

# Consumerism

What challenges and opportunities result from consumerism?

Consumerism is all around you.



© ADLC



© ADLC

Think of products and services you purchased recently. Why did you buy them?

Products and Services	Why did you purchase?
running shoes	<ul style="list-style-type: none"><li>• need for physical education</li><li>• need for fitness</li><li>• liked style</li></ul>

## Challenges and Opportunities

Think critically about the following:

1. How much does what you buy impact jobs and the products available?
2. How might marketing affect consumer behaviour?
3. How might consumers act together to bring about change?

**How much does what you buy impact jobs and the products available?**



Farmers' Market  
© Thinkstock



Grocery Store  
© Thinkstock

Does it make a difference if your family buys from the local farmers' market or the big supermarket?

Make a list of reasons (in your notes) that are positive and negative for shopping at each. Construct a graphic organizer similar to the one below in your notes.

Shopping choice	Positive	Negative
Farmers' Market	<i>Locally grown</i>	<i>Minimal selection</i>
Supermarket		

**How might marketing affect consumer behaviour?**

**Consider a situation with two vending machine side by side. One machine is a brand name cola product and one machine is a generic brand.**

Which product are you more likely to buy?

**View** or listen to advertisements on television, radio, newspapers, and/or magazines. Which ads grab your attention? Why?

## How might consumers act together to bring about change?

The power of consumerism can impact the economy. Why might people put on their car this bumper sticker that reads, "I love pork"?



© Thinkstock

What are consumers doing to change the packaging of products?

Brainstorm in your notes how consumer groups may have impacted changes to the following:

<b>Nutrition labels on food</b>	<b>Video game ratings</b>
<b>Car seats for children</b>	<b>Cigarette sales</b>

## Summary

Consumer decisions can affect jobs and the availability of products.

Consumer decisions can be affected by marketing.

How might consumers act together to bring about change?

adapted from [www.learnafterta.com](http://www.learnafterta.com)