



4-H Consumer Savvy II – Greentop

400.G-20 (R-18)



Are you a consumer? You bet – we all are! Youth consume more than \$175 billion of goods and services each year. Consumer Savvy will help you to become informed and responsible consumers in today's dynamic marketplace. In this project you will be introduced to the influence of peer pressure, the power of advertising, and the expanding Web market as you learn to make independent decisions when shopping.

4-H Members Will Learn:

- Use resources wisely
- Follow unwritten rules for consumer behavior
- Determine the role of values in decision-making
- Identify personal values
- Make better choices
- Make decisions based upon what is right and wrong
- Ask questions to get needed information
- Judge worth of ads
- Assess advertisements
- Determine what purchases you make based on peer pressure
- Saying no to peer pressure
- Ways to be a good cyber consumer
- Shopping safely in cyberspace
- Research online shopping sites

To complete the project, you will:

- Make wise consumer decisions
- Use socially accepted manners and customs
- Identify personal values
- Make a decision based on personal values
- Make a decision using the six-step process
- Make an ethical decision
- Decide on a major purchase
- Evaluate television advertising
- Recognize how peer pressure influences purchases

Resources:

Consumer Savvy II – Consumer Wise Project Book – 100.G-2

4-H Project Record – 300.A-7 (R-18)

4-H Members Should:

- Complete your project records.
- Enter an exhibit relating to consumerism in your County and State Fair
- Give a presentation at a club or project meeting.

Citizenship and Leadership Activities:

- Give a talk or demonstration to your club on one of the following topics:
 - Making wise spending decisions; wants versus needs.
 - Developing a savings plan to help reach a goal.
 - Keeping a spending diary.
 - How to be a bargain shopper.
- Organize a trip to a local store to do some comparative window shopping with your consumer savvy project group.
- Teach another person one of the consumerism skills you've learned.

Baca, 2006