



DEVELOPING PRACTICAL COMPETENCE FOR RESPONSIBLE CONSUMER BEHAVIOR

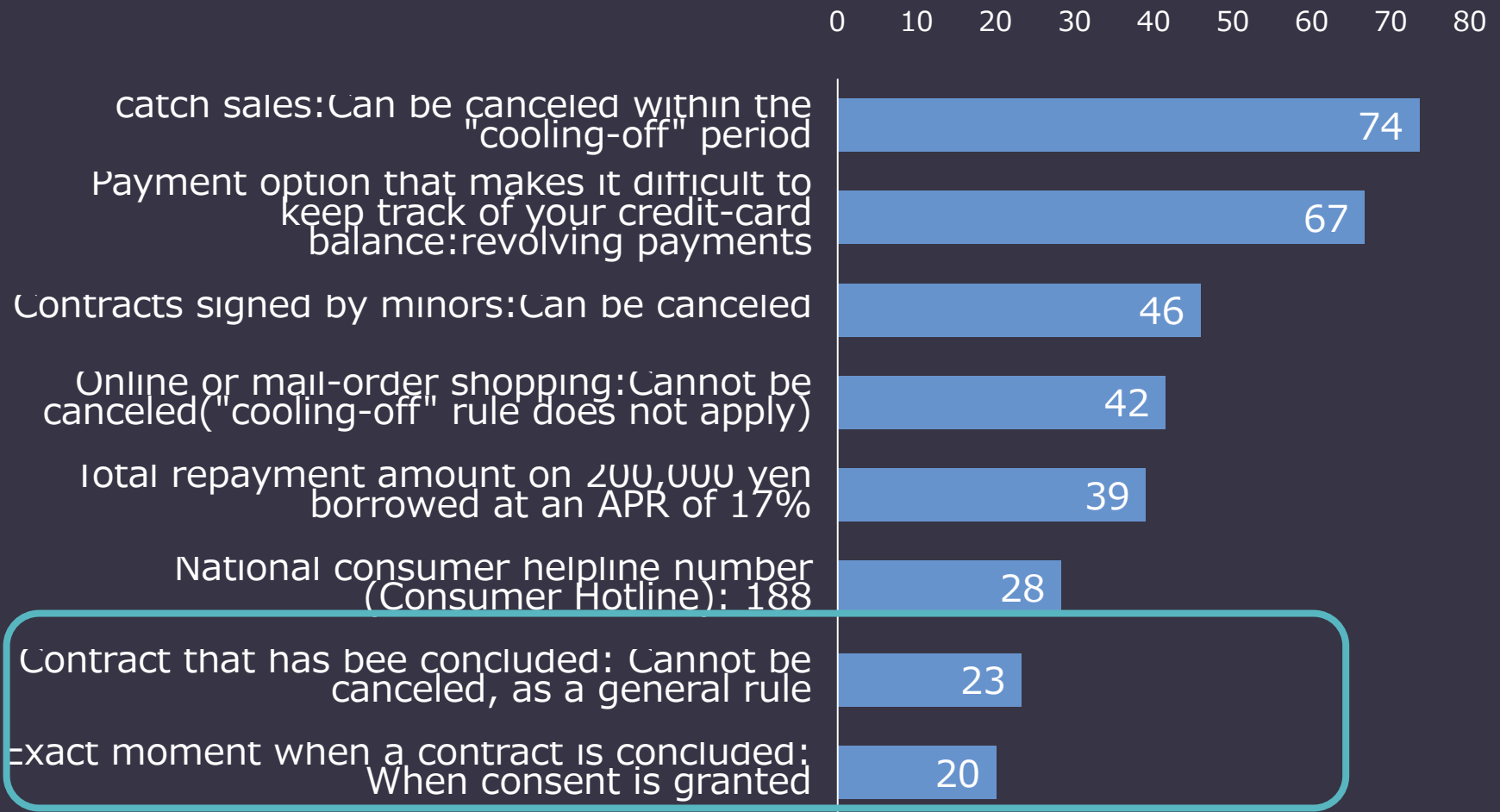
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Questionnaire Survey on Japanese University Students' Consumer Knowledge and Behavior

	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	February 2019
Number of valid response(%)	159 (15.0%)	200(6.0%)
	359 (12.7%)	
Number of distributed	1,063	3,509

Correct Responses to a Consumer Knowledge Quiz

Basic knowledge about contracts is poor.



