise travel funds or obtain a visa. It is not a commitment on the part of the conference to provide any financial support.

## Insurance

The conference organisers cannot accept liability for personal injuries sustained, for loss of, or damage to,

property belonging to conference participants (or their accompanying persons), either during or as a result of the conference or and tours. Please check the validity of your own insurance.

## Liability

The Conference Organisation and the Conference Agency (TSG-Congress) act as agent only in securing hotels, transport and travel services and in no event shall be liable for acts or defaults in the event of injury, damage, loss, accident, delay of irregularity of any kind whatsoever during arrangements organised through contractors or the employees of such contractors in carrying out services. Hotel and transportation services are subject to the terms and conditions under which they are offered to the public in general. The Conference Organisation and the Conference Agency reserve the right to make changes where deemed necessary, without prior notice to parties concerned. All disputes are subject to Finnish Law.

## Currency and banks

The Finnish currency is euro (EUR). One USD equals approximately EUR 1.

Most Finnish services accept major credit cards. Facilities for cashing travellers' cheques in Finland are available at banks (opening hours 9.30 - 16.00) and at most hotels. Banks are closed on Saturdays and Sundays except for banks at the Helsinki International Airport. Foreign exchange agencies for example "Forex" in the city center are open on weekdays.

## Tipping

Tipping is not expected in Finland.

## Electricity

The electric current in Finland is 220V (50 Hz). Plugs and sockets are the same as in the continental countries of the European Union. Participants from some countries, for instance the UK, the USA and Japan, need plug adapters for electrical appliances. In case your equipment requires different voltage, an electrical transformer will be needed.

## Climate and clothing

Daytime temperatures in July on the average are +18 - +22 °C. Warmer clothing is advisable for evening outdoor wear.

## Time difference

In July, time in Finland is 3 hours ahead of Greenwich Mean Time (GMT/UT) and 2 hours ahead of BST.



## IMPORTANT DATES

30 April 2002 deadline for early registration  
1 May 2002 paper submission to  
JCP referee process

17. - 20.7.2002 CONFERENCE  
21. - 24.7.2002 COUNCIL MEETING

## CONTACT INFORMATION

Conference secretariat  
M.Sc. Erja Pylvänäinen  
National Consumer Research Centre  
P.O. Box 5,  
FIN-00531 Helsinki, Finland  
Phone: +358 400 871 614  
Fax: +358 (9) 7726 7715  
Email: erja.pylvanainen  
@kuluttajatutkimuskeskus.fi  
erja.pylvanainen@ncrc.fi  
[www.ncrc.fi/conference2002](http://www.ncrc.fi/conference2002)

## CONFERENCE AGENCY

TSG-Congress Ltd  
Kaisaniemenkatu 3 B 12  
FIN-00100 Helsinki  
Finland  
Tel: +358 (0) 2 01 301 311  
Fax: +358 (0) 2 01 301 349  
Email: [ihh@tsgcongress.fi](mailto:ihh@tsgcongress.fi)  
[www.tsgcongress.fi](http://www.tsgcongress.fi)

## THE CONFERENCE IS SUPPORTED BY

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