



Training 2: Consumption

Allianz Finance Workout



Mind map



What you can expect today?

Role play:
New cell phone
– what matters?

Need or want?

Sales contract:
What happens
in law when you
buy something

What do you
look for when
buying?

How advertising sells



What can you do with 50 euros?



Spend wisely and beware of debt



01

Buy the things you absolutely need first.



02

Only then things can you buy things you would like to have.



Check if you really need something before you buy it!

Worksheet 1: The tomato example

The tomato example

Worksheet 1

We all have to make financial decisions every day, and Martin also has got today from his parents the order to go shopping. Martin should buy tomatoes and can buy them individually or in boxes. 1 kg tomatoes that costs 2.49 euros. A box of 10 kg costs 19.99 euros. Martin has compared both prices and makes the decision to buy the 10 kg box.

Question 1: What reasons could Martin have for this decision

Question 2: On the other hand, what speaks against the decision of

Source: Adapted from OECD 2012; PISA 2012 FINANCIAL LITERACY ASSESSMENT FRAMEWORK, P. 17. Available at: <http://www.oecd.org/pisa/pisaproducts/46262580.pdf> (Status: 14.07.2017)
Training 2: Consumption – Basic

The purchase contract and T&Cs: Rights and duties



You can find more information on consumer rights in the extension presentation of consumption!

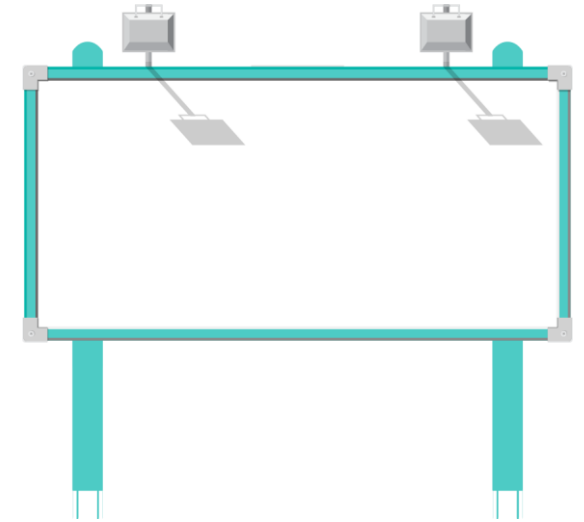
Where and how do you run into advertising?