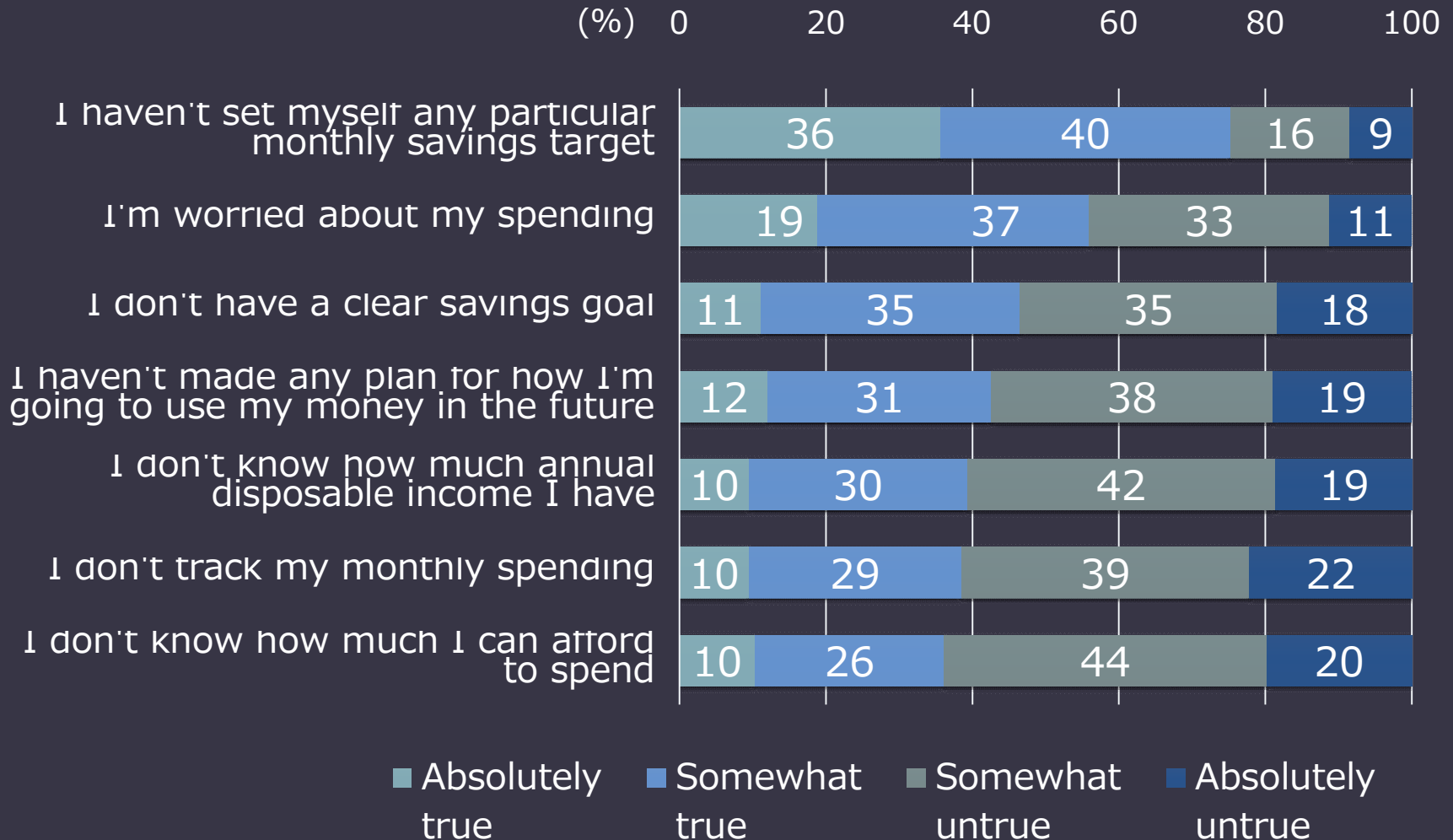
Consumer Awareness

Try to find advice or learn recent consumer problems is needed



