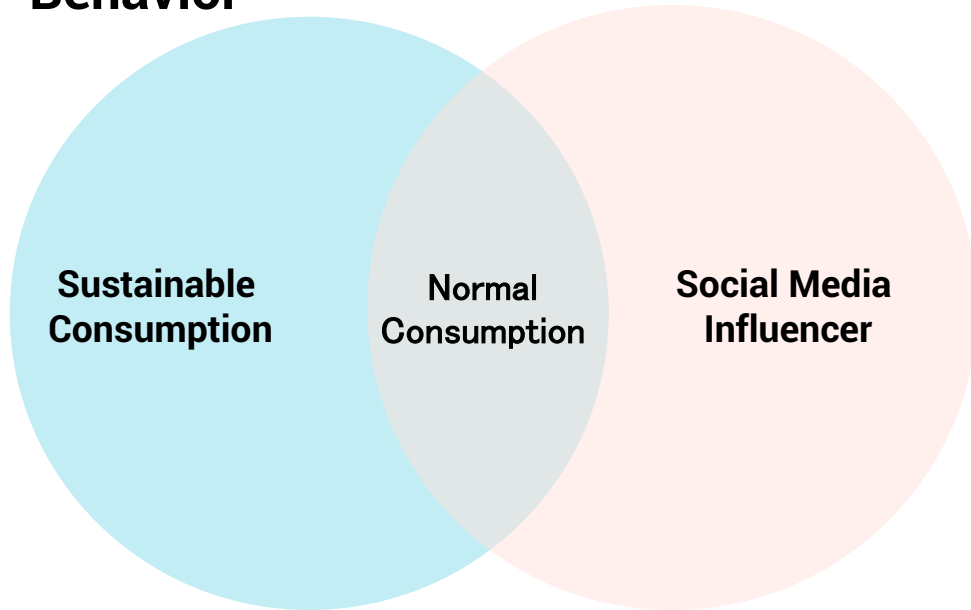




BE VIGILANT of
OVER
CONSUMPTION
WHEN READING
CONTENTS FROM
INFLUENCERS

Consumption Behavior



BACKGROUND INFORMATION

- Getting to know social media influencers in the digital era in Thailand
- How social media influencers affect consumption behavior
- Over consumption, unnecessary consumption
- Coping consumption through SDG Goal 12, Responsible Consumption and Production

Existing Circumstances



Food Industry Waste
(Combustion)
- Plastic
- Paper



Fashion Waste
- Fiber
- Plastic



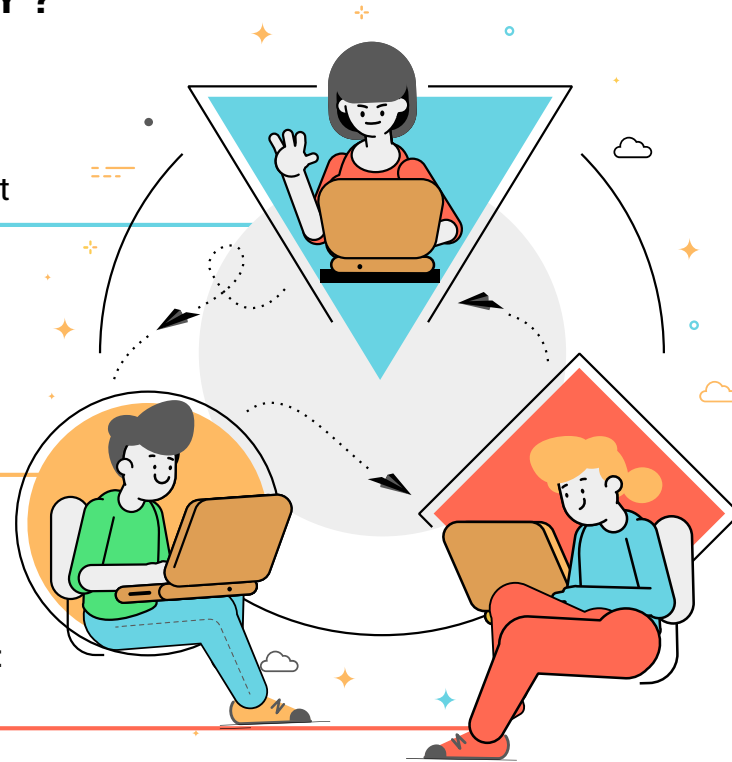
Electronic Gadgets

WHAT CAN WE DO IN OUR COMMUNITY ?

1. Waste Segregation:
Food waste and E-waste management

2. Avoid buying unnecessary things

3. Consider time duration of using items:
Electronic devices and clothes



1. Waste Segregation

Food Waste

Packaging Waste

- Plastic Packaging
- Paper Packaging
- Foil, Aluminum

E- waste

2. Avoid buying unnecessary things

- Review what you need and what you want
- Do you have something that could be used in the same way or not
- Separate purpose of decorating, trend and daily use

3. Consider the time of using the item

- For fashion items, you should use at least 30 times
- Quality of fibers and type of clothes for different occasions
- Repair or frequent use favor clothes

THANK YOU!



มหาวิทยาลัยแม่ฟ้าหลวง
MAE FAH LUANG UNIVERSITY

World's Top 100 Young Universities for Citations