

HOW TO BE A RESPONSIBLE CONSUMER

A Grade 5 PYP Exhibition project

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How Do You Become A Responsible Consumer?

If you want to be a responsible consumer you should know what people think a responsible consumer should know. People think responsible consumers should know the RIGHTS and RESPONSIBILITIES of a consumer, these are some rights and responsibilities I found on the internet of a consumer the source is <http://www.saskjustice.gov.sk.ca/cpb/rightsrespon.shtml>

Consumer's RESPONSIBILITIES:

- The responsibility to beware and to be alert to quality and safety of goods and services you buy.
- The responsibility to be aware and gather the information available about a product or service that you are planning to buy or maybe not.
- The responsibility to think independently and make decisions on real needs and wants.
- The responsibility to speak out and complain and inform businesses, and other consumers if you were disappointed or impressed. You can comment/ give advice to other consumers.
- The responsibility to respect the environment and not create more waste.

Consumers Rights:

- The right to safety and protection from dangerous goods or services.

What is a responsible consumer?



A responsible consumer is a person who thinks before he/she actually buys. Thinks about: What do I want? What do I need? What will I use this for? A responsible consumer basically means, someone who buys things in a responsible way and a consumer is someone who buys things. A responsible consumer is a person who has a lot of knowledge, he or she has to understand the way media and advertisements work, and is able to compare the values. A responsible consumer knows a lot about health and how food affects our well being, he or she knows it's best to choose only healthy food / best food or food grown in natural environments without the use of pesticides and where the animals live a happy life (organic food). Organic meat comes from animals having a happy life. He or she knows that if you buy organic food you support your community and less import will be necessary and little energy will be wasted on transporting, which is good for environment because there is less air pollution.

A responsible consumer will never buy fast food. The whole fast food industry is built on low-cost and low price and because of this the product has poor quality. The meat used to make burgers comes from cows who have a miserable life. A responsible consumer knows about companies who take advantage of their workers and sometimes even have children to do the work and will never buy these products.

A responsible consumer is a person who knows that the world is what we consume and acts accordingly.

- The right to choose and have access to a variety of products and services, as well as have an appropriate price.
- The right to consumer education and to become a skilled and informed consumer.
- the right to be rewarded for something that was not true for example there are a packet of chips which says diet food but it is not, careless goods and disappointing services

You can also become a responsible consumer by, when a commercial comes on, ask yourself these questions:

- What sound effects or music does the commercial use?

Do the sounds make it more exciting?

- How do the actors (using the product) look?

Do you think the product could make you happy or popular?

- Are there celebrities in the commercial?

Do you think the celebrity really uses the product?

- When watching a toy commercial, is the toy pictured in a group with other toys that are all sold separately?

Questions you can ask AFTER you buy the product or service?

- Does the product look bigger or better than in real life?
- Does it work the same at home as it did on the commercial?

So now you know what some rights and responsibilities of a consumer are, and what questions you can ask when a commercial comes on or when you buy a product or service.



The advertisers used Ronaldinho (a famous football player) to advertise their product which is Trident chewing gum



NIKE!!!!!! Everthing that you buy from Nike always has this symbol on it. So when you are buying a product from Nike you are actually advertising for Nike.

Why do people buy products /services they don't need?

We live in a world where people have quite a lot of money. This world is built upon people's willingness to buy and exchange. Advertising is used to make people even more willing to buy! You can get the idea that by buying a certain product you get happiness and who doesn't want to be happy?

- Advertising companies know everything about how to make people buy their products and they use this knowledge well. For example, they use human weakness. One technique in advertising is before and after pictures.



- For example: weight-loss pictures before and after.
- Another advertising technique is to repeat the message all the time. For example while you are watching a film you can have the advertisement popping up several times. If it is an advertisement for a hair shampoo then the next time you go shopping and you do not know what shampoo to buy, you will probably choose this particular shampoo if you see it on the shelves, because you have seen the ad so often.

Tips to avoid impulsive buying:

1. Write a shopping list and stick to it.
2. leave your money at home.
3. visit the shop without bringing money and then don't return before having decided that living without a certain product isn't possible.

If we can make people understand that to

keep it safe from damages and to, keep it clean. Some products don't need packaging. For example



As you see in this picture, they used "50 cent" to advertise REEBOK!



This is the symbol that you see on everything that you buy in an Adidas stores, so you are basically advertising for Adidas when you buy a product from Adidas.

Why Do We Need To Be Responsible Consumers?

We basically need to be responsible consumers so that you buy the appropriate, right things you need. As well, you should not harm the environment. It is also important to be a responsible consumer, so you make the right choices and actions, because it all affects the supply of goods and services in our world. Some people do not even realize they don't need things until after they have bought them, although others just want to feel the pleasure of spending money, so it is important to be a responsible consumer so you don't waste money for products, services and goods you don't need.

Irresponsible buying can harm the environment. Waste is one of the kind of things that affects our world's environment, and since now people probably know that we need a healthy environment to keep us healthy and happy.