Personal Financial Management

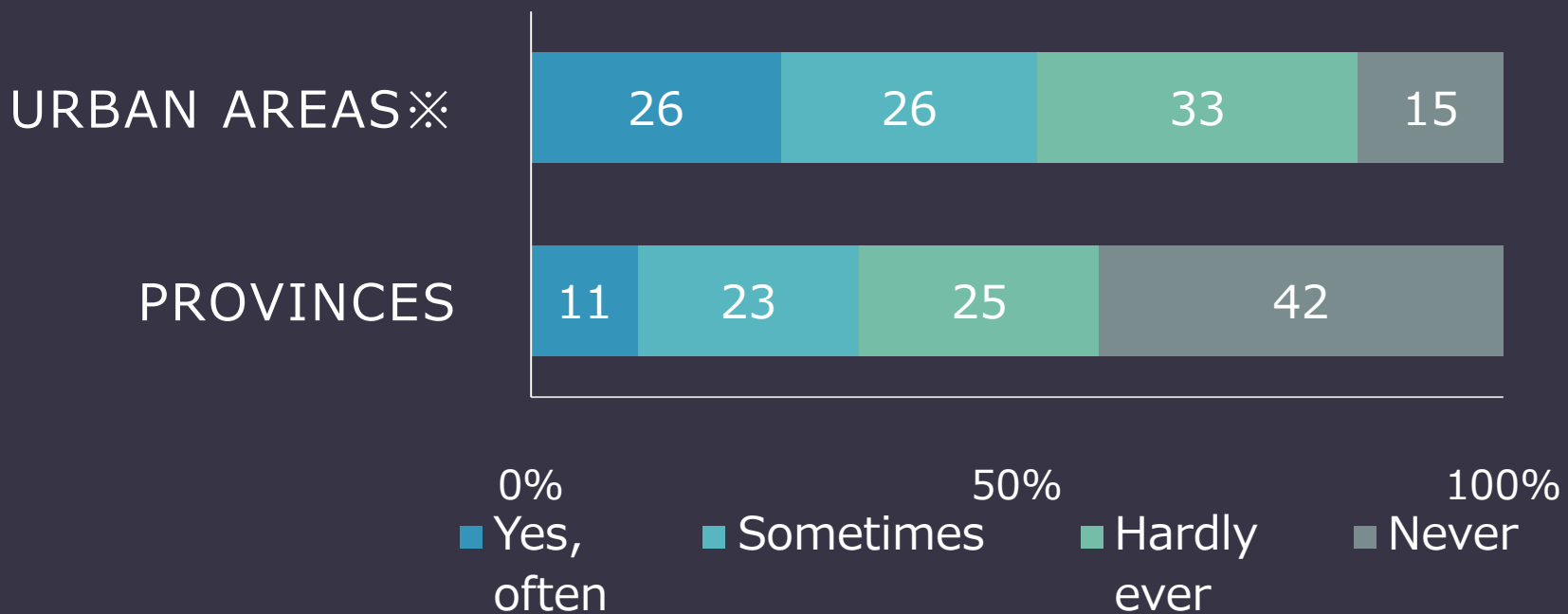
Personal financial management show great differences between individuals



