



Consumer Wise

Consumer Protection

- Consumers need protection from
 1. Low quality or unsafe goods and services
 2. Overcharging and Incorrect weights

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Consumer Protection

3. Misleading Advertisements

- False claims and misleading information given about goods and services

4. Slick Sales Methods

- False claims and misleading information given about goods and services

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□ Caveat Emptor

- Caveat Emptor means:
let the buyer beware.
- Consumers are protected by
 1. Consumer laws
 2. Organisations and institutions

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- The main laws that protect a consumer are:
 1. The Sale of Goods and Supply of Services Act 1980
 2. Consumer Information Act 1978

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□ Sale of Goods and Supply of Services Act 1980

- When goods and services are bought by a consumer from a seller, a contract is made.
- This contract states that in return for the consumer paying for the goods and services, the seller agrees to supply goods or services that meet the following conditions

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Sale of Goods and Services Act

1. Merchantable Quality

- Goods should be of good quality for the price paid.
- They should not have any flaws or faults that have not been pointed out

eg.: Wellingtons shouldn't let in water



2. Fit for their purpose

- Goods should be able to perform their normal task

eg.: wood glue should stick glue

eg.: an MP3 player should be able to download music

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Sale of Goods and Services Act

3. As Described

- Goods should match the description if they are sold by description in an ad.

eg.: Shoes advertised as leather shouldn't be plastic

4. Correspond to Sample

- If bought by sample goods should match the sample

eg.: wall paper

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Sale of Goods and Services Act

5. Suppliers of services must be qualified

eg. : a painter should be able to paint

- They should use replacement parts and materials that are of merchantable (good) quality

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□ The Consumer Information Act

- This law was passed to protect consumers from false and misleading claims made about goods, services, prices, quality, etc

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The Consumer Information Act 1978

- The law places the responsibility on the supplier of the goods and services for ensuring that all descriptions, claims, advertisements, etc. about the good/service are true

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The Consumer Information Act 1978

- **Illegal Advertisements:**
 - ❑ No money refund
 - ❑ If unhappy contact manufacturer
 - ❑ Goods cannot be exchanged
 - ❑ No refunds during sale
 - ❑ Goods will be exchanged for credit notes only

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The Consumer Information Act 1978

- A Sign stating something (a suit) was reduced from €500 to €250 is only legal if the suit was priced at €500 for 28 consecutive days over the past 3 months
- If an offer is for a limited period, the offer should state that
- Price lists showing prices of goods and services should be clearly displayed where consumers can see them.
- There should be no hidden costs