How you won't harm the environment is to buy only what you need and use all of what you buy, (buy and use less).

Packaging also affects our world's environment. Some people who buy want their product packaged, but the only purposes for packaging should be to

someone buys a watch. Instead of just taking the watch home, the consumer wants it packed in a lovely, wonderful box. When the consumer comes home, he/she takes the watch out of the box and just throws away the box, which makes waste. Sellers also design packaging to attract the consumers more, they make the package more detailed and bigger than necessary.

What you buy affects the supply of goods and services we have in our world. For example, chocolate, sweeties, Burger king, Mc Donald, all those type of products are there for people to buy. Irresponsible consumers keep buying these types of products, so more companies and factories open to sell them and get more money.

Responsible consumers think more of what they need and what is healthy or not. So the more responsible consumers there are in our world, the less popular Mc Donald, chocolate, sweeties, Burger King, etc..... will get.

How Are Health Problems Related To Irresponsible Buying?

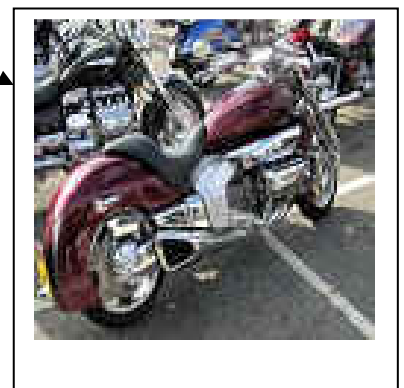
If you don't think about what you buy it can cause health problems. Responsible people think before they buy. They understand what is and isn't healthy, what skills they can and can't do, what's realistic and not realistic.

Health problems can occur when you buy irresponsibly or think incorrectly. For example, in a magazine I saw an advertisement about a Kav Wine Boutique. It had a nice description of the wine, it even made me want to try it, although I knew that I wouldn't have liked it. It had a nice description of if you drink this wine you'll dash into the magical world of quality. If an irresponsible consumer read this they would probably buy this because they think "if I drink this everyday I will always be in a magical world of quality". But it's not healthy to drink a lot of wine everyday.

Responsible consumers know what skills they can and can't do, but irresponsible consumers are not really paying attention to what skills they can do and what not. For example, an irresponsible consumer sees an advertisement about a cool red motorcycle, and the irresponsible consumer wants that bike, but he/she isn't really paying attention to his/her skills. A responsible consumer who doesn't know how to ride a motorcycle would probably not buy this motorcycle because that person knows they don't know how to ride a bike. If an irresponsible consumer bought the motorcycle and tried it, you never know what kind of injures or maybe even death could happen. If you notice on picture #3 the motorcycle is advertised with more than just one motorcycle which attracts the consumers even more.

Talking about knowing what is realistic and not, irresponsible consumers don't really think about what is realistic and not, example: When advertisers advertise Red Bull on TV they show this old lady drinking Red Bull and then suddenly she gets wings and flies. So the advertisers want the consumers to think that Red Bull makes you so powerful that you can fly, which is not true. Plus too much Red Bull isn't so healthy. #3

So you should always be aware of what you buy, and what is realistic and not, what is and isn't healthy and what skills you can do and can not.



What Are The Different Points Of View Of A Responsible Consumer?

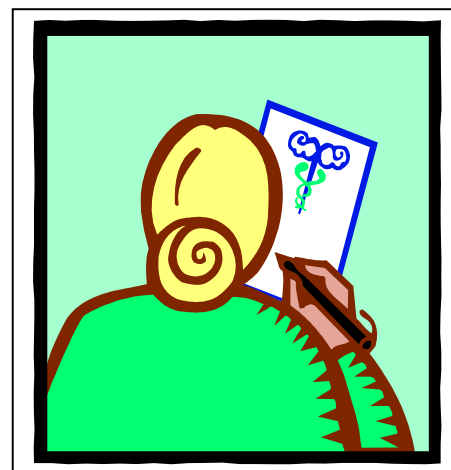
We made a survey asking the questions “What is a responsible consumer?” and “Why do people buy products they don't need?” The questions were sent out to grade 4, 5, and 6 at MEF International School. The results of the survey showed that in grade 4, half of the children knew something about what a responsible consumer is and the other half of the children knew something about why people buy products they don't need! In grade 5 a little more than half of the children knew something about what a responsible consumer is, and most of the children knew nothing about why people buy products and services they don't need, only 1 child knew! In grade 6 nearly everybody knew something about what a responsible consumer is and also most of them knew something about why people buy products and services they don't need.

Based on the survey results it looks as if at least half of the children know something about being a responsible consumer. What they knew about was that you have to think before you buy and that you should not buy more than you need, and you have to buy healthy!

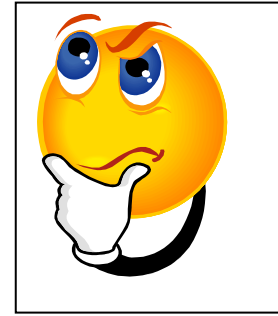
None of them mentioned the connection between what we consume and the environment and that the world is what we consume. Very few children knew the connection between why you buy and the media. From these results we think it is most important for schools and parents to teach and educate their children about these environmental and media issues connected to consuming.

