

# Consumer Rights and Responsibilities

Name: \_\_\_\_\_ ( ) Class: \_\_\_\_\_ Date: \_\_\_\_\_

## Activity 1

Get into groups and discuss the cases. Fill in the rights and responsibilities related to the case (can choose more than one item) and explain according to the options provided below. Upon completion, send a representative to present to the class.

Select the appropriate rights and responsibilities from the options below and fill in the appropriate blanks in the table of Case 1.

(a) Receive a product with a certain level of quality as guaranteed	(b) Check carefully whether the product works properly before purchasing
(c) Receive compensation for a poor quality and unsatisfactory product	(d) Return items with original packaging
(e) Keep receipts and warranty certificates for refund or smartphones repair service	(f) Have the responsibility to search for product information, for example taking other users' experience as a reference
(g) Have the responsibility to understand the product is affordable for oneself	(h) Have the right to ensure product safety so as not to pose a hazard
(i) Receive transportation fee compensation for travelling to the store to return the product	(j) Have the right to distinguish between 'needs' and 'wants'
(k) Have the right to receive correct information about the product	(l) Have the right to know the basic rights and responsibilities of consumers

### Case 1



I just bought a smartphone at its official store and found that it did not work properly after I got home. However, I have already thrown away the packaging. Can I still get a refund or a free repair service?

His rights:

Explanation:

His responsibilities:

Explanation

Can he get a refund or free repair service?

Select the appropriate rights and responsibilities from the options below and fill in the appropriate blanks in the table of Case 2.

Ⓐ Request the restaurant to restock immediately to ensure that she can eat prime tuna	Ⓑ Have the right to request the restaurant to make a compensation
Ⓒ Check with the staff for promotion details before being seated	Ⓓ Ask the restaurant to offer a discount as a compensation
Ⓔ Have the right to lodge a complaint with the Consumer Council	Ⓕ Have the right to meet basic dietary needs
Ⓖ Being informed that the restaurant cannot provide the offer before being seated	Ⓗ Have the responsibility to distinguish between 'needs' and 'wants'

## Case 2



A Japanese restaurant offered 90% off on prime tuna as a promotion. After being seated in the restaurant, I found out that the prime tuna was sold out. The restaurant owner asked me to spend at least \$100 before leaving!

Her rights:

Explanation:

Her responsibilities:

Explanation:

Does the restaurant owner act reasonably?

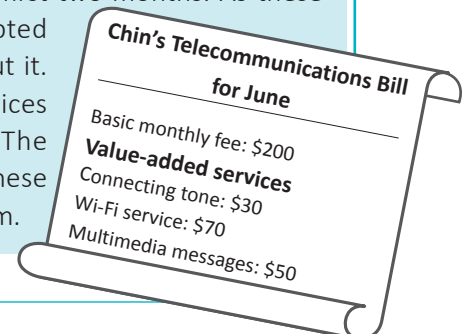
Select the appropriate rights and responsibilities from the options below and fill in the appropriate blanks in the table of Case 3.

Ⓐ Learn about the fees and terms for the top-up services	Ⓑ Check the bill regularly to make sure the amount and services subscribed is correct
Ⓒ Before receiving the free top-up services, make sure you need the service and know the duration of the free trial period	Ⓓ Have the right to choose the services she needs freely
Ⓔ Have the right to obtain the essential daily telecommunications service	Ⓕ Have the right to waive the related fees
Ⓖ Have the responsibility to distinguish between 'needs' and 'wants'	Ⓗ Have the right to lodge a complaint with the Communications Authority
Ⓘ Have the responsibility to avoid subscribing to unnecessary top-up services hastily	Ⓙ Have the responsibility to compare the services provided by different mobile phone service operators

### Case 3



When signing the contract, the mobile phone service operator provided free top-up services for the first two months. As these services were free of charge, I accepted them without thinking too much about it. In the third month these top-up services fees were also included in the bill. The operator stated that I must pay for these services even though I did not use them.



