



Consumer Rights

...the Nigerian Experience

Chief G.O Sodipo Memorial Lecture 2014

Theme: Consumer Protection vs The Right to Choose - what options for the consumer?

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Who is a Consumer?

- **“Consumers by definition includes us all. They are the largest economic group, affecting and affected by almost every public and private economic decision. Yet they are the only group...whose views are often not heard”**

U.S President J. F. Kennedy

March 15, 1962

What is 'Consumer Rights'?

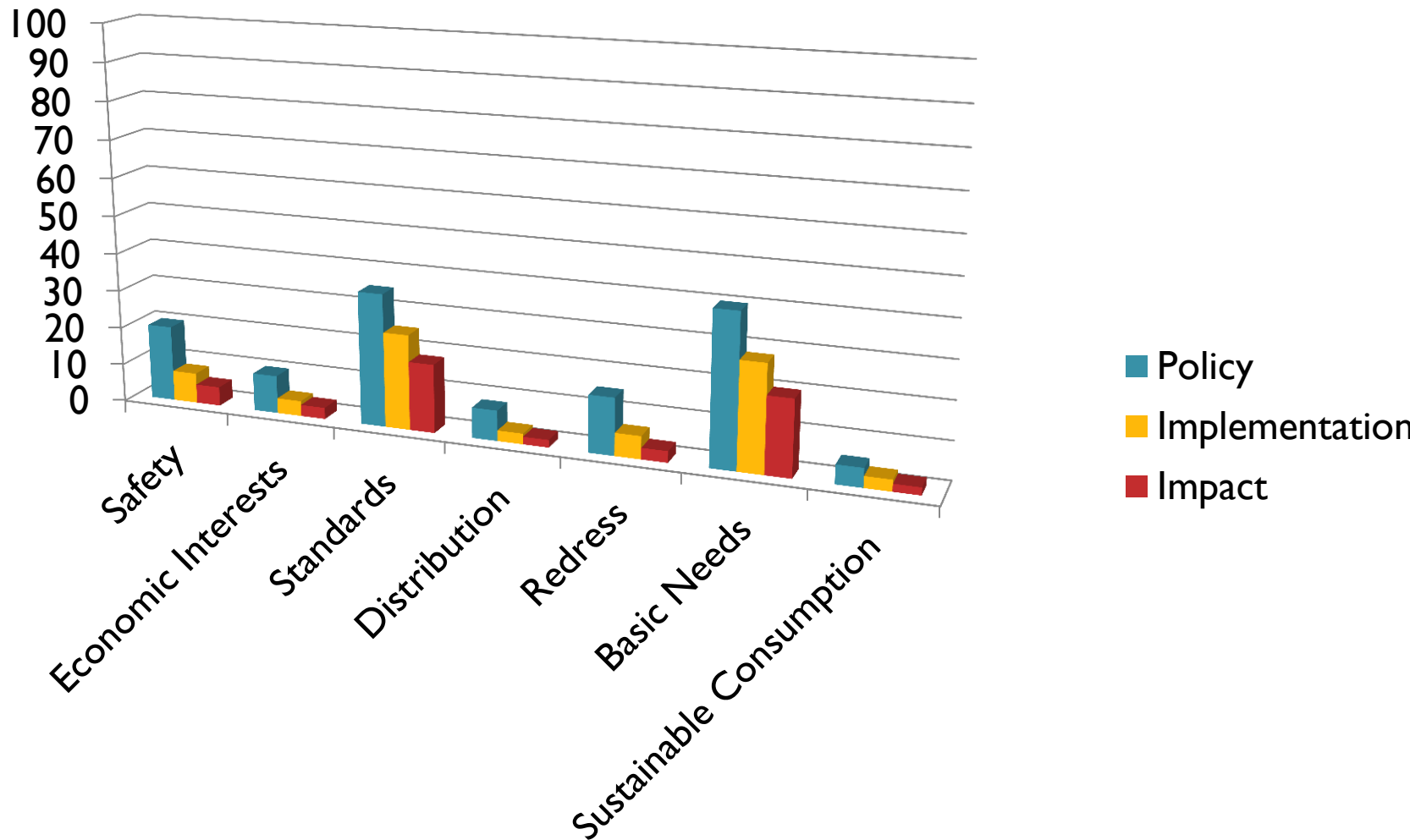
- A list of globally acknowledged defenses and protection every consumer deserves and should be guaranteed to ensure fairness and justice in the marketplace.
- First coded on March 15 1962 by US President J. F. Kennedy in an address to the US Congress on the Bill of Consumer Rights
- Adopted by the UN General Assembly in April 1985 with the ratification of the [UN Guidelines on Consumer Protection](#) which was amended and expanded in 1999.

