

*Pearson's Correlations of the Consumer Decision-Making Style Statements and the Gregorc Mind Styles (n = 333) continued*

Consumer Decision-Making Style	Mind Styles			
Statements	Concrete Sequential	Abstract Sequential	Abstract Random	Concrete Random
<b>Consumer Decision-Making Style Factors from the Sproles and Kendall (1986) Study</b>				
<b>Recreational/Hedonistic</b>				
<i>I make my shopping trips fast.</i>	-.01*	.01*	.06	-.02*
<i>Shopping the stores wastes my time.</i>	.03*	-.10	.14*	.03*
<i>Shopping is not a pleasant activity.</i>	.01	.22*	-.15*	.02
<b>Brand Conscious, Price Equals Quality</b>				
The well-known national brands are best for me.	.07	.05	-.05*	-.02
The more expensive brands are usually my choices.	.02*	-.01*	-.07	.12*
The higher the price of a product, the better its quality.	.01*	-.03*	.00*	.04*
Nice department and specialty stores offer me the best products.	.09	.06	-.14*	-.03*
The most advertised brands are usually very good choices.	.08	-.04*	.09	-.06

table continues

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Consumer Decision-Making Style Statements	Mind Styles			
	Concrete Sequential	Abstract Sequential	Abstract Random	Concrete Random
<b>Perfectionist, High Quality Conscious</b>				
Getting very good quality is very important to me.	.02*	.05	-.07	-.03*
In general, I usually try to buy the best overall quality.	.07	.05*	-.05*	.00*
I make special effort to choose the very best quality products.	.05	.11*	-.10	.02*
<i>I really don't give my purchases much thought or care.</i>	-.03*	-.02*	.02*	-.01*
My standards and expectations for products I buy are very high.	.07	.17*	-.07	-.02*
<i>I shop quickly, buying the first product or brand I find that seems good enough.</i>	-.05*	-.03*	-.01*	-.00*
<i>A product doesn't have to be perfect, or the best, to satisfy me.</i>	.11	.01*	-.04*	.06

table continues

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Consumer Decision-Making Style	Mind Styles			
	Statements	Concrete Sequential	Abstract Sequential	Abstract Random
<b>Careless, Impulsive</b>				
I should plan my shopping more carefully than I do.	-.00*	-.06	.01*	.02*
I am impulsive when shopping.	-.04*	-.13	.01*	.05
Often I make careless purchases I later wish I had not.	.05*	-.01*	.01*	-.01*
<i>I take the time to shop carefully for the best buys.</i>	.00*	.12*	-.03*	-.08
<i>I carefully watch how much I spend.</i>	-.11*	-.08	.07	.05*
<b>Novelty, Fashion Conscious</b>				
It is fun to buy something new and exciting	-.04	-.14*	.14*	.13*
To get variety, I shop different stores and choose different brands.	-.05	-.18*	.12*	.13*
<b>Price Conscious, Value for Money</b>				
I buy as much as possible at sale prices.	-.12*	-.07	.14*	-.02*
The lower price products are usually my choice.	.03*	.06	.04*	-.10
I look carefully to find the best value for the money.	.03*	.17*	-.04*	-.04*

table continues

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Consumer Decision-Making Style	Mind Styles			
	Statements	Concrete Sequential	Abstract Sequential	Abstract Random
<i>Habitual, Brand Loyal</i>				
I have favorite brands I buy over and over.	.10	.12*	-.10	-.09
Once I find a product or brand I like, I stick with it.	.06	.09	-.01*	-.06
I go to the same stores each time I shop.	.07	.11	-.06	-.13*
<i>I change brands I buy regularly.</i>	-.01*	.02*	.06	-.02*
<i>Confused by Overchoice</i>				
There are so many brands to choose from that I often I feel confused.	.00*	-.10	.08	.01*
Sometimes it's hard to choose which stores to shop.	.00*	-.02*	.02*	.01*
The more I learn about products, the harder it seems to choose the best.	.04*	-.05	.04*	-.02*
All the information I get on different products confuses me.	-.05	-.15*	.15*	-.02*

*Note:* Italicized statements were reverse-scaled in the statistical analysis. Thus, if a correlation is negative, it represents an inverse relationship as with the non-reverse-scaled statements. Statements were scaled according to 5 = Strongly Disagree, 4 = Disagree, 3 = In Between, 2 = Agree, 1 = Strongly Agree. Negative *r* correlations represent inverse relationships.

