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Development of the Key Competences of Adults by Innovation Program of Consumer Education

Transnational meeting in Torino

11th - 12th December, 2018

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I will not be brief, so get comfortable and let's agree immediately that you can interrupt me every time you want to comment or if you want to ask questions.





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This project is a great opportunity for several reasons, at least because it allows us:

- **to give the right value to our work as consumer associations**
- **to spread the importance of skills on consumption**
- **to involve young people and transfer them skills**
- **to make a bridge between workers and consumers, which are not two different categories**



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The Italian unemployment rate for young people aged between 15 and 24, in November 2018, is 32.7% (source: ISTAT)

Young people who give up their studies and training 14% in Italy /UE 10,6% (source Eurostat)

Young people who achieve a degree 26,9% in Italy/UE 39,9% (source Eurostat)





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These data are alarming!

Our project hypothesizes that competences in the field of consumption would be useful and would favor employment: just in these days, a company has asked us to realize, for its workers, a training on over-indebtedness, on money management and on gambling.



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I add 2 more things :

1) about the Key Competences of Adults that I propose as Federconsumatori: The psychology of the consumer - in particular the decision-making process and the influence of advertising on consumption

2) the focus groups because we have to decide how to do them



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CONSUMER PSYCHOLOGY





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Consumer psychology is the study of why people buy things and why they use services too.

Psychologists try to find the underlying processes that explain **consumers'** choices and **how** they respond to the influence of marketing, as well as the external stimuli that convince people to purchase certain items.



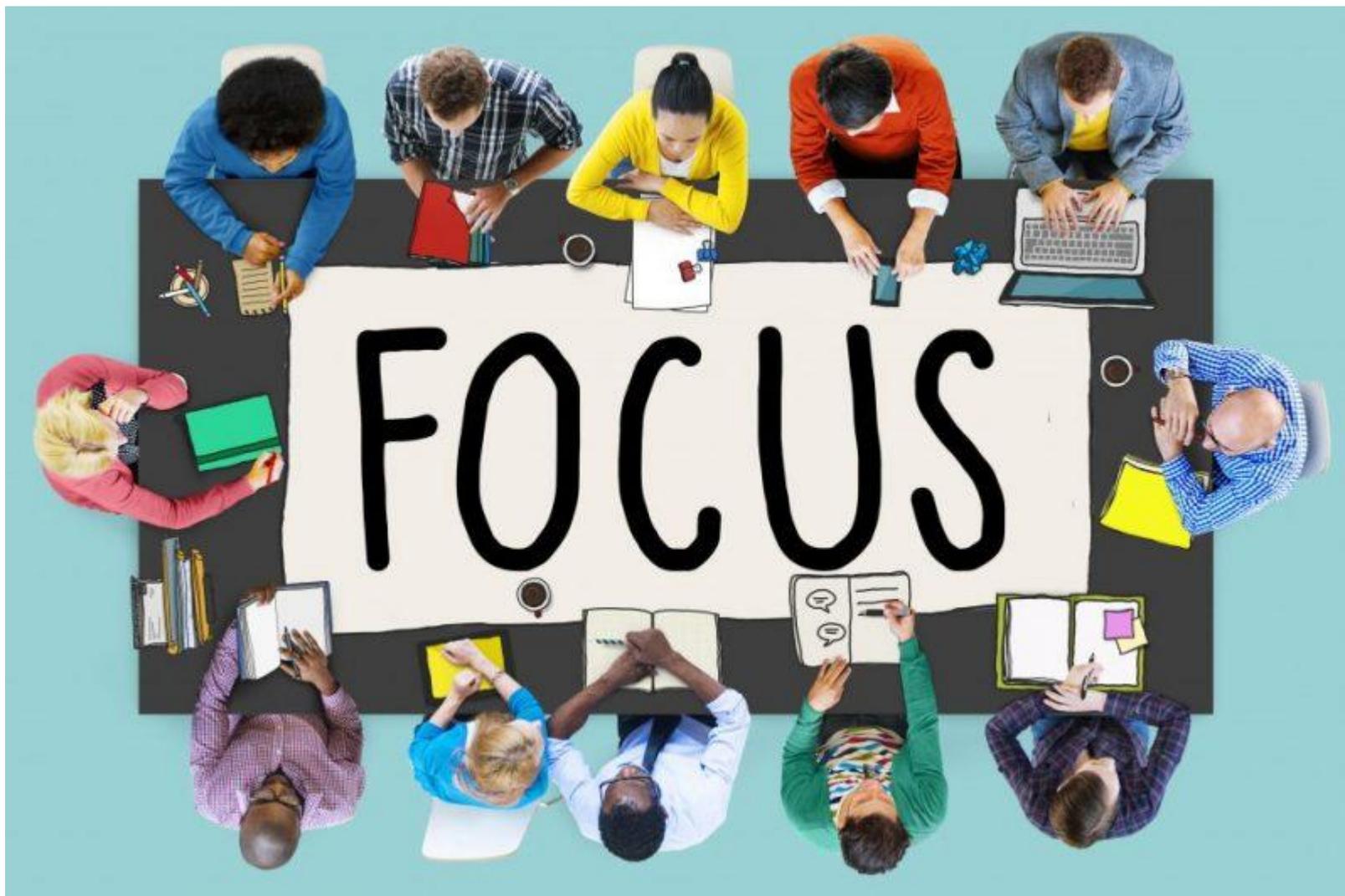
- **What's under people's attitudes?**
- **Which mechanism triggers and makes we change our mind when making a decision? For example, what are some of the reasons why consumer psychology is important?**
- **Do we see all the same things or does personal perception make us see different things?**

Those are some of the reasons why
consumer psychology is important





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WHAT IS A FOCUS GROUP?

**It's a small-group
discussion guided by a
trained leader.**

**It is used to
learn about opinions
on a designated topic .**





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WHY SHOULD WE USE A FOCUS GROUP?

- **One advantage of focus groups is depth and complexity of response.**
- **Through the focus group we can have an answer, its comment and we can analyze the process that generated that answer.**



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WHY SHOULD WE USE A FOCUS GROUP?

- Responses in a focus group are *spoken, open-ended, relatively broad, and qualitative*.
- Nonverbal communications and group interactions can also be observed.
- Focus groups can therefore get closer to what people are really thinking and feeling.



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WHICH KIND OF F.G. WE'LL CHOOSE?

- **type of marketing /economy**
- **type of psychology**





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COMMON POINTS

- **Sampling procedures**
- **Location (silent, without disturbances, comfortable ...)**
- **Possibility of giving audio visual stimuli**
- **Use a recorder**
- **Possibility to use a questionnaire or a track**
- **The meeting goes on no more than an hour and a half for a maximum of 12 people**



DIVERGENT POINTS

PSY

- ✓ **need for a co-conductor**
- ✓ **To film**
- ✓ **To record**
- ✓ **To transcribe all the recordings**
- ✓ **Analyze all the answers, aggregate the similarities, look for the most used words ...**
- ✓ **Analyze the climate in depth**

MARKETING/ECONOMY

- **It is not expected**
- **It is not expected**
- **Only for control**
- **It is not expected**
- **It is not expected, the analysis is more related to what has being said**
- **It is not expected, the analysis is more related to the behavior**



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These differences lead to different:

- **time of realization**
- **analysis times**
- **different realization costs**





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Here we can find the guidelines to share

<https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/conduct-focus-groups/main>

**The Community Tool Box is a public service of
the University of Kansas**



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*Thank
you!*