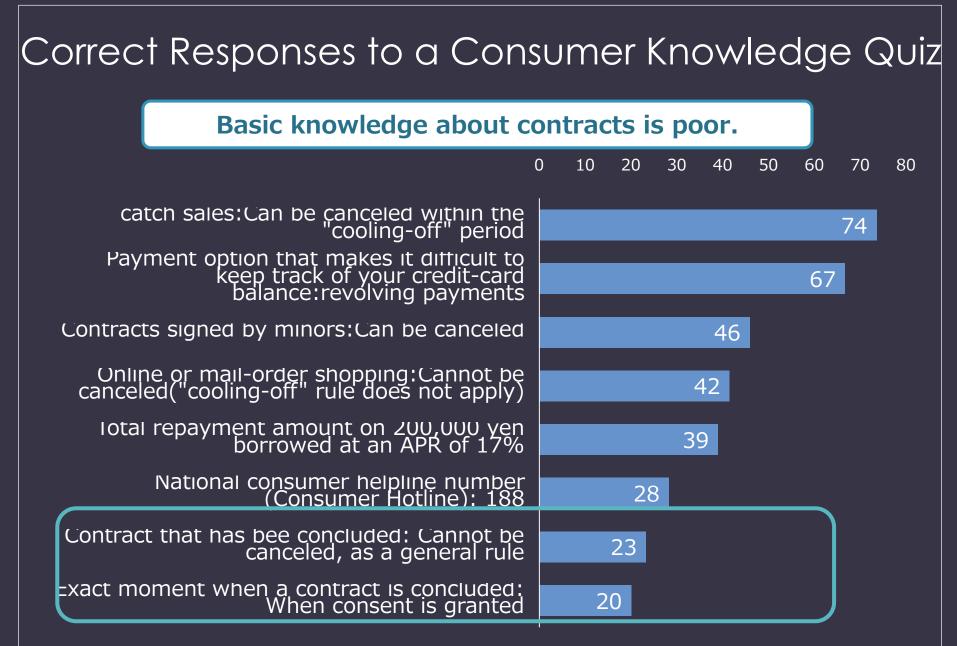
### DEVELOPING PRACTICAL COMPETENCE FOR RESPONSIBLE CONSUMER BEHAVIOR

Yuka SAKAMOTO Naruto University of Education

#### Questionnaire Survey on Japanese University Students' Consumer Knowledge and Behavior

	Naruto University of Education	Nationwide					
Respondents	Undergraduate and graduate students enrolled at Naruto University of Education	University undergraduate and graduate students all over Japan, registered as respondents with online survey companies					
Distribution and collection	Online questionnaire surveys						
Survey period	February 2018	Feburuary 2019					
Number of valid	159 (15.0%)	200(6.0%)					
response(%)	359 (12.7%)						
Number of distributed	1,063	3,509					

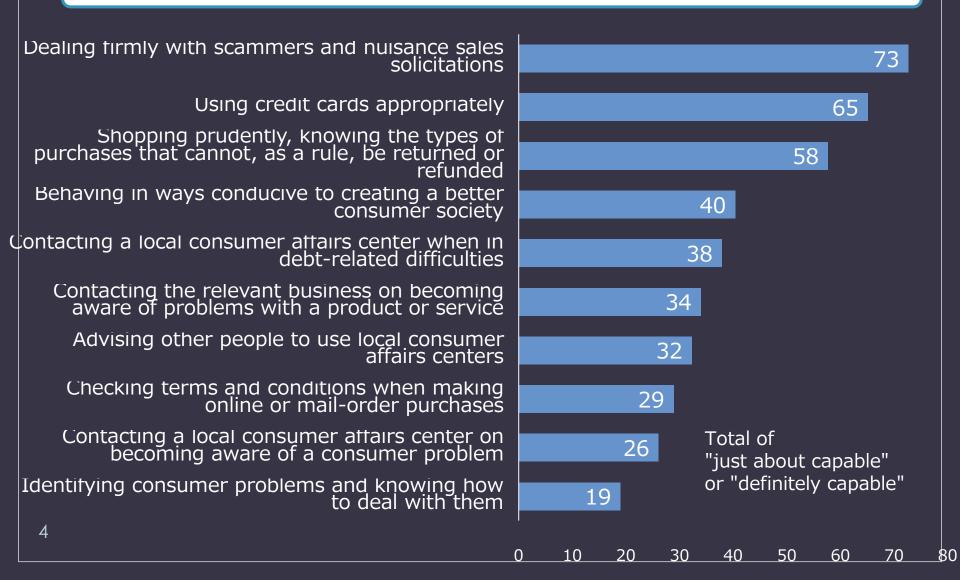
Ζ



Catch sales : Purchases made or contracts signed under coercion scammers who approach people on the street under false pretenses