\* Correlation is significant at the  $p < .05$  level (2-tailed).

# Melissa W. Chase

## Contact Information

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## Education

2004, Virginia Tech, Blacksburg, Virginia.

- Ph.D., Career and Technical Education
- Cognate in consumer education

1999, Virginia Tech, Blacksburg, Virginia

- M.S., Vocational Education
- Special interest in family and consumer sciences education

1987, Radford University, Radford, Virginia

- B.S., Fashion Design
- Special interest in textiles

## Employment

Graduate Research Assistant, Department of Apparel, Housing, and Resource Management, Virginia Tech, January 2003 – December 2003.

- Co-wrote content for newspaper insert as part of a research project with Rutgers University Cooperative Extension and the Jump\$tart Coalition for Newspaper in Education. This research was funded by the J.P. Morgan Chase Financial Literacy Education Program. The insert's topics included the following: The time value of money, identity theft, purchasing a new car, predatory lending, and credit card traps. These modules were made available as newspaper inserts through Newspaper in Education during Fall 2003. Data was collected and analyzed
- Assisted in supervision of two Master's level graduate students in apparel, housing, and resource management during the academic year.
- Assisted in supervision of two Minorities Academics Opportunities Program students for Summer 2003.
- Assisted with writing and editing children and teen financial and consumer education curricula for financial practitioners, educators, and extension faculty. These materials incorporate content and learning activities that are age-appropriate.
- Conducted literature searches for various projects for Virginia Cooperative Extension Specialists in family and consumer sciences.
- Assisted with planning and facilitation of in-service trainings on housing and family and financial management for Virginia extension agents during Spring 2003.
- Coordinated monthly newsletter for management, housing and consumer education extension agents through the Virginia Cooperative Extension Intranet.

Project Associate, Department of Apparel, Housing, and Resource Management, Virginia Tech, August 2001 – December 2002.

- Researched electronic commerce and its impact on family decision-making
- Participated in research project in collaboration with Virginia Tech's Center for Technology Impacts on Children, Youth, and Families, to develop a Web site for parents on issues concerning children's stress and fears, especially as they related to September 11, 2001.
- Researched privacy issues for Virginia consumers in electronic commerce
- Developed curriculum materials and distributed to Virginia Cooperative Extension agents
- Developed web site evaluation rubric of Internet-related consumer education curricula
- Produced consumer education publications and fact sheets for Virginia Cooperative Extension
- Provided training to Virginia Cooperative Extension agents in electronic commerce and other consumer education areas as needed
- Monitored trends in electronic commerce, consumer rights, and other pertinent issues as they related to the purchase of consumer products and services
- Interpreted research findings and reported results to Virginia Cooperative Extension agents
- Served as member of Extension State Leadership Team
- Collaborate with outside organizations as needed to provide information related to consumer issues
- Provide leadership to Extension agents to develop curriculum materials, research reviews, presentations, and other additional materials

Assistant Director, Office of New Student Programs, Radford University, August 1999 - August 2001.

- Coordinator of **F**reshmen **I**n **R**adford's **S**uccess **T**rack (FIRST)
- Coordinator of **S**tudents **O**n the **R**oad **T**o **S**uccess (SORTS)
- Supervised Peer Mentor Staff Coordinator, Seven Undergraduate Peer Mentor Staff, and Student Affairs Counseling Graduate Student
- Assisted students in self-assessment throughout semester, especially with learning style types and their impact on academic success
- Initiated appropriate interventions for those in academic difficulty
- Monitored academic and contract obligations
- Referred students to appropriate campus resources
- Provided general advising concerning academic policies
- Participated in Radford University's Academic Advising Committee
- Taught University 100, Radford University's Freshmen Orientation Course to Higher Education. 1 credit hour. A/F credit.
- Worked with Assistant Director of New Student Programs in planning summer orientation for new students and training of student leaders for orientation.