Use of Cashless Payments

At this stage, there is great differences between urban areas and provinces

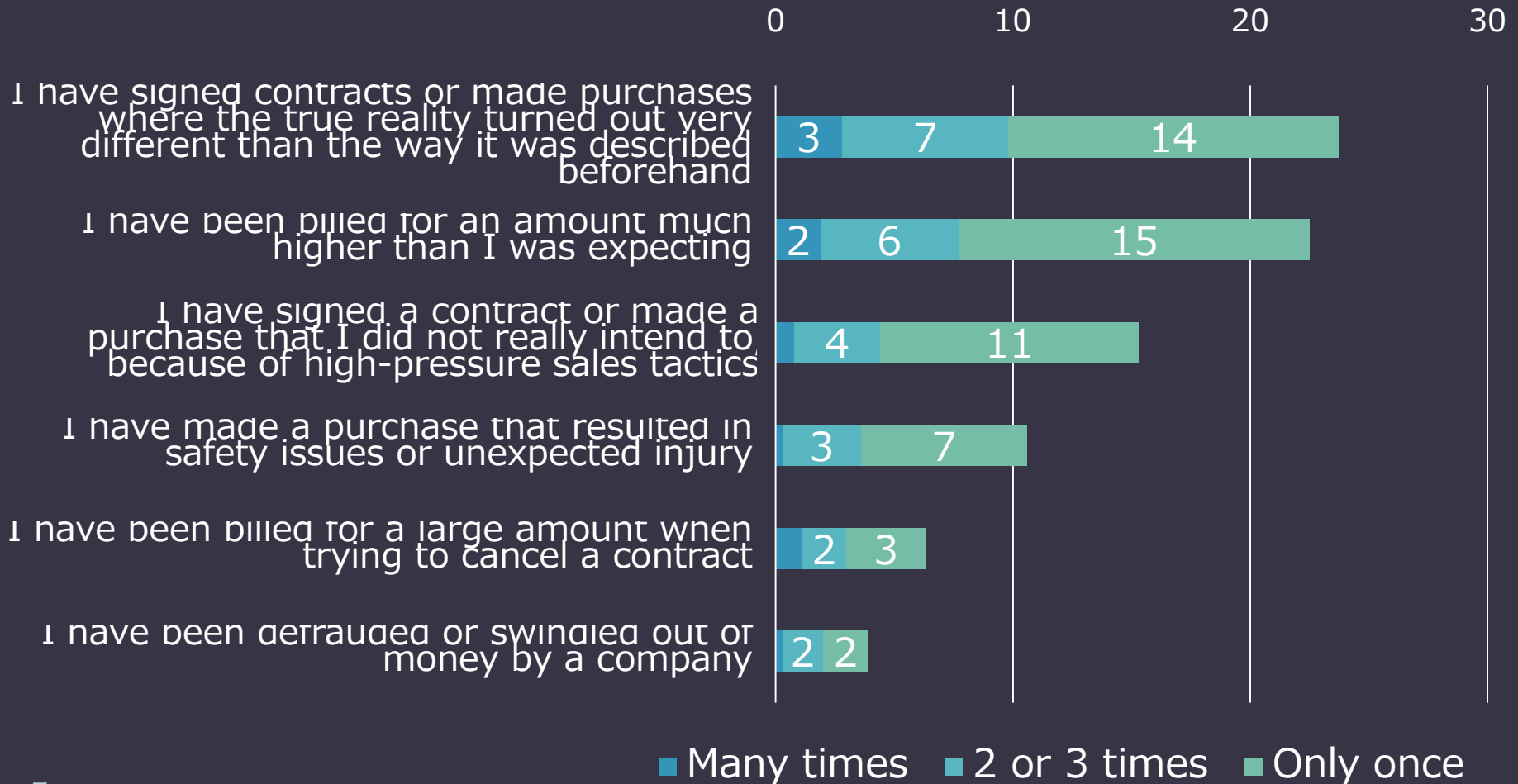
DO YOU OFTEN PAY BY CREDIT-CARD OR ELECTRONIC MONEY?



※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)

