

The “New Home Economics:” Retrospects and Prospects

[Get access >](#)

Marianne A. Ferber , Bonnie G. Birnbaum

Journal of Consumer Research, Volume 4, Issue 1, June 1977, Pages 19–28,

<https://doi.org/10.1086/208675>

Published: 01 June 1977 **Article history** ▼

Abstract

Problems with models used to investigate the economics of the household are described. Special emphasis is given to the issue of rationality in the allocation of time, the appropriateness of the family as the relevant unit, and the importance of life-cycle changes. Contributions economists can make using the “new home economics” to provide a basis for rational decision making are discussed.

This content is only available as a PDF.

© JOURNAL OF CONSUMER RESEARCH

Issue Section: [Articles](#)

You do not currently have access to this article.

Sign in

 [Get help with access](#)

Personal account

- Sign in with email/username & password
- Get email alerts
- Save searches
- Purchase content
- Activate your purchase/trial code
- Add your ORCID iD

Institutional access



Sign in through your institution

[Sign in through your institution](#)

[Sign in with a library card](#)

[Sign in with username/password](#)

[Recommend to your librarian](#)

Sign in >

Register

**Institutional account
management**

Sign in as administrator

Purchase

Subscription prices and ordering for this journal

Purchasing options for books and journals across Oxford Academic

Short-term Access

To purchase short-term access, please sign in to your personal account above.

Don't already have a personal account? [Register](#)

The “New Home Economics:” Retrospects and Prospects - 24 Hours access

EUR €14.00

GBP £12.00

USD \$16.00

Rental



This article is also available for rental through DeepDyve.