In magazines



On TV



Billboards

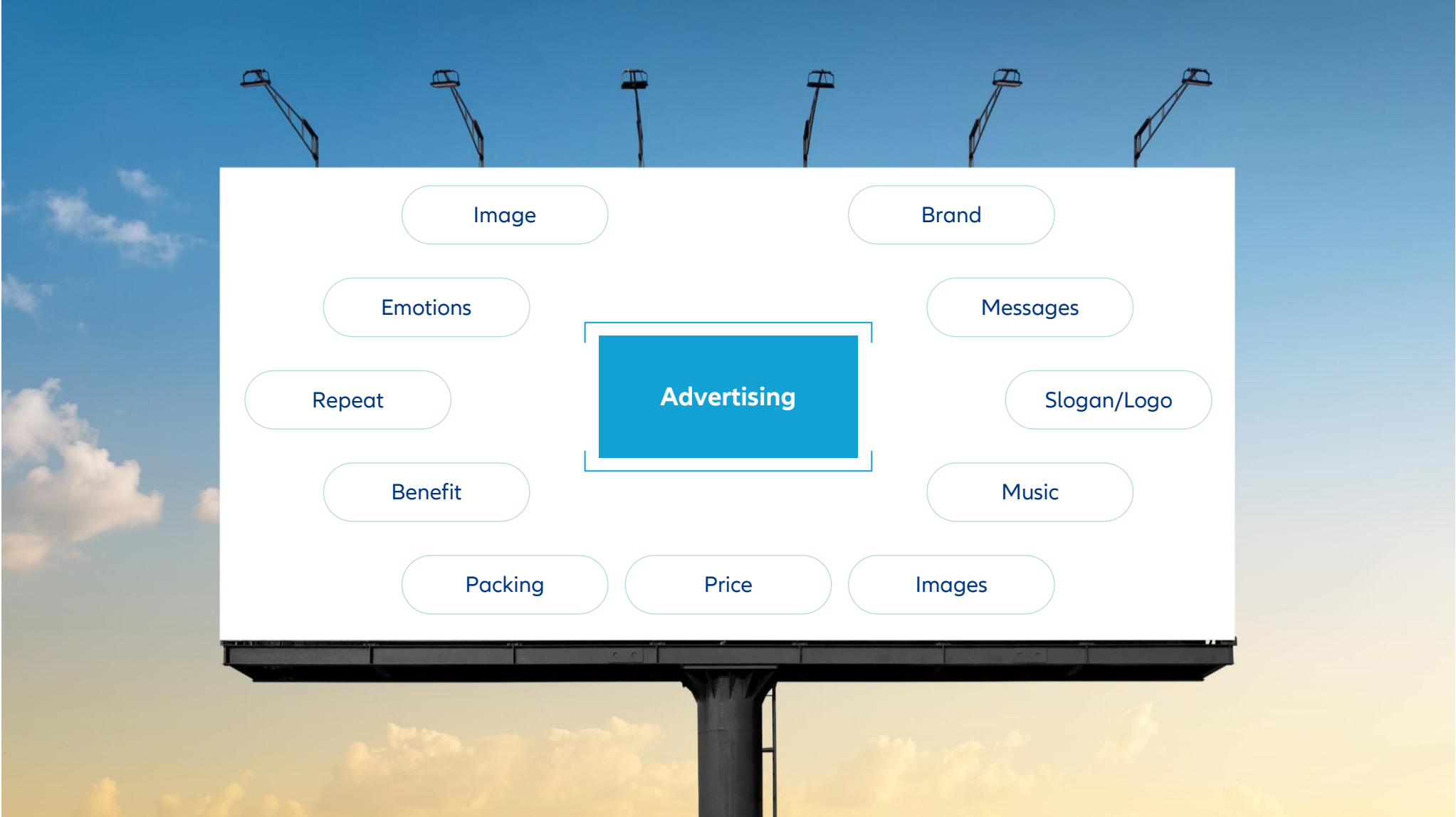


On the Internet



On the radio

What tools does advertising use?



Typical messages of advertising...

... and what does the advertising want to achieve with it?



Now even
faster Internet ...

20% more
included!

New research
shows ...

Marketing
always wants to
sell you
something.

Ads want to pique your interest.

Ads want to tell you what is new
and fashionable.

It wants to create (new) needs.

Marketing wants to change your
mind and attitude.

Why are you being courted?

... and how?



Because you all
"funders" are

Because you influence
your parents'
consumption choices

Because you are the
customers of the
future

Look at
advertising
critically!

Movies or series

Websites and social media

Contests and competitions

Sponsored content
(Celebrities or influencers promote a product)

Cell phone purchase Prepaid contract and **fixed-term contract**

Do you know the pros and cons?

Prepaid contract		Term contract	
Advantages	Disadvantages	Advantages	Disadvantages

Exemplary class result: Cell phone purchase

Prepaid contract		Term contract	
Advantages	Disadvantages	Advantages	Disadvantages
No fixed contract term	High call prices	Purchase of a branded cell phone at a low price	Monthly basic fee, even if you do not make a call
Good cost control	Cell phone mostly at unfavorable conditions	Cheap call minutes	Minimum turnover
Age of majority not required	Credit expires if not used within the term of the contract	Invoice with proof of individual conversation	Cost control only with monthly invoice
Accessibility even without credit			Automatic renewal of the contract
			Fixed contract terms

Role play: Paul's first cell phone



Players and observers: Now it's everyone's turn !

Questions for observers



What is the problem?



What are the advantages and disadvantages?



What could be a possible compromise?




Checklist: 10 important questions about buying a cell phone

- How much is the basic fee?
- Is there a minimum monthly purchase?
- How long is the contract period (12, 24 months)?
- How long is the notice period?
- Are there any fees for setup, switching and deactivation?
- What does the minute cost (foreign/own network)?
- What are the acquisition costs with and without contract?
- How much does surfing cost?



Compare
different
Products before
buying!

Finance Workout Tips



Know your
phone behavior
and only pay for
what you need!

Finance Pro Tips

Before you buy something, check yourself!
Do you really need it?

Look at marketing and advertising critically!

Know your rights as a consumer and use them!

Know your mobile behavior and only pay for what you need!

Compare different products before buying!



Your opinion
is needed!

Thank you
for your
attention!



Other sources...

...for teachers:

<https://www.blauer-engel.de/en/news-infos/kinder-schule/information-fuer-lehrer> <http://www.cashless-muenchen.de/index.php?id=291>

<https://www.parent-education.at/topic/knowledge-worth-being-mixed/consumption/>

<http://www.kaufenmitverstand.de/home/home.php?>

PHPSESSID=34ee1cca9a75e0d758feb74b279b4d5e

https://www.test.com/company/school_teaching/teaching_materials/ <http://www.unterrichtshilfe-finanzkompetenz.de/index.htm>

...for pupils:

<http://www.cashless-muenchen.de/index.php?id=291> <http://www.checked4you.de/home>

<http://www.klicksafe.de/smartphones/> <http://www.frei-starten.de/>

<http://www.unterrichtshilfe-finanzkompetenz.de/index.htm> <http://www.was-was-kostet.de/>

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