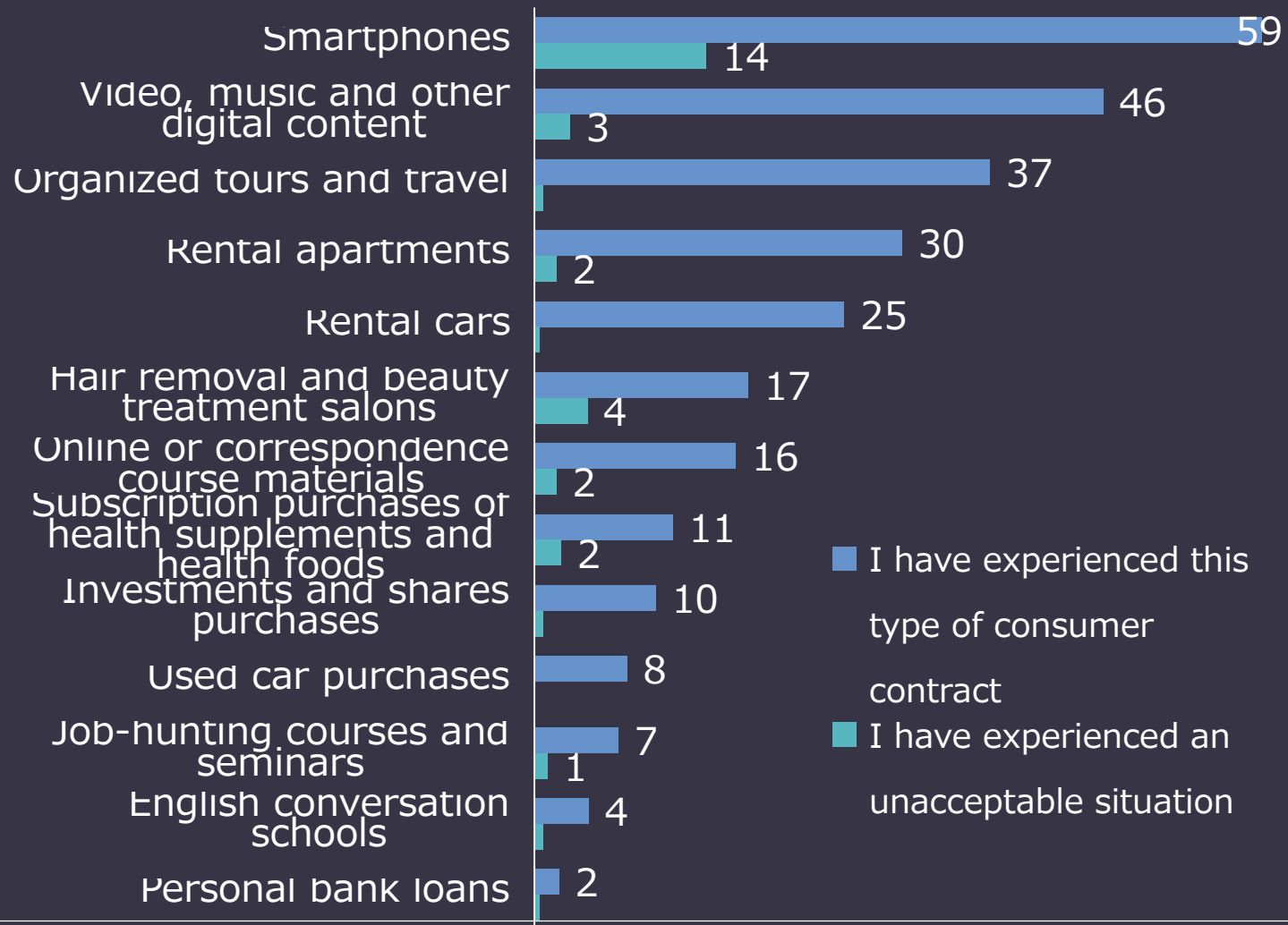
Students' Experience of Consumer Problems

Not experienced many serious issues, but...