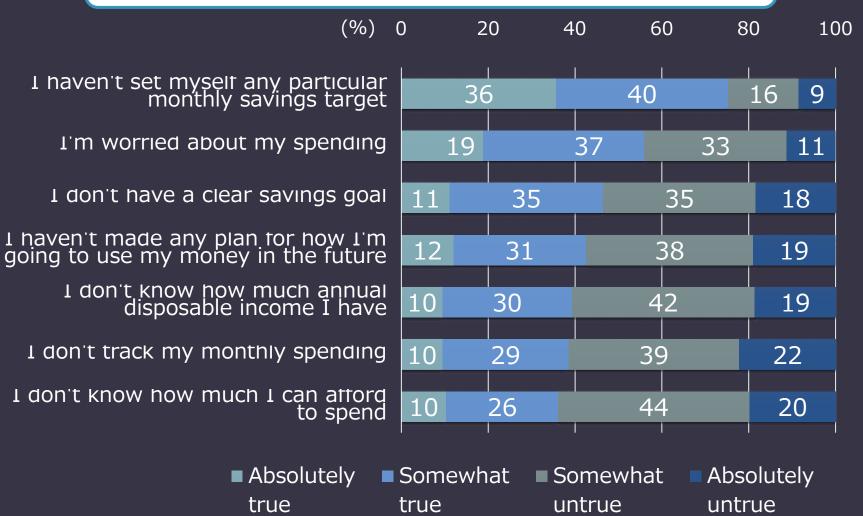
## Consumer Awareness

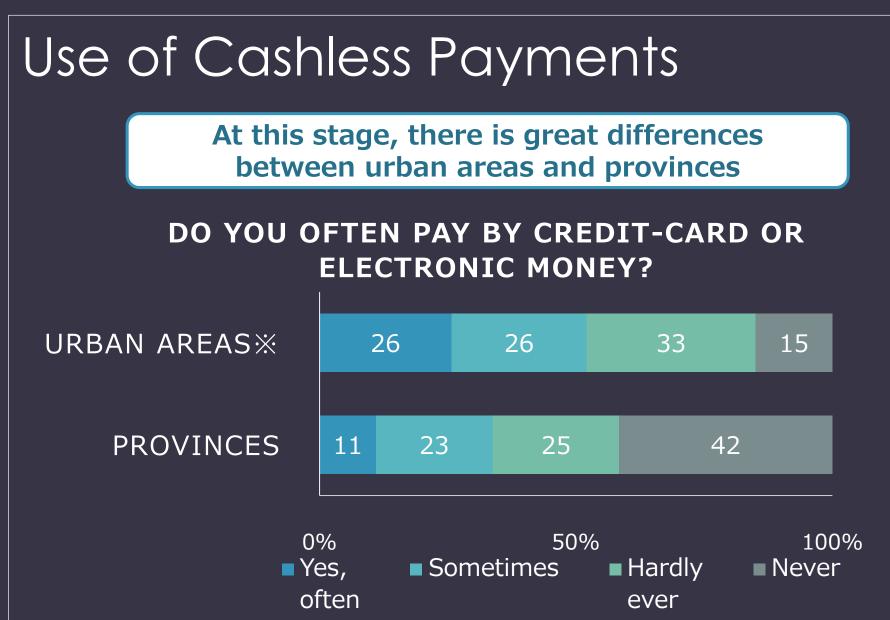
#### Try to find advice or learn recent consumer problems is needed