Her rights:

Explanation:

Her responsibilities:

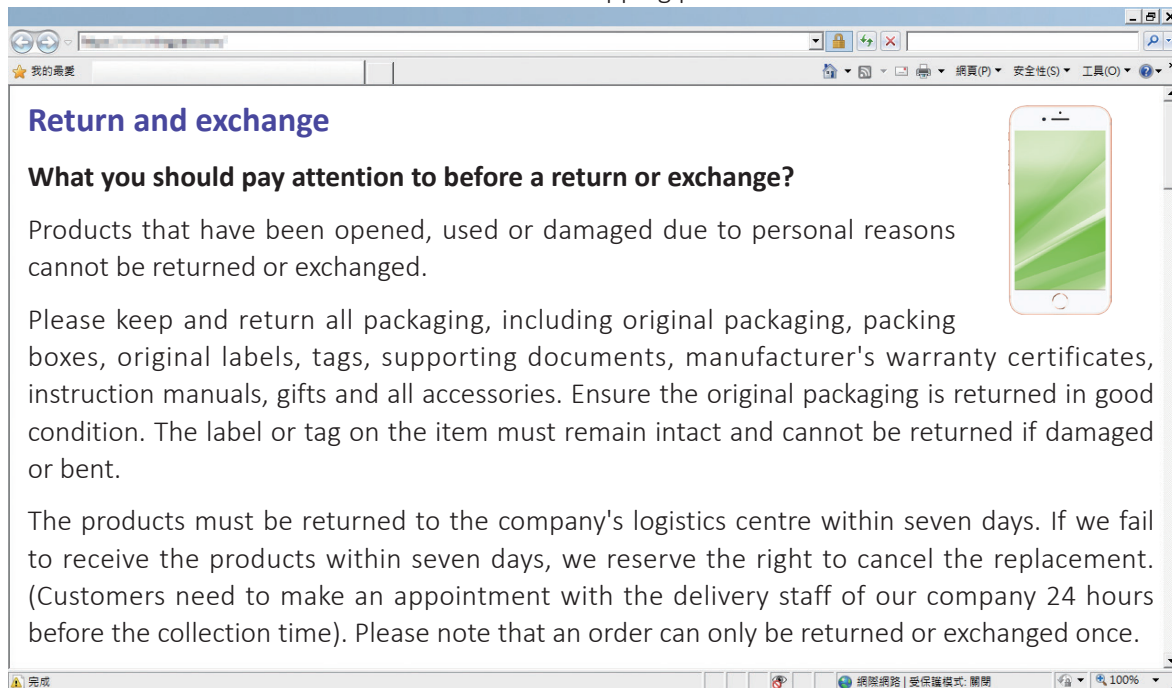
Explanation:

How can consumers avoid paying for unwanted top-up services?

## Activity 2

The discussions on consumer rights and responsibilities from Activity 1 do not only apply to physical stores but also to online shops. Consumers also need to pay attention to the related rights and responsibilities when shopping online.

Reference: Goods return notice from an online shopping platform



**Return and exchange**

**What you should pay attention to before a return or exchange?**

Products that have been opened, used or damaged due to personal reasons cannot be returned or exchanged.

Please keep and return all packaging, including original packaging, packing boxes, original labels, tags, supporting documents, manufacturer's warranty certificates, instruction manuals, gifts and all accessories. Ensure the original packaging is returned in good condition. The label or tag on the item must remain intact and cannot be returned if damaged or bent.

The products must be returned to the company's logistics centre within seven days. If we fail to receive the products within seven days, we reserve the right to cancel the replacement. (Customers need to make an appointment with the delivery staff of our company 24 hours before the collection time). Please note that an order can only be returned or exchanged once.

1. What do we need to pay attention to when buying products or services online? List three of them.

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2. According to the above information, can you get a refund from shopping online?

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Reference: *The Sale of Goods Ordinance*

According to the *Sale of Goods Ordinance*, even if the store states that 'Products sold are non-returnable and non-exchangeable', consumers can also negotiate with the store for the compensation if the products sold do not meet the following four conditions.

1. The store has the right to sell the goods. That is to say, the store legitimately purchases, manufactures the goods or is authorised by the owner to sell the goods.
2. Any verbal or written description or sample demonstrations of the goods must be true and correct.
3. The goods must be able to perform their intended functions.
4. The quality of the goods, including their usability, appearance, integrity, safety and durability must be of a certain standard. For example, electronic products need to meet safety standards.