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

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



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

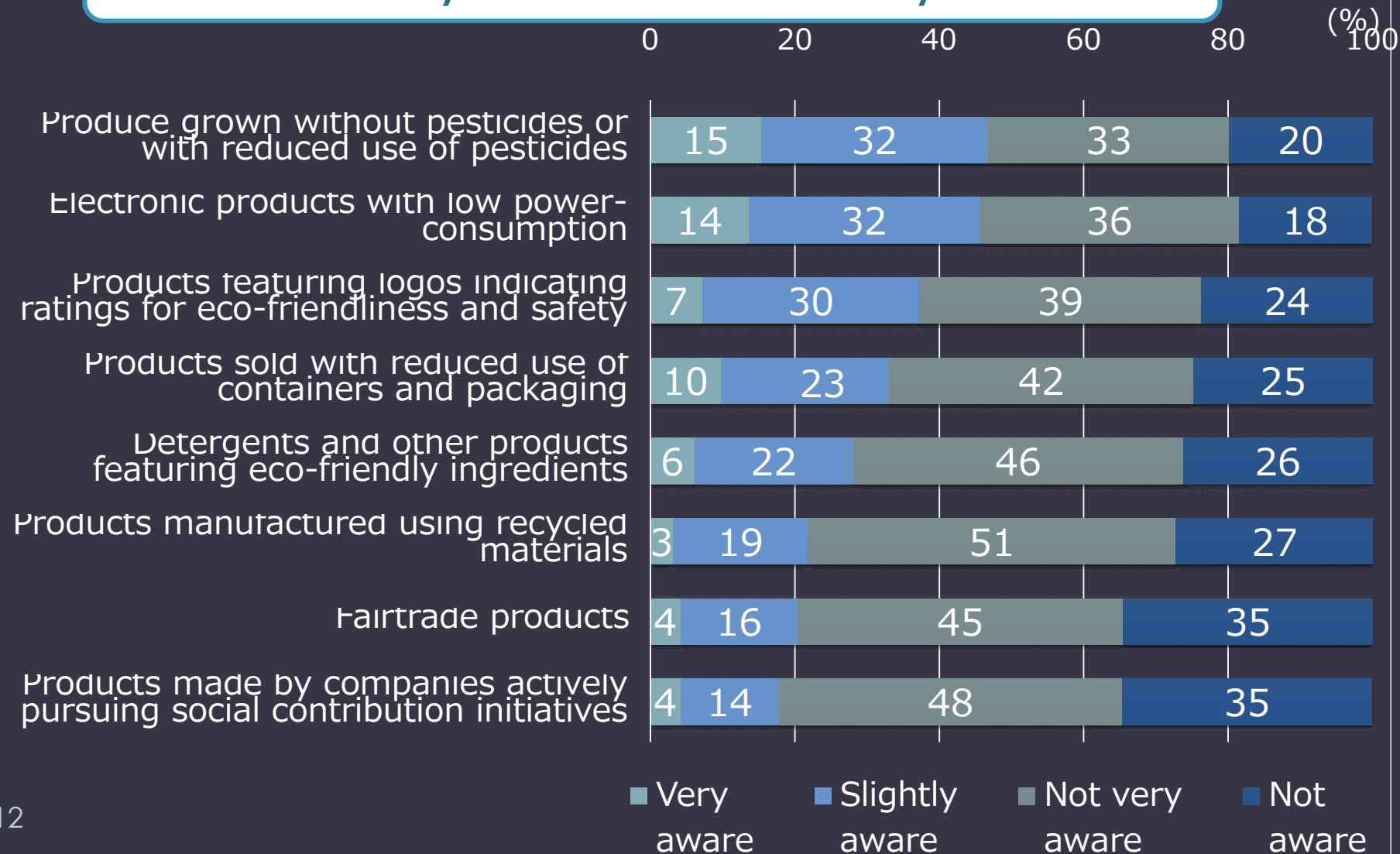
The local consumer affairs center has affiliate members who are high-school teachers. These teachers arrange for talks on consumer affairs to be held at schools in the prefecture.

University students act as assistants at these talks.

