

PREFACE

The Western Marketing Educators' Association is dedicated to further marketing education in the Western United States, Western Canada, and Mexico. The primary formal mechanism for professional interaction and the exchange of scholarly thought and research findings is the annual conference. This Proceedings provides abstracts of papers presented at the fifth annual conference of the Association, held at the Oakland Airport Hilton Inn in Oakland, California, April 23-25, 1981.

The publication of Proceedings represents a new venture by the Western Marketing Educators' Association. By leaving the Proceedings available at the conference, the contents will have a wider distribution than is usually the case. Also, the abstracts can serve as a planning guide to those attending the conference. Those people desiring copies of complete papers presented should contact the author(s) directly.

The abstracts are arranged by subject area, rather than by the chronological order in which they were presented. An author index appears at the end of this Proceedings.

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