

Online Exchange Project with Overseas Universities 2022

Be vigilant of
OVERCONSUMPTION
when reading contents
from **INFLUENCERS**

Visit for more information:

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01 DIGITAL ERA IN THAILAND

Nowadays, people using social media as multi purposes. The launched contents are diverse based on your interest. However, at present people tend to consume and follow what is currently popular or viral on social media. Despite the trend that changing all the time pursue people people to adapt in terms of materialism buying and consuming increasingly. Applications and one stop service that support online purchasing on every social media.

02 NEW FORM OF MARKETING

Advertising through social media, search engine optimization (SEO). Seeking revenue from attach affiliate link on twitter, instagram could help social media influencer become more active on those platform. Rather than that this kind of marketing has become succeed throughout the society.

03 INFLUENCERS

Advertising through social media using search engine optimization (SEO) or influencer insert affiliate link on twitter, instagram could help them more active on that platform. Rather than that this kind of marketing has become succeed throughout society. Every sector of business has using influencer in one of marketing method.

04 OVERCONSUMPTION

New products that has launched in the market or trending leads to overconsumption. Due to the fact that

FOOD WASTE

How it started?



FOODSTAGRAM

Foodstagram trend that pursue people to order the food more than there needs



BUFFET

Huge amount of buffet consuming that leads to left over food.



FOOD DELIVERY

Due to the pandemic, acceleration of the food delivery leads to food waste and food packaging.

ENVIRONMENTAL IMPACT OF FOOD WASTE

Food waste that ends up in landfills produces a large amount of methane, a greenhouse gas that is more potent than CO2 which causes global warming and climate change.

SOLUTIONS

How it ends?

01

Consume the proportionate amount of food as real need.

02

Throw away the food in the place that your local department set or doing the organic fertilizer at home.

03

Buy the discount food to reduce the food waste from local groceries or food delivery application.

**"Be Eco-friendly
Be Responsible"**

FAST FASHION

Due to how fast trends come and go, influencers introducing their audience by offering cheap and trendy clothing which effectively create a culture that encourages people to throw clothing away too quickly. The fashion industry is rapidly changing, and the production rate is fast while garments are worn fast which could lead to severe environmental problems: greenhouse gas emissions, and water pollution.

Greenhouse Gas Emissions

Third largest polluter of the world is greenhouse gas emissions, it emitted 10% of greenhouse gas emissions. The emissions come from every part of the supply, from material production to processing, transportation to shipping.

Water Pollution

Fast fashion industry uses a large quantity of water and turns out to be a harm for environment either from the releasing of toxins of micro-plastics from synthetic materials entering the oceans, through the water used in washing machines ,or excessive water usage of fibre production.



Photo by Jean-Pierre Dalbera

**“Fashion is the
third largest
industrial
polluter of the
world”**

SOLUTIONS

How can we reduce negative impacts from fast fashion on environmental?



01. BUY LESS

Buy less of fast fashion clothing and invest in timeless clothes.



02. QUALITY

Good quality of garments will allow us to keep our clothes longer.



03. REPAIR

Try to repair torn garments before thrown your clothes away.



04. THRIFTING

By purchasing secondhand clothing reduce carbon footprint and can save your money.



05. RENT

Rent clothes for special for occasions, or clothes that you will not wear often.

E-WASTE

Some influencers promote new arrival technology gadgets to serve the human lifestyle, and there is some sort of circular technology gadgets purchasing the new item but the old one is still usable.

Furthermore, some electronic gadgets promoted on social media have low quality and a short life span, causing a variety of environmental impacts:

01

AIR POLLUTION

Toxic chemicals are released into the air when e-waste is improperly disposed.

02

SOIL POLLUTION

Toxic materials seep into groundwater where the electronic wastes are dumped which affects both land and sea animals.

SOLUTIONS

01 DEVICE LIFE EXPECTANCY

Use the device as long as life expectancy

02 REPAIR YOUR DEVICE

Repair the device that still useable.

03 THROW AWAY IN THE RIGHT PLACE

Separate the damaged or unused device in the right place such as electronics shop in department store that provide i.e. the mall group, central group, AIS Shop etc.

04 ENERGY EFFICENTCY LABEL

Use the device that has a high-range energy efficiency label, a label that informs consumers about power consumption level, and standard description of electrical appliance.