SURVEY RESULTS:

What Is Responsible Consumer?	DO NOT KNOW	KNOW SOMETHING	KNOW EVERYTHING
GRADE 4	52%	47%	0%
GRADE 5A	45%	54%	0%
GRADE 6	13%	86%	0%
Why Do People Buy Products Services They Don't Need?	DO NOT KNOW	KNOW SOMETHING	KNOW EVERYTHING
GRADE 4	55%	44%	0%
GRADE 5A	70%	30%	0%
GRADE 6	26%	73%	0%



HOW CAN WE CHANGE OUR BUYING HABITS???



Knowledge is the key word when it comes to changing our buying habits.

It's very important to know that the world becomes what we consume.

Learning about media and how it works is very important, since the big companies use millions of dollars in advertisements to make people buy their products even if they don't need these products.

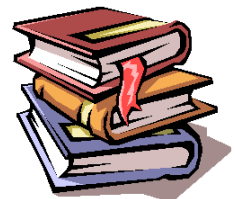
We have to learn how to be critical about advertisements and starting already as a child, it is important.

Parents have to teach their children the difference between a commercial and reality.

Good products are out there. Go look for them, but remember to buy only what you need!

How Do We Know When We Are A Responsible Consumer?

If you know what rights and responsibilities people think responsible consumers should know and have, and how you should react to advertisements you will realize you are a responsible consumer and when you start thinking critically about advertisements as well.



QUIZ!!!!!!!

Do you think you are a responsible consumer? If yes, then scroll down to begin the quiz!!!!!!!

This quiz will tell you what type of a consumer you really are.

Question#1: Why do we need to be responsible consumers?

A :just to feel good

B: So you think before you buy

C: So you do the right choices for yourself and the environment.

Question#2:How do we know when we are responsible consumers?
A: When we buy what we want
B: When we respect our environment
C: When we know what our rights and responsibilities are and respect them.

Question#3:What is a responsible consumer?

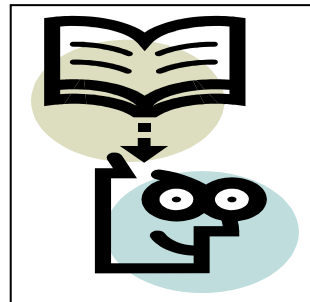
A; Someone who just spends money for pleasure
B: Someone who always knows what they want
C: Someone who always thinks before they buy. They think about, do I need this product/service?, What will I use it for?

Question#4:How can we change our buying habits?

A: By buying, and not paying attention to your budget.
B: By always checking your budget.
C: By thinking if you actually need the product/service, by asking yourself questions before you buy.

Question#5:Why do people buy products/services they don't need?

A: Because they have the money for this product/service.
B: Because they think they have the money for buying things they don't need.
C: Because they get attracted from advertisements, that's when people buy irresponsible.



Now Check What Type Of A Consumer You Are!!!

A-OK

You are someone who doesn't spend their money well. You must think more before you buy goods and services

B-GOOD

You are someone; who is sometimes good at spending money. You are getting the hang of thinking before you buy your products and services.

C-GREAT!!

You are a great consumer, you know how to spend your money wisely. You think before you buy. You think very critically about advertisements.

These are places we found information. If you are interested, you can check them out too!:

1. What is a responsible consumer:
 - <http://www.answers.com/consumer&r=67>
2. How do you become a responsible consumer:
 - <http://www.newdream.org/newsletter/impact.php>
 - <http://www.saskjustice.gov.sk.ca/cpb/rightsrespon.shtml>

3. Why do people buy products and services they don't need:
 - <http://www.web4health.info/en/answers/ed-psy-buying.htm>
 - <http://www.seikin.com/testimonial.html>
 - <http://eos2022.homestead.com/files/pals/powerpals.html>
 - <http://www.sciencedaily.com/releases/2004/12/041219182811.htm>
 - <http://www.organicconsumers.org/organic/change110105.cfm>
 - http://www.cust.educ.ubc.ca/consumer/contents/responsible_consumers.html

3. Why do we need to be responsible consumers:
 - <http://www.niehs.nih.gov/kids/recycle.htm>
 - <http://www.rentalhq.com/article.asp?artid=98&cat=diy>
 - <http://www.standards.dfes.gov.uk/shemes2/ks4citizenship/cit09/09q6>
 - Amalies sister
 - Mrs lueders

4. How are health problems related to irresponsible buying:
 - <http://www.hoise.com/vmw/01/articles/vmw/LV-VM-01-01-3.html>
 - Mrs lueders

5. What are the different points of view of a responsible consumer:
 - Grade 4,5A and 6
 - SURVEYS

6. Can we change our buying habits:
 - <http://www.care2.com/channels/solutions/bms/1778>
 - <http://www.aap.org/family/mediainpact.htm>