

Teaching Practice of “Consumers’ Rights and Responsibilities” Aiming for Consumers’ Independence

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Abstract

Given various major socioeconomic changes in recent years, the concern about consumers shifted from that of “protection” to “independence”. Consumers today must strive to secure their own rights through activities that result in customer benefits. This study aimed to identify methods that could enable students to behave as independent and proactive consumers, and to examine the effectiveness of the methods in classroom exercises that emphasized consumer rights and responsibilities.

The course content included two major themes: 1) understanding the disparity in the amounts of information held by consumers and businesses through product selection role play with an emphasis on consumer rights, and 2) understanding situational differences between consumers and businesses from the perspective of recalls of familiar products to learn about the necessity of responsible consumer behavior.

The classroom exercises increased the level of awareness regarding disparities in the amount of information held by consumers and businesses facilitated the learning about the consciousness of consumer behavior.

Key words; Consumer Education, Consumers’ Rights and Responsibilities, High School Students, Teaching Practice