

# **CONSUMER STUDIES**

## **GRADE 10**

**TERM 1 WEEK 3**

**THE CONSUMER:**

**DECISION MAKING & SUSTAINABLE CONSUMPTION**



**NOTES**

**TERM 1**

## TERMINOLOGY



TERM	DESCRIPTION
1. Decision	<ul style="list-style-type: none"><li>• A choice amongst alternative</li></ul>
2. Decision making	<ul style="list-style-type: none"><li>• A process of making a choice.</li></ul>
3. Intuitive decision	<ul style="list-style-type: none"><li>• It is a decision people make using their intuition, inner knowing or their sense that something is the right thing to do.</li></ul>
4. Habitual decision	<ul style="list-style-type: none"><li>• It is a decision made out of habit.</li></ul>
5. Rational decision	<ul style="list-style-type: none"><li>• It is a decision people make based on facts and information. People make this decision using logical, sequential steps.</li></ul>
6. Sustainable	<ul style="list-style-type: none"><li>• Able to be continued or avoiding using up natural resources.</li></ul>
7. Sustainability	<ul style="list-style-type: none"><li>• The way in which humans use their resources to meet their needs while ensuring that future generation will also be able to meet their needs.</li></ul>
8. Sustainable consumption	<ul style="list-style-type: none"><li>• The use of goods and services to satisfy basic human needs while reducing harmful effect on the environment and natural resources.</li></ul>
9. Biodegradable	<ul style="list-style-type: none"><li>• Able to decay or be decomposed by bacteria or other living organisms.</li></ul>
10. Organic products	<ul style="list-style-type: none"><li>• Products that are grown naturally without using harmful chemicals, fertilisers and pesticides.</li></ul>
11. Green choices	<ul style="list-style-type: none"><li>• Choices that benefit the environment and do not have a negative effect on the environment.</li></ul>
12. Environmental sustainability	<ul style="list-style-type: none"><li>• Is the environment's ability to continue to function properly for an unspecified time.</li></ul>

- We make decision all the time such as what time to wake up, what to wear, when to study, when to do homework, what time to go to bed etc.
- You make decisions based on your needs, personal priorities and life situations. These situations change all the time so you face new decisions all the time.
- Every decision we make has consequences and we have to live with the consequences of our decisions.
- Purchasing decisions affect our environment in either a positive or a negative way therefore you need to ensure that the decisions you make are responsible decisions.

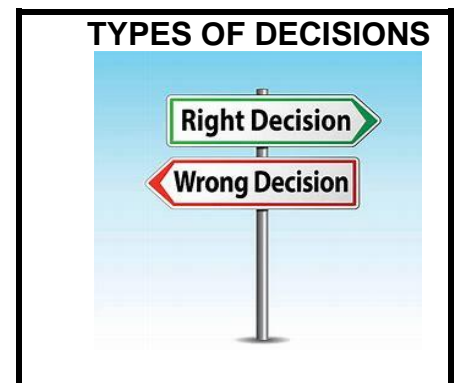


### 1. SPUR OF THE MOMENT DECISION:

These are impulsive decisions that people make when they are in a hurry or when they are emotionally affected by advertisement or display in a shop window.

People make these decisions without giving a little thought to the outcomes or consequences of their decision. For an example, buying a blouse because you saw it appealing on the shop window without realising that it does not match any of your skirts or trousers.

2. **HABITUAL DECISION:** These are the decisions made out of habit, such as buying a newspaper, buying bread and milk from the same store without comparing prices.
3. **INTUITIVE DECISION:** These are emotional decisions we do without reasoning or looking at the facts. These decisions are based on the instincts rather than facts. E.g. Buying a certain range of a car because you think it is the best or buying a certain brand of bath soap because you think it is the best for you skin.
4. **RATIONAL DECISION:** These are the decisions we make based on facts and information. These decisions are made using logical, sequential steps. It involves reasoning and thinking to obtain the best possible outcomes.



**1. Recognise the problem:**

- Define the problem or formulate your goal. A problem occurs because you have run out of something, need more efficient product or an advertisement makes you feel that you need a certain product.

**2. Search for information:**

- Collect information to identify alternatives for solving the problem or reaching the goal.
- Get information about the product from your friends, family, internet, pamphlets and articles.

