

Consumer Rights and Responsibilities

Suggested teaching time : 40 minutes

Learning objectives

1. Understand consumer rights and responsibilities
2. Learn about the improper aspects of unfair trade practices
3. Learn about the laws and institutions which uphold consumer rights

Teaching suggestions

Key teaching points	Concepts / Knowledge / Values / Attitudes
<ul style="list-style-type: none"> - Understand consumer rights and responsibilities - Consumer protection laws 	<p>Concepts / Knowledge Consumer rights and responsibilities, refund policies, principles of purchasing goods and services</p> <p>Values / Attitudes 1 Be responsible, understand consumer responsibilities before shopping. 2 Justice, understand the impropriety of unfair trade practices. 3 Be rational, do not be misled by over-exaggerated promotion.</p>

Teaching activities	Teaching resources	Duration
<p>Arouse motivation Ask students if they have ever got a refund after making a purchase in order to drive them to think about the conditions for getting a refund.</p> <ul style="list-style-type: none"> ● Ask students to recall getting refunds after making purchases from different stores. 	Teaching Powerpoint P.3	5 mins
<p>Activity 1 & Activity 2 Divide students into groups. Fill in the blanks with the related rights and responsibilities.</p> <p>During the process, if students have questions about the rights and responsibilities, teachers can further explain them based on the <i>Guide to Consumer Rights and Responsibilities</i>.</p> <p>Upon completion, teachers should bring up the follow-up questions, for example, summarising the items needed before making a purchase. Teachers can also ask if one can get a refund for online purchases, and lead students to think about the differences between offline and online shopping.</p>	Teaching Powerpoint P.4-13 Worksheet P.1-4	5 mins

Activity 3 Divide students into groups to choose different cases and perform role play based on the reference materials. Teachers should remind students: <ul style="list-style-type: none"> - To pay attention to the related reference materials during activities - The improper aspects of various unfair trade practices - If they have ever seen similar sales practices and how to deal with them. 	Teaching Powerpoint P.14-27 Worksheet P.5-8	20 mins
Summary Consumer rights and responsibilities, including: <ul style="list-style-type: none"> • The right to be informed • The right to choose • The right to redress • Make sure the products work properly before purchasing • Make sure the products or services meet your needs • Do not fully believe in the contents of advertisements or promotional materials. Take the initiative to check the details. • Avoid impulsive purchase decisions and being misled by misrepresentation or exaggeration 	Teaching Powerpoint P.28-29 Worksheet P.9	5 mins
Extension activity Go to a store nearby to learn about its refund policy: <ul style="list-style-type: none"> • Is there a time limit for return? • Will it accept unconditional return? 	Teaching Powerpoint P.30 Worksheet P.9	

Reference websites

Consumer Council *Guide to Consumer Rights and Responsibilities*

https://www.consumer.org.hk/sites/consumer/files/competition_issues/20060110/2006100401c_v1.pdf

Trade Descriptions Ordinance

https://www.consumer.org.hk/ws_chi/unfair_trade_practices/index

Hong Kong Customs and Excise Department

http://www.customs.gov.hk/tc/consumer_protection/

Industry Code of Practice for Telecommunications Service Contracts

http://www.ofca.gov.hk/tc/consumer_focus/education_corner/alerts/tsc/index.html

Course links

Business, Accounting and Financial Studies Business Environment Business Ethics and Social Responsibility

Life and Society Smart Consumption: The Rights and Responsibilities of Smart Consumers