- Represented New Student Programs, Radford University Open Houses each Fall semester
- Represented New Student Programs, Radford University, Highlander Days, Spring semester

Adjunct Faculty, New River Community College, Dublin, Virginia, Spring 1998

- Taught Beginning and Intermediate Microsoft<sup>®</sup> Excel courses

## Publications/Presentations/Conferences Attended

- Chase, J., Chase, M., Taylor, N., & Sechler, E. (Under review). *Target success!* Textbook prospectus (for freshman orientation courses) submitted to McGraw-Hill publishers.
- Chase, M., Leech, I., Hayhoe, C., & O'Neill, B. (2004, February). *Alternative strategies to enhancing college students' financial literacy*. Presentation made at the Eastern Family Economics and Resource Management Association.
- Chase, M., Hayhoe, C., & O'Neill, B. (2004, February). *What young adults need to know about money*. Presentation made to the 23<sup>rd</sup> Annual Conference on the First-Year Experience, February 2004.
- Chase, M., & Emmel, J. (2003). Meeting national standards for family and consumer sciences through home equipment education. *Journal of Family and Consumer Sciences Education* 21(1).
- Chase, M., Hayhoe, C., & O'Neill, B. (2003). Enhancing financial literacy using newspapers in education. To appear in *Proceedings of the Association for Financial Counseling and Planning Education*.
- Hayhoe, C., & Chase, M. What is money? And the cost of parenting. (2003). *Proceedings of the Association for Financial Counseling and Planning Education, 2003*.
- Contributing author for "15 Smart Ways to Save at the Supermarket", October 1, 2003, *Family Circle* magazine.
- Presenter, *Basic concepts of consumer education for college students*, University 100 courses, Radford University, Fall 2003.
- Chase, M. *Gregorc's Mind Styles*. (2003, May). Presentation at the NSF ATE R-TEC Summer Institute 2003 for instructional technology instructors (from the Virginia Community College System), Radford University.
- Chase, M. & Leech, I. (2003, April). *Virginia Internet Purchases*. Presentation at the American Council on Consumer Interests, Atlanta, GA.
- Presenter, *Internet Auction Fraud*. (2002, November 5). Consumer Protection course, Virginia Tech.
- Chase, M. & Graham, B. (2002). Parent education through technology: Emphasizing Community Collaboration through Research and Practice. *Proceedings of the National Extension Association of Family and Consumer Sciences*. Kansas City, MO.

- Meszaros, P. S., Bird, G.W., Graham, B., & Chase, M. (2002, November). Development of a parent education website: A community collaborative project that bridges research and practice. Poster presentation at the *Annual National Council on Family Relations Conference*, Houston, Texas.
- Chase, M., Munden, K., & Hayhoe, C. (2002). Holiday gift giving ideas. Handout for Virginia Cooperative Extension agents.
- Chase, M. (2001). *Online shopping and its impact on family and consumer decision making*. Virginia Cooperative Extension online reference guide for extension agents.
- Chase, M. (2002, June). *It is a Consumer Jungle Out There!* Presentation to Virginia's 4-H State Congress.
- Chase, M., Marchal, R. & Kutintara, B. (2003). *Taking a Trip?: A Travel Guide for Using Travel Agencies and the World Wide Web*. Virginia Cooperative Extension Publication to 354-400.
- Chase, M. (2002). *Going Shopping? Go Global: A Guide for E-Consumers*. Virginia Cooperative Extension Publication 354-185.
- Chase, M. (2002). *Internet Site-Seeing: A Consumer's Guide to Travel in Cyberspace*. Virginia Cooperative Extension Publication 354-186.
- Presenter, *Keeping your personal information private*. (2002). University 100 courses, Radford University, Fall 2002 and Virginia Tech Residence Education Program, Fall 2002.
- Presenter, (2002). *Keeping your personal information private*. Residence Hall Education meeting, Virginia Tech, October 9, 2002.
- Presenter, Consumer Surfin' Safari. (2002, January). Virginia Cooperative Extension In-Service Training for 4-H and Family and Consumer Sciences Agents, Blacksburg, VA.
- Presenter, "Specialist Update" in consumer education at the Virginia Cooperative Extension Retreat for Extension Agents in Management, Housing and Consumer Education, Abingdon, VA, November 2001.
- Presenter, Tie-Dye Tips and Techniques for Recycling Laundry Mishaps, University 100 courses, Radford University, Fall 2001.
- Attended 4-H "Group Dynamite" workshop, sponsored by Montgomery County Extension Office, November 2001.
- Attended Virginia Citizens Consumer Council 2001 Update, November 2001.
- Attended conference, "E-Commerce: Impacting the Way we Do Business", sponsored by the Southern Rural Development Center, Nashville, TN, October 2001.
- Poster session, *The Information Super-Highway is Full of Possibilities and Potholes*, Virginia Tech Farm and Family Showcase, September 2001.
- Attended "Home Appliance Update for Extension Professionals", National Teleconference and In-Service Training, Virginia Tech, September 2001.
- Attended workshop for the 2001 Farm Business Management In-Service, "E-Commerce Implication and Application in Ag", Virginia Tech, Blacksburg, VA , August 2001.
- Presenter, *The Incorporation of Household Equipment in Work and Family Studies at the Secondary Level*, the Virginia Tech College of Human Resources and Education Graduate Research Day, April 16, 1999.