**3. Evaluate alternatives:**

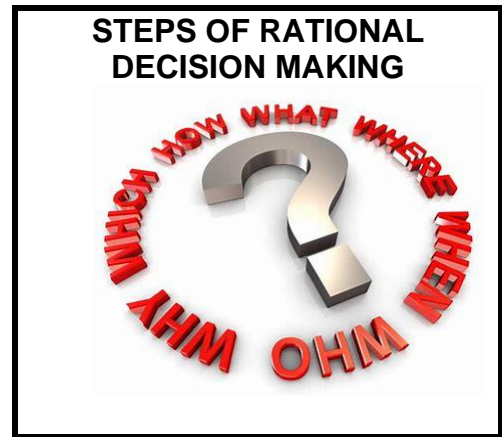
- Establish criteria to use when comparing the different brands, for an example, purpose and most important features.
- Decide what is most important to you: features, the price or the brand.

**4. Make a choice/ purchase:**

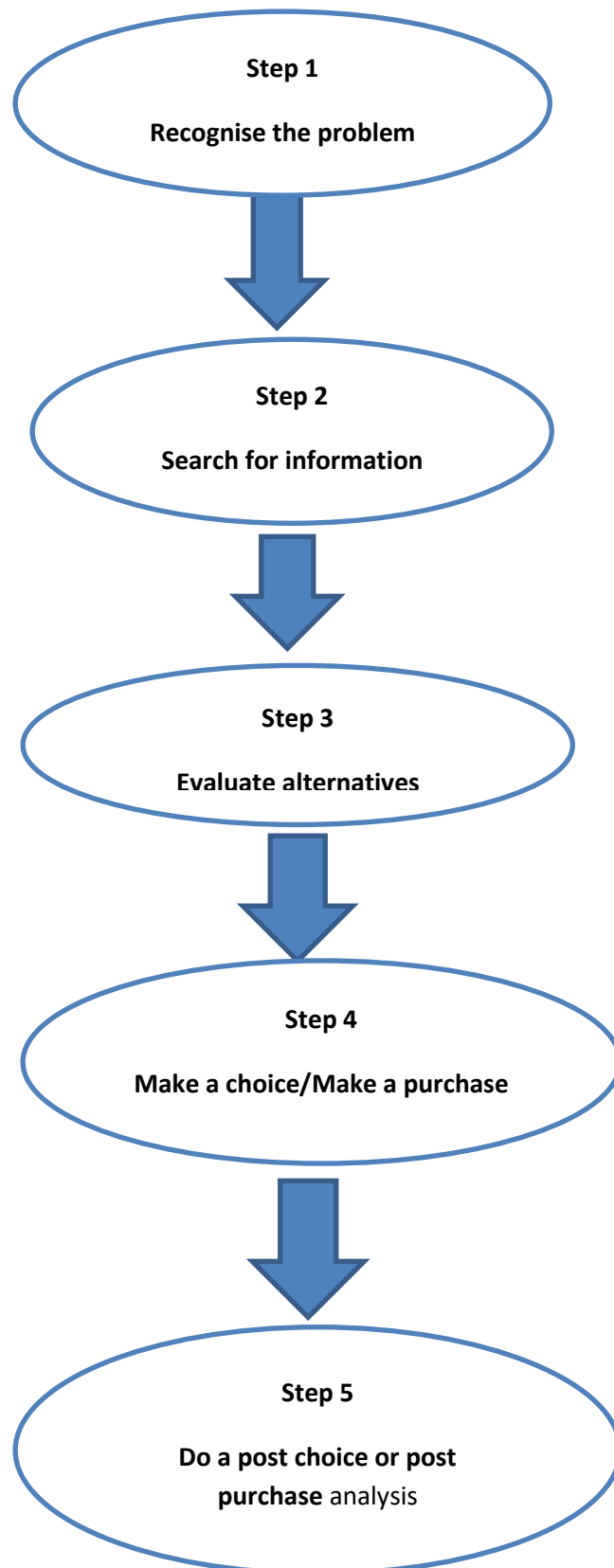
- Once you have selected the product you like, you need to decide whether to make a purchase.
- During this step you choose the best alternative.

**5. Post choice/purchase behaviour:**

- Critically examine each result and use the information you obtain from doing this as feedback for future decisions.
- At this step you need to accept responsibility for good or bad decision and analyse the consequences of the decision.



