

# Consumer Education for Forming Value Recognition of the Elementary School Children (Part 1): Actual Conditions of Purchasing Behavior and Value Recognition about Confectioneries

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## Abstract

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Focusing on elementary school children, this study aims to form their value recognition through the consumer education. For this purpose, research concerning actual conditions, teaching practice and the evaluation were consecutively conducted. In this first report, actual conditions of purchasing behavior, and value judgment and recognition concerning confectioneries are studied.

In 2003, the investigation was conducted with a sample of 953 fifth and sixth grade children of elementary schools in Chiba Prefecture. Results were obtained by the correspondence analysis and value portfolios.

Most children had experience in purchasing confectioneries by themselves. However, they were less likely to understand the standpoint of production and marketing concerning the value recognition in selecting confectioneries. Based on our results, suggestions about the teaching practices of consumer education were made.

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*Key words*; value recognition, purchasing behavior, elementary school children, confectioneries, research concerning actual conditions