

# Consumer Wise

- **Why do Consumers Complain?**
  1. False claims about goods and services
  2. Misleading information given by the seller
  3. Faulty goods and services
  4. Goods not delivered as ordered
  5. Overcharging and incorrect weights



## Consumer Wise



- **Consumer Complaints**

1. Goods not of merchantable quality

eg.: shoes fall apart after 2 weeks

2. Goods not fit for their purpose

eg.: glue fails to stick a handle onto a jug

3. Goods not as described

eg.: a box that says black shirts, but which contains white shirts



# Consumer Wise



4. Supplier of services not being qualified  
eg.: a car beaks down after being mended

5. Information being misleading

eg.: hotel is advertised as 5 minutes  
from beech when its really 30 minutes

6. A claim that there is 24 hour service  
but the place closes for an hour for  
lunch

7. If the garage owner says there's  
50,000 miles on the clock when there's  
really 150,000.



# Consumer Wise

- ❑ **Consumers don't who don't have a valid complaint**
  - Those who simply change their mind about owning the product
  - Those who cause the fault by misusing the product
  - Those who do not return the goods within a reasonable period of time
  - If the flaw was pointed out to them at the time of sale

# Consumer Wise

## □ Seeking Redress

1. Identify complaint and locate proof of purchase
2. Contact seller and discuss problem
3. If dissatisfied put complaint in writing and enclose a copy of receipt
4. If dissatisfied contact a sellers trade association
5. If unhappy contact ombudsman/media
6. Bring seller to court
7. Receive compensation

# Consumer Wise

## □ A Credit Note

- This is a document which allows the consumer to buy an item/items in the seller's shop to the same value as the item returned

# Consumer Wise

## □ Redress

- This refers to what form of compensation a consumer is entitled to if they have a genuine complaint
- If a consumer has a valid complaint a credit note is not a suitable means of making amends for the problem.

# Consumer Wise

## □ Redress

- The consumer is entitled to any one of the 3 r's:
  - i. a full refund - you get your money back
  - ii. a replacement - you exchange the good for a good one
  - iii. a repair - you get the faulty good fixed