- Panel Member, Student Services, Radford University Highlander Days, March 2000, March 2001.
- Presenter, *Tie-Dye Tips and Techniques for Recycling Laundry Mishaps*
- University 100 courses, Radford University, Fall 2000
- Residential Life training session, November 2000.
- Attended "Reaching New Heights Through Advising Partnerships", National Academic Advising Association Drive-In Workshop, Hotel Roanoke, April 2000.
- Attended Connections Conference, Virginia ABC Board, Richmond, VA, September 2000.
- Attended CareerTrak seminar "How to Handle Conflict in the Workplace", Roanoke Airport Holiday Inn, October 2000.
- Attended Professional Development Day, "Enhancing Consumer and Business Interdependence", Virginia Association of Family and Consumer Sciences, November, 2000.
- Attended Lilly Conference on College and University Teaching, sponsored by the International Alliance of Teachers and Scholars, Oxford, OH, November 1998.

## Service

- Judge, Behavioral Sciences, Southwest Virginia Governor's School, Dublin, VA, January 2002, 2003, and upcoming in January 2004.
- Presenter, Color and Design in Clothing, Montgomery County 4-H, May, 2003
- Coordinated tour of Virginia Tech's Department of Apparel, Housing, and Resource Management for Montgomery County, VA, 4-H children and teens, April, 2003
- Presenter, Electronic Commerce Issues in Virginia, Graduate Seminar, Virginia Tech's Department of Apparel, Housing, and Resource Management, March, 2003
- Weekly public service announcements (related to online shopping issues), Virginia Tech Visual and Broadcast Communications, 2002.
- Contribute to news media releases and articles upon request.
- Volunteer and judge, 4-H Fair, New River Valley Mall, August 2002
- Judge, Behavioral Sciences, Southwest Virginia Governor's School, Dublin, VA, January 2002
- Volunteer, 4-H Fair, New River Valley Mall, August 2001
- Leader, 4-H Creative Clothing and Construction Club, February 2001 - May 2001
- Judge, Behavioral Sciences, Southwest Virginia Governor's School, Dublin, VA, January 2001
- Taught 4-H Wreath-Making workshop to 15 youth, ages 9 - 14, December 2000
- Taught 4-H Special Techniques Sewing Seminar to 13 youth, ages 9-14, February 1999

- Taught Tie-Dye Seminar to Virginia Future Farmers of America youth, June 1999
- Taught Tie-Dye Seminar to Vacation Bible School children, ages 9 - 14, Crockett Springs United Methodist Church, July 1999
- Room Judge, 4-H Area Contest, Christiansburg Middle School, March 27, 1999
- Judge, 4-H District Contest, Auburn High School, May 1, 1999
- Judge, 4-H Congress Fashion Revue, June 1999

## Memberships

- Association for Career and Technical Education
- Omicron Tau Theta
- American College Personnel Association
- American Association of Family and Consumer Sciences
- American Council on Consumer Interests