



Becoming a Savvy Consumer

SIT DOLOR AMET

Effect of Advertising

Advertisers' job is to get you to buy their product or service by convincing you that you need it...

...even though often that is not the case

Consumerism

Consumerism is a social and economic order that encourages the acquisition of goods and services in ever-increasing amounts

In other words: Consumerism encourages people to constantly buy more stuff



New Age Phenomenon

The Industrial Revolution allowed for mass production to take place on a scale never seen before

This quickly moved from mass production to over-production

AS YOU CAN SEE, WE'VE INCLUDED A NUMBER OF FEATURES THAT GUARANTEE OUR CONSUMERS WILL CONTINUE BUYING IPHONES FOR YEARS TO COME!



KEY FEATURES: HOW IT BREAKS

SOFT ALUMINUM FRAME SCUFFS TO HAVE PHONE LOOKING WORN IN NO TIME!

GLASS TOUCH SCREEN SHATTERS AS EASILY AS EVER

UNIQUE 5-POINT SCREWS MAKE EVEN SIMPLE REPAIRS (LIKE BATTERY SWAPS) IMPOSSIBLE FOR MOST CUSTOMERS



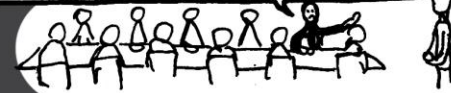
POWER BUTTON GETS STUCK SOME-TIME AFTER 1-YEAR WARRANTY EXPIRES

NEW OS WILL SLOW MOST OLDER IPHONES, AND DRAIN BATTERY FASTER.

HI-TECH FINGERPRINT SCANNING HOME BUTTON: ENDLESS MALFUNCTION POTENTIAL

BOARD OF DIRECTORS

OUR DESIGN FLAWS TOTALLY OUT-COMPETE SAMSUNG'S DESIGN FLAWS!



Modern Day Economy

Manufacturers want to make money, so they want you to keep buying!

They manipulate the consumer with advertising and planned obsolescence

Issues with Consumerism

Not sustainable

Often not ethical

Waste of money!

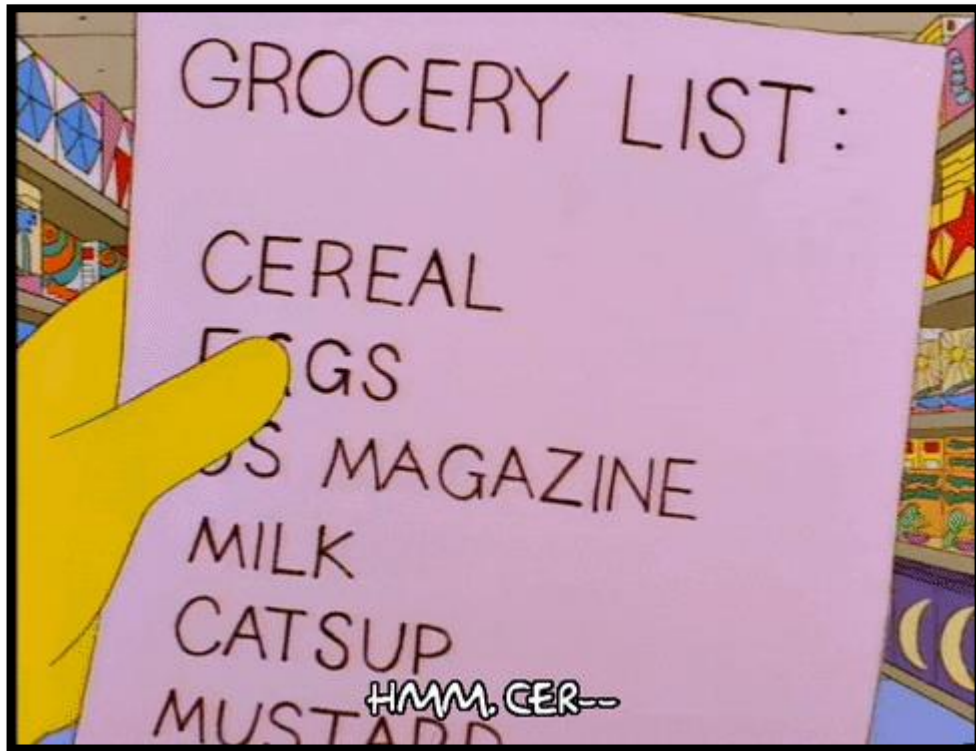
Becoming a Savvy Shopper

Trick: Store Layout

Most stores are set up in a way to make you walk through the most aisles possible (and therefore see the most products possible) just to get to what you want:

- Think IKEA
- grocery store “essentials” often at the back of the store
 - Ex: bread, milk, eggs, etc

Solution: Make a List



Force yourself to make a list and stick only to what's on the list

Also try starting at the back of the store and then work your way to the entrance

Trick: Limited Time Offer

Stores use our built-in FOMO to get us; they create a sense of urgency and scarcity to get us to buy their products

Ever find yourself buying something just because it was on sale?




Solution: Don't panic!

Check if you really need the item

→ Chances are it'll go on sale again

Also check the actual sale to see if you're even saving that much money

Trick: Shopping Cart Size



The bigger the cart, the more stuff you'll put into it

Solution: Go small

If you're only going in for a few items, opt for just a basket or the smallest cart

- You won't pick up a bunch of stuff you don't need if you have no way to carry it

Trick: Package Size

Usually buying in bulk is cheaper but beware it's not always

Buying in bulk also can lead to more waste



Solution: Do the math

If you check the price label, it will usually indicate the cost per 100g. Use this to compare products to see if you are actually getting a better deal

Don't buy more than you really need

More Tips

Set a budget for yourself to be able to figure out how much money you can really afford to spend on shopping, eating out, etc.

Focus on quality over quantity – remember, a lot of products are built to break in order to get you to spend more in the long term

More Tips

Generic brands are often just as good as brand name items

Do your research – check the price at various stores before settling. Many stores have a price-match guarantee

More Tips

Check the price at checkout – did you know that if the price that shows up at the register is higher than the price advertised on the shelf or in ad, they have to adjust the price plus give you a 10% additional discount. And if the item is under 10\$, it's free!

Don't be afraid to return items that aren't quite right!

TED^x Cambridge

x = independently organized TED event