#### Personal Financial Management

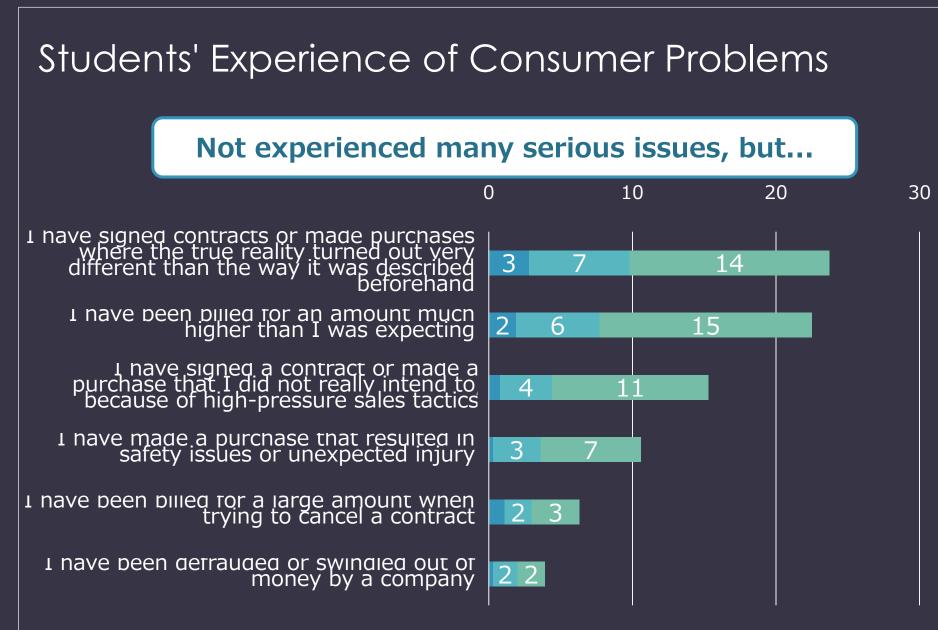
## Personal financial management show great differences between individuals





\*Urban areas:Prefectures where the population of densely-inhabited districts makes up 70% or more of the total population (Tokyo Metropolis, Osaka Prefecture, Kanagawa Prefecture, Kyoto Prefecture, Saitama Prefecture, Hyogo Prefecture, Aichi Prefecture, Hokkaido, Chiba Prefecture, Fukuoka Prefecture)

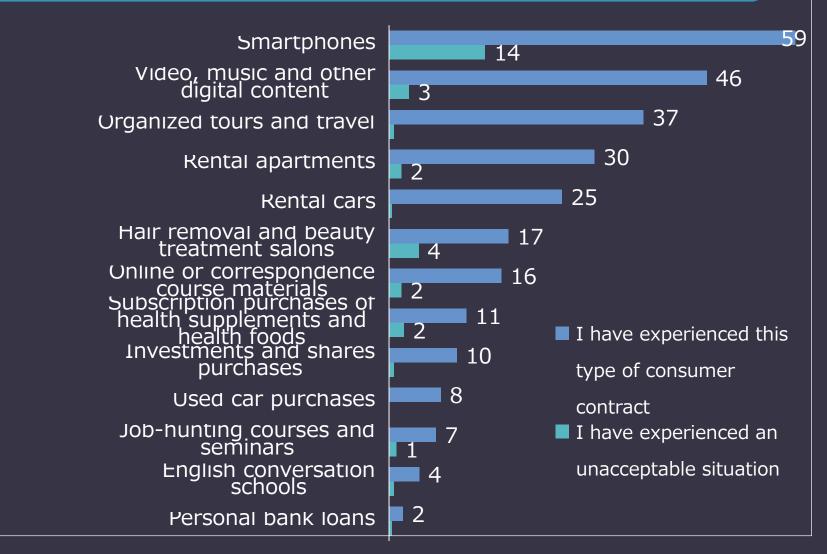
6



Many times 2 or 3 times Only once

#### Respondents' Consumer-Contract Experience, and Related Experience of Unacceptable Situations

Smartphones, hair removal and beauty treatment salons show higher rate of unacceptable situations



60

### Acquiring Consumer Knowledge Through Active Learning

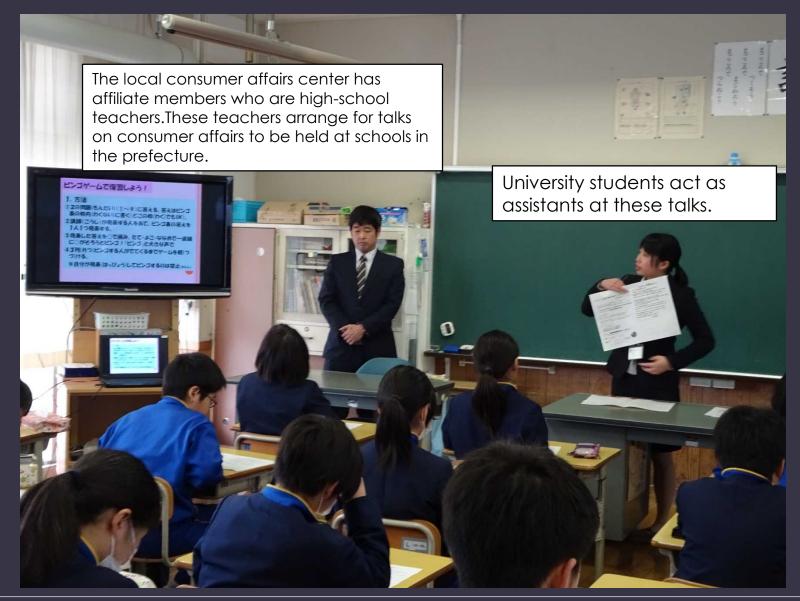
• Students acquire knowledge and become better-informed consumers by active learning such as teaching or discussion.



