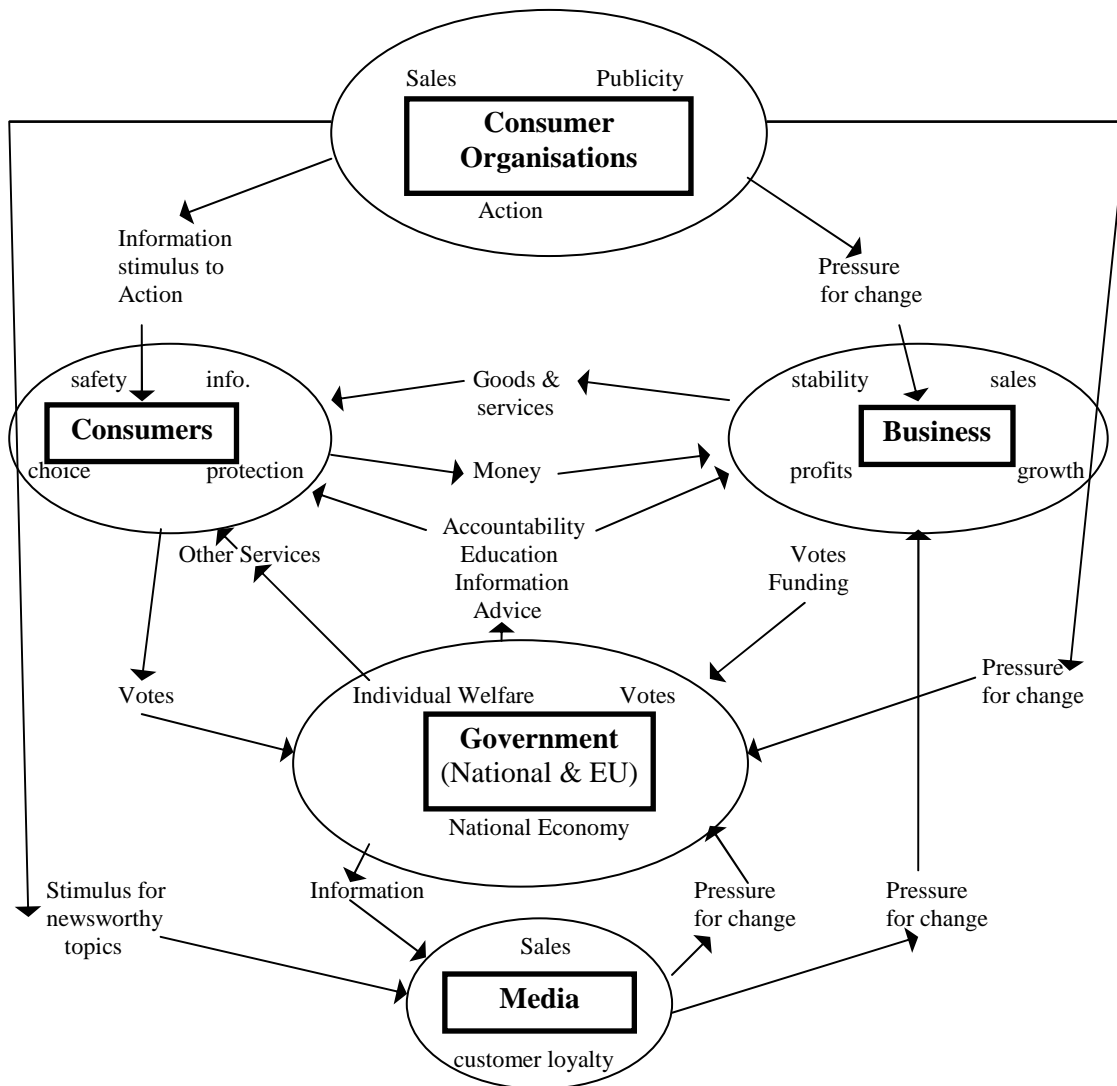




**Handout 1 - Actors Needs and influences**

“One of the few common denominators between all of us, despite our differences, is that, above all we are consumers. That is, we use or consume on a regular basis, food clothing, shelter, transportation, services, even ideas. As consumers, we play a vital role in the health of the economy - local, national and international. The decisions we make concerning our consumption behaviour affect the demand for basic raw materials, for transportation, for production, for banking; they affect the employment of workers and deployment of resources, the success of some industries and the failure of others. Thus, consumer behaviour is an integral factor in the ebbs and flows of all business in a consumer orientated society such as ours.”

Schiffman LG and Kanuk LL, 1994, Consumer Behaviour, 5th ed, Prentice Hall, p6/7



Consumer Policy Actors: Needs and Influence/Pressure Flows