## STEPS OF RATIONAL DECISION MAKING



## SUSTAINABLE CONSUMPTION

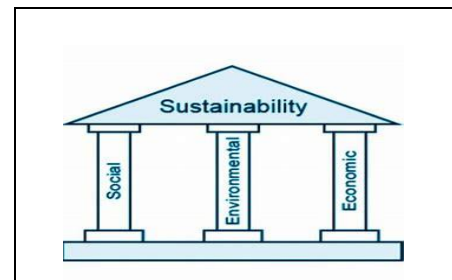
### SUSTAINABLE CONSUMPTION MEANS:

- To protecting and conserve natural resources such as water, air and soil.
- Make healthy choices by avoiding toxic and poisonous products and growing your own vegetable garden.
- Demand better options like green choices that are affordable and easy to find.
- Support environmental awareness groups that actively demand eco-friendly options from local and national government.
- Finding workable solutions to social and environmental imbalances through everyone behaving more responsibly.
- Ensuring that basic needs of the global community are met; that excess is reduced and that environmental damage is avoided.
- Humanity should adopt lifestyles that respect nature's production limit.



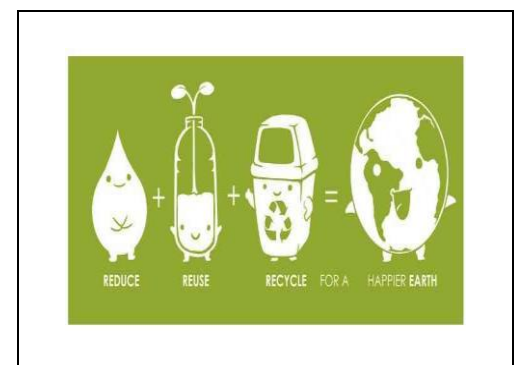
### Three Pillars of sustainability

- Social sustainability
- Environmental sustainability
- Economic sustainability



### PRINCIPLES OF SUSTAINABILITY

1. **Reduce:** reduce the effect your consumption of products has on the environment.  
Do not buy thing you do not need or you will not use. Use electricity and water carefully.
2. **Reuse:** reduce rubbish by reusing items where possible e.g. reuse shopping bags, plastic cutlery, containers. Alter or update clothing so that it can be reused.
3. **Recycle:** recycle unwanted clothes, equipment, household goods and appliances by donating them to charity. Bring used batteries, plastic, cans, paper, and bottles to selected stores/areas for recycling.



**TEN PRINCIPLES OF SUSTAINABILITY: (BY ONE PLANET LIVING ORGANISATION)**

<b>PRINCIPLE</b>	<b>DESCRIPTION</b>
1. Zero carbon	Reduce global carbon dioxide (CO <sub>2</sub> ) emission to prevent further climate change.
2. Zero waste	Limit the amount of waste we produce
3. Sustainable transport	Walk more and use sustainable transport such as bicycle and public transport to reduce the number of cars on the world roads.
4. Local sustainable material	Respect and protect natural resources by using healthy products sourced locally and made from renewable or waste material.
5. Local sustainable food	Limit meat consumption and use more organically produced local foods or grow your own vegetable garden.
6. Sustainable water	Conserve water because local supplies of fresh water are often insufficient for meeting human needs due to pollution and depletion.
7. Natural habitats and wild life	Protect our natural habitats and wild life.
8. Culture and heritage	Preserve our culture and heritage.
9. Equity and fair trade	Government need to ensure fairness through legislation and trade regulations.
10. Health and happiness	Seek the true basis of wellbeing and contentment in simple lifestyles and better human relations.



- Buy local to support local businesses and reduce pollution caused by transportation.
- Buy whole foods such as fruits and vegetables in their natural state or grow your own vegetable garden.
- Choose organic or natural fibre s and products.
- Do not buy goods that have a lot of packaging.
- Do not buy goods that have been processed extensively.
- Reduce the amount of purchases you make by sharing or hiring equipment that you do not use often.
- Focus on your shopping so that you are not distracted by advertisement and sales gimmicks.
- Draw up a shopping list and stick to it to avoid buying unnecessary things.
- Do research on the product before making a major purchase.
- Compare brands.
- Compare shops and look for shops with good reputation.
- Read the product's warranty or guarantee to understand what your responsibilities and manufacturer's responsibilities are
- Read labels and instructions so that you know how to use and care for the product.
- Keep all the paperwork that comes with your purchase.
- Read contract terms carefully and make sure that you understand the agreement before signing it.

### GOOD BUYING HABITS





## Biodegradable Symbol



### REASONS FOR SUPPORTING PROUDLY SOUTH AFRICAN CAMPAIGN

- When you choose products and services bearing the proudly South African logo you have an assurance of quality.
- You also make a meaningful and personal contribution to building South Africa's economy by protecting existing employment opportunities, creating new employment opportunities and keeping money in the country.
- Indirectly fighting against poverty, crime and disease and helping the country.