UN Guidelines on Consumer Protection

- **Consumers all over the world should be guaranteed**
 1. **Physical Safety of life and property**
 2. **Promotion & Protection of economic interests**
 3. **Standards for the safety and quality of goods & services**
 4. **Distribution facilities for essential goods and services**
 5. **Measures enabling consumers to obtain redress, education, information and enlightenment**
 6. **Measures to provide access to basic needs like food, water, healthcare, education, shelter, etc**
 7. **Promotion of sustainable consumption and environmental safety**

Consumer Protection is the bedrock of Good Governance

Consumer Protection Domestication in Nigeria



8 Consumer Rights

- **Right to Safety**
- **Right to be Informed**
- **Right to Choose**
- **Right to be Heard**
- **Right to the satisfaction of Basic Needs**
- **Right to Redress**
- **Right to Consumer Education**
- **Right to a Healthy and Sustainable Environment**

Courtesy: BusinessDictionary.com & Consumers International

RIGHT TO SAFETY

- Protection from hazardous goods
- Protection against products, production processes and services that are hazardous to health and life

RIGHT TO BE INFORMED

- **Availability of information required for weighing alternatives**
- **Protection from false, dishonest and misleading claims in advertising and labeling practices**
- **Access to facts needed to make informed choices**

RIGHT TO CHOOSE



- **Availability of competing goods and services that offer alternatives in terms of price, quality or service**
- **Ability to select from a range of products and services offered at competitive prices with an assurance of satisfactory quality**

RIGHT TO BE HEARD

- **Assurance that government will take full cognizance of the concerns of consumers**
- **Assurance that government will act with sympathy and dispatch through statutes and simple, expeditious administrative procedures**
- **Assurance that consumer interests will be represented in the making and execution of government policy and in the development of products and services**

RIGHT TO THE SATISFACTION OF BASIC NEEDS

- **Access to basic, essential goods and services**
- **Access to adequate food, clothing, shelter, health care, education, public utilities, water and sanitation**

RIGHT TO REDRESS

- Assurance of receiving a fair settlement of just claims
- Assurance of compensation for misrepresentation, shoddy goods or unsatisfactory services
- Assurance of the 3 Rs – **Repair, Replace** or **Refund** for unsatisfactory goods and services

RIGHT TO CONSUMER EDUCATION

- **Enablement to acquire knowledge and skills needed to make informed, confident choices about goods and services**
- **Awareness of basic consumer rights and responsibilities and how to act on them**

RIGHT TO A HEALTHY AND SUSTAINABLE ENVIRONMENT

- **Assurance of a non-threatening living and working environment**
- **Assurance of sustainable consumption patterns that preserves the environment for present and future generations**

Consumer Responsibilities

- **Critical Awareness-**
 - question everything before buying
- **Involvement or Action**
 - **Assert yourself and act to ensure you get a fair deal**
- **Social Responsibility**
 - be sensitive to the impact of your decisions on other citizens especially the disadvantaged
- **Ecological Responsibility**
 - be concerned about the impact of your consumption patterns on the environment
- **Solidarity**
 - form consumer pressure groups to influence decisions that affect all of us

Courtesy: Consumers International



THANK YOU