

REFERENCES

- Alston, L.T. (1986). Crime and older Americans. Springfield, IL: Charles C. Thomas.
- Barnhill, J.A. (1972). Market injustice: The case of the disadvantaged consumer. Journal of Consumer Affairs, 6, 78-83.
- Burton, J.R., & Hennon, C.B. (1980). Consumer concerns of senior citizen center participants. Journal of Consumer Affairs, 14, 366-382.
- Chafetz, P.K., Holmes, H., Lande, K., Childress, E., & Glazer, H.R. (1998). Older adults and the news media: Utilization, opinions, and preferred reference terms. The Gerontologist, 38, 481-489.
- Costello, R. B., et al. (Ed.). (1991). Webster's college dictionary. New York: Random House.
- Deacon, R.E., & Firebaugh, F.M. (1988). Family resource management: Principles and applications (Second Edition). Boston, MA: Allyn and Bacon.
- Friedman, M.F. (1992). Confidence swindles of older consumers. The Journal of Consumer Affairs, 26, 20-46.
- Friedman, M.F., & Wasserman, I.M. (1978). A community survey of purchase experiences of older consumers. Journal of Consumer Affairs, 12, 300-308.
- Garman, E.T. (1996). Ripoffs and frauds: How to avoid and how to get away, revised edition. Houston, TX: Dame Publications.
- Garman, E.T., Miescier, M.C., & Jones, P.B. (1992). Older Americans' knowledge of consumer rights and legal protection. Journal of Consumer Studies and Home Economics, 16, 283-291.
- Hyman, D. (1990). The hierarchy of consumer participation: Knowledge and proficiency in telecommunications decision making. The Journal of Consumer Affairs, 24, 1-23.
- Lee, J., & Soberon-Ferrer, H. (1997). Consumer vulnerability to fraud: Influencing factors. The Journal of Consumer Affairs, 31, 70-89.

Mazzone, G.L. (1994). Traveling criminals: Take the money and run. FBI Law Enforcement Bulletin, 63(July), 5-8.

McGhee, J.L. (1983). The vulnerability of elderly consumers. International Journal of Aging and Human Development, 17, 223-246.

Miller, N.H., & Petrich, B. (1986). Elderly consumers: Problems and behaviors. Journal of Consumer Studies and Home Economics, 10, 45-57.

Moon, M. (1990). Consumer issues and the elderly. Journal of Consumer Affairs, 24, 235-244.

Moschis, G.P., & Moore, R.L. (1979). Decision making among the young: A socialization perspective. Journal of Consumer Research, 6, 101-112.

Mundorf, N., & Brownell, W. (1990). Media preferences of older and younger adults. The Gerontological Society of America, 30, 685-691.

Park, C.W., & Lessig, V.P. (1981). Familiarity and its impact on consumer decision biases and heuristics. Journal of Consumer Research, 8, 223-230.

Schewe, C.D. (1990) Get in position for the older market. American Demographics, 12(6), 38-41, 61, 63.

Stampfl, R.W. (1978). The consumer life cycle. The Journal of Consumer Affairs, 12, 209-219.

Stanfield, R.L. (1996). The aging of America. National Journal, 28 (29-30), 1578-1583.

Titus, R.M., Heinzelmann, F., & Boyle, J.M. (1995). Victimization of persons by fraud. Crime & Delinquency, 41(1), 54-72.

Turley, L.W., & LeBlanc, R.P. (1993). An exploratory investigation of consumer decision making in the service sector. Journal of Services Marketing, 7(4), 11-18.

U.S. Census Bureau (1996, July). Population estimates by County for Selected Age Groups. Retrieved March 30, 1998 from

the World Wide Web:

<http://www.census.gov/population/estimates/county/ca/cava96.txt>

Waddell, F.E. (1975) Consumer research and programs for the elderly - The forgotten dimension. The Journal of Consumer Affairs, 9, 164-175.

Zaltman, G., Srivastava, R.K., & Deshpande, R. (1976). Perceptions of unfair marketing practices: Consumerism implications. Advances in Consumer Research, 3, 247-253.