

Consumer Education in Home Economics for 18-Year-Olds Attaining Adulthood: An Empirical Analysis of the Factors Influencing Consumer Trouble

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Abstract

In Japan, the legal age of attaining adulthood will be lowered from 20 to 18 years of age in 2022. This empirical study examines the key issues of consumer education in Home Economics for 18-year-olds attaining adulthood. The nationwide data collected via a Web questionnaire survey came from a sample of 290 students aged 18–25.

Covariance structure analysis demonstrated that the degree of “consumer knowledge” and “rational choice” did not reduce the probability of “consumer trouble.” “Consumer trouble” was directly decreased by a higher degree of “resource management,” including “financial management” and “things and spatial management.” There was no relationship between “consumer awareness” and “consumer trouble,” which did not support the hypothesis. These findings suggest that personal resource management may be one of the key educational subjects for 18-year-olds attaining adulthood.

Key words: 18-year-olds attaining adulthood, consumer education, consumer trouble, empirical analysis, resource management