#### Visiting a Local Consumer Affairs Center



## Assisting Visiting Speakers at Elementary, Junior High and High Schools



#### Ethical Consumption:Criteria for Choosing Products

20

About half the students give consideration to the items directly related to their own lifestyle.

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ower- option	14		32	2			36	5		18	
cating safety	7		30			39				24	
use of aging	10		23			42				25	
ducts dients	6	22				46				26	
cycled erials	3	19			5	1				27	
ducts	4	16			45				2	35	
tively atives	4 1	.4		4	18					35	
-	Very awa			ightl vare	•	■ Nc aw		very e		Not aware	2

40

60

80

Produce grown without pesticides or with reduced use of pesticides

Electronic products with low powerconsumption

Products featuring logos indicating ratings for eco-friendliness and safety

Products sold with reduced use of containers and packaging

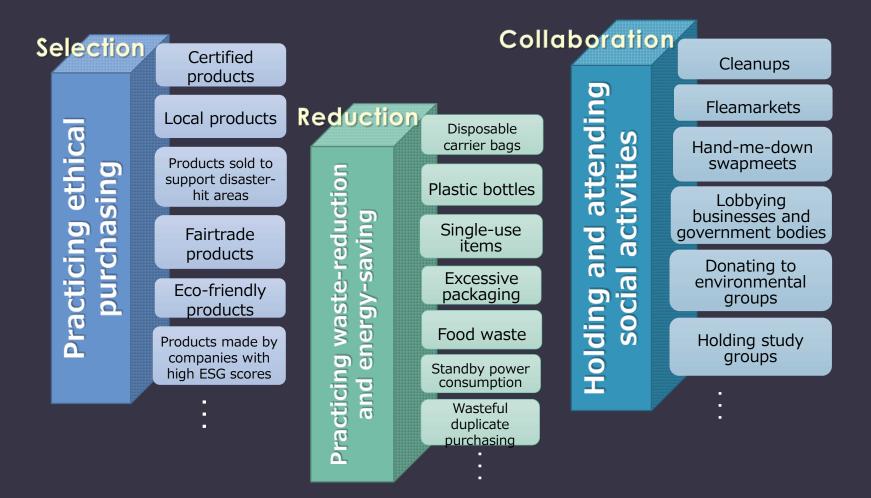
Detergents and other products featuring eco-friendly ingredients

Products manufactured using recycled materials

Fairtrade products

Products made by companies actively pursuing social contribution initiatives

# The 3 Pillars of Sustainable Consumption, with Examples of Activities



Thinking up achievable activities and taking practical action with regard to the 3 pillars —selection, reduction and collaboration

13

#### Consumer Education Leading to Behavior Change

- Education based on the transtheoretical ("stages of change") model of behavior change(Prochaska & Velicer, 1997)
  - According to this model, when people change their behavior, they
    pass through 5 stages; it is effective to use approaches tailored to
    these stages.

Precontempl -ation stage	Contemplat -ion stage	Preparatio n stage	Action stage	Maintenance stage					
<ul> <li>Enhancing awareness</li> <li>Understanding benefits</li> <li>Emotional experiences</li> </ul>	<ul> <li>Re-evaluation of self</li> <li>Replacing self- image</li> </ul>	<ul> <li>Enhancing skills</li> <li>Increasing confidence</li> <li>Removing obstacles</li> </ul>	<ul> <li>Optimizing conditions</li> <li>Social support</li> <li>Replacing behavios</li> </ul>	Maintaining support					
Example:Reducing food waste									
Grasp the global problem and think about what you can do personally.	Realize you can reduce your own food waste by a surprising amount.	Collect information, learn that shopping, storing and saving food, etc.,can be done more thoughtfully.	When food is wasted, make a note and work out why.	Realize that you have not only reduced your trash output, but also saved money.					