## Activity 3

### Group discussion and role play (Unfair trade practices)

Get into groups and discuss the cases. Upon completion, send a representative to report to the teacher and classmates.

#### The Consumer Council

The Consumer Council has formulated the *Guide to Consumer Rights and Responsibilities*, which includes eight basic consumer rights:

- ◆ The right to satisfy basic needs
- ◆ The right to safety
- ◆ The right to be informed
- ◆ The right to choose
- ◆ The right to be heard (opinion)
- ◆ The right to redress
- ◆ The right to consumer education
- ◆ The right to a healthy and sustainable environment

#### Case 1

Refer to the information below:

Hong Kong News

Hong Kong Daily

2017-04-02

#### Food safety problems break out in Brazil Hong Kong bans Brazilian meat imports

[Summary reports] The Centre for Food Safety of the Food and Environmental Hygiene Department announced that some meat imported from Brazil has had quality problems. The Centre for Food Safety has temporarily banned all imports of frozen and chilled meat from Brazil with immediate effect.



The Centre for Food Safety will test the compliance with the legal requirements of Hong Kong of the food samples to ensure the food safety and protect the health of the public.

#### A conversation between a meat stall owner and staff

Staff: 'Oh no! Recently, there have been reports showing that meat imported from Brazil contains carcinogens. Many frequent customers no longer visit the stall.'

Owner: 'Remove the food origin labels of the meat immediately and don't tell the customers that the meat comes from Brazil.'

Staff: 'If the customers ask where does the meat come from, how should I answer?'

Owner: 'You don't have to answer them directly, just tell them to rest assured and buy! If the customers continue to ask, just say the meat comes from South America.'



Staff: According to the instructions of the owner, sell the meat products to the customer.

Customer: Based on consumer rights, request to know the origin of the goods. If the staff refuses to answer, she / he can lodge a complaint with related parties.

Discuss the questions below:

1. What bad business practice does the meat stall owner use to attract customers? What is wrong with this practice?

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2. Have you ever seen similar sales practices? What would you do?

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## Case 2

Refer to the information below:

### Information 1: Body-slimming advertisement from a beauty centre



### Artificial intelligence quantum magnetic lipolysis

The latest body-slimming technology, verified by university research  
Countless successful cases over the years

Lose 20 pounds in a week, zero risks  
Special offer for the whole treatment \$3,999


### Information 2: Conversation between Tsz Yan and Siu Man


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Tsz Yan

:

Just got this promotion. The 'artificial intelligence quantum magnetic lipolysis' service of this beauty centre sounds great! 😍







I have never heard of this body-slimming method. 🤔 Does it work?

Siu Man

Sure it works! The ad claims that it is the latest technology proven by a university. It works quickly without risks.







But I think it's questionable.

Siu Man

I am going to sign up now. Don't be jealous after I get slimmer! 😊😜





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1. What bad business practices have been used in the above advertisement to attract customers?  
What is wrong with this practice?

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2. Have you ever seen similar sales practices? What would you do?

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## Summary

### 1. Consumer rights:

- ◆ Obtain correct information. Merchants must provide sufficient and reliable information for consumers to make choices.
- ◆ Freedom to choose. There are many types of quality-guaranteed products and services to choose from.
- ◆ Get fair compensations. When the quality of the products or services are poor, consumers have the right to get reasonable compensations.

### 2. Consumer responsibilities:

- ◆ Do not fully believe in the contents of advertisements or promotional materials. Take the initiative to check the details.
- ◆ Make sure that the products or services meet your needs.
- ◆ Avoid impulsive purchase decisions and being misled by misrepresentation or exaggeration.
- ◆ Make sure the products work properly before purchasing.

## Extension activity

Go to a store nearby to learn about its refund policy:

Store name	Refund policy
	Time limit for return: _____ Day Accept unconditional return: Yes/ No Others: _____
	Time limit for return: _____ Day Accept unconditional return: Yes/ No Others: _____
	Time limit for return: _____ Day Accept unconditional return: Yes/ No Others: _____

