

IO3 – Module 6 Tips Sheet

Becoming a Critical Consumer

WHAT IS A CRITICAL CONSUMER?

Economist Victor Lebow, as early as 1955, noted: "Our highly productive economy demands that we make consumption our way of life, that we turn buying and using goods into rituals, that we seek our spiritual satisfaction, ego satisfaction in consuming ... we need things to be consumed, burned, replaced, and thrown away, all at an ever-increasing rate."

Here are some tips for becoming a critical consumer that, if used daily, will see radical changes in the future:

1

Research the production processes of products before you buy – how are they made? Do they use eco-friendly methods of production?

2

Before you buy something, think about whether you really need it.

3

Use the "6Rs": rethink, reuse, restructure, reduce, repair and recycle

4

Buy efficient and durable appliances – better brands will usually be better quality and will last longer.

5

To be a responsible consumer it is very important to respect the environment. Therefore, try to reuse as much water as possible.

6

Choose organic and fair trade products whenever possible.

7

Buy local products.

Addressing the Topic

THE TWO CRITICAL QUESTIONS CONSUMERS ASK :

<https://cleanfax.com/marketing-advertising/two-critical-consumer-questions/>