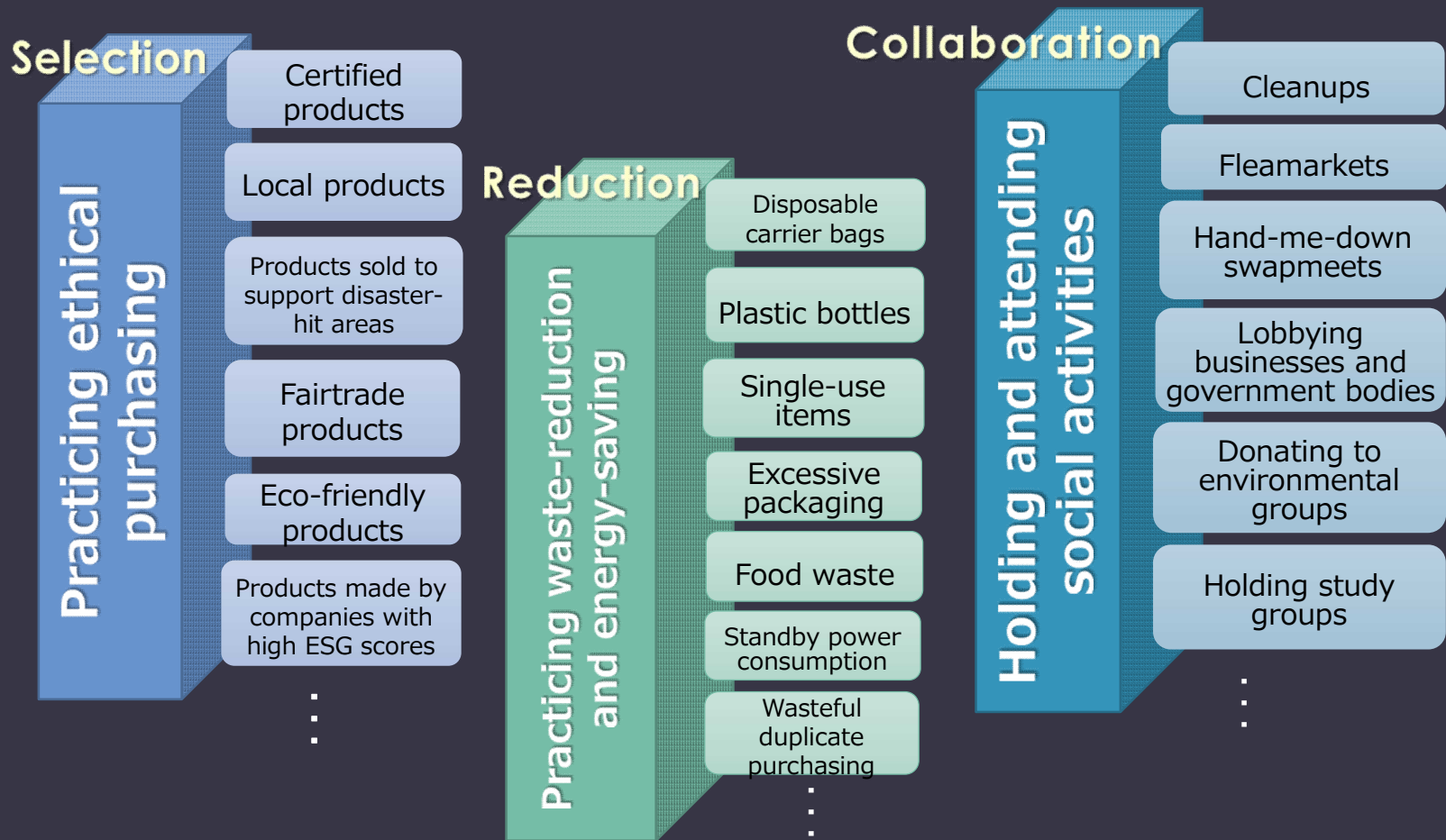


Ethical Consumption: Criteria for Choosing Products

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



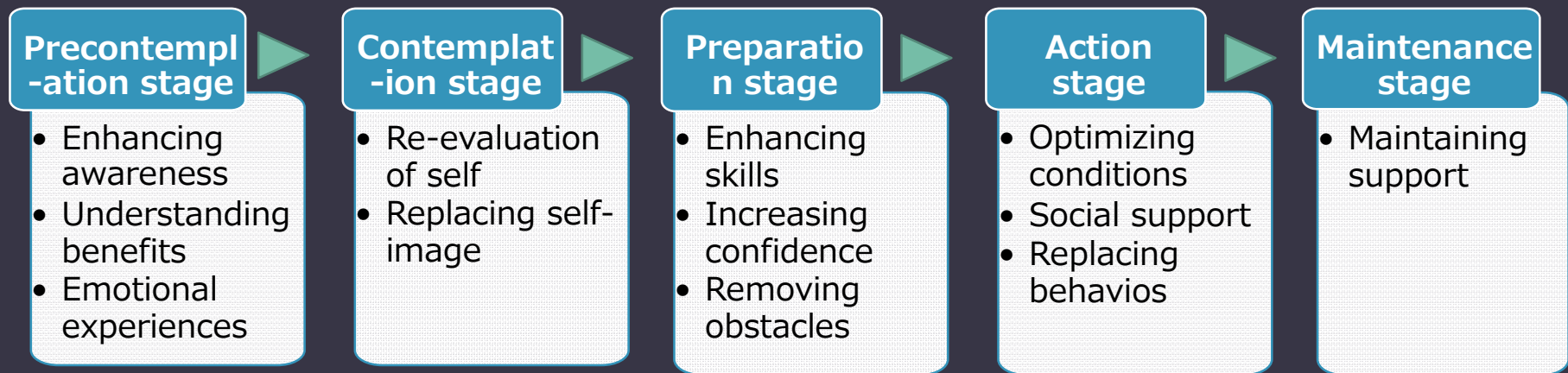
The 3 Pillars of Sustainable Consumption, with Examples of Activities



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

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.



Example: Reducing food waste

