

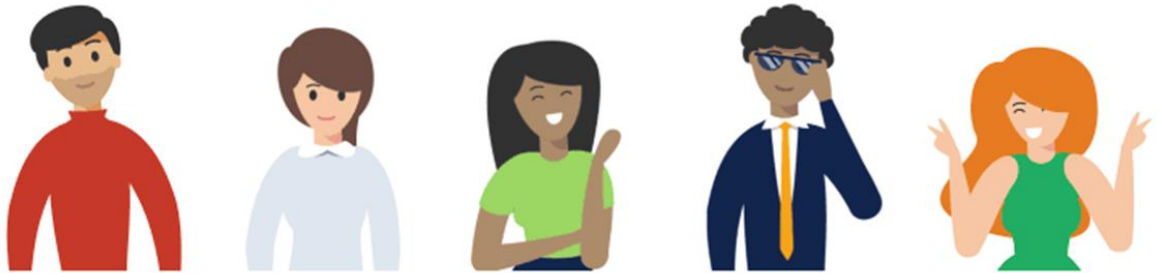


CONSUMER STUDIES: SUMMARISED NOTES

GRADE 10 – TERM 1

What is a consumer?

The person who pays to receive goods / services.

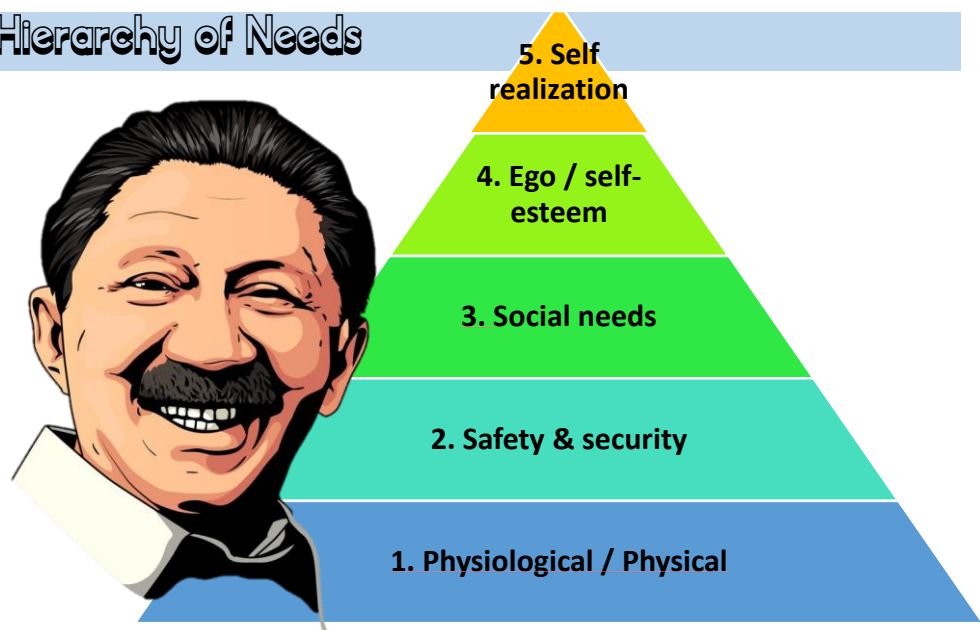


Needs vs Wants / Desires

- **Needs:** What we need to survive.
- **Desires:** That which we would like to have, although it is not essential.

Can you list some examples of needs and desires?

01: Maslow's Hierarchy of Needs









Sort the following pictures to match the correct level of Maslow's hierarchy. Only write the appropriate number from the hierarchy next to each picture.





02: Consumer rights and responsibilities

With every right comes a responsibility. Be informed about your rights, but realize that at the same time you have an accompanying responsibility if you want to insist on these rights.

Consumers have the right to

... be provided with basic needs.		Basic food, clothing, shelter, clean water and sanitation
... be able to choose.		Having a choice between different products and services at competitive prices.
... be safe.		Products and services must be safe to use and pose no health risk.
... be heard / to lodge an objection.		A complaint can be made to a member of management, if the consumer is dissatisfied. Consumer organizations can be approached to raise a complaint / objection.










... claim the repair / refund on faulty goods and services.		Inferior products / services must be repaired / replaced. Compensation or reimbursement may also be claimed.
... receive consumer education.		The government / private sector must inform the consumer about consumer affairs.
... to live in a healthy environment.		Clean environment with unpolluted air and water. Recycling and litter removal must be a priority.
... to receive quality products / services.		Good quality textiles and ingredients.
... to pay fair prices.		Prices should match the quality of the product.
... to receive courteous treatment.		Must be treated with respect.





Accompanying responsibilities

Be informed		Read labels & information from manufacturers. Study social media, newspaper, TV and radio ads to compare prices and products.
Pay promptly		Pay bills on time to avoid being blacklisted by the credit bureau.
Be honest		No items may be taken if they do not belong to you. Do not claim a product if you have not followed the instructions or care methods.
Do not damage goods		You will have to pay for it if you damage products in the store.
Use correct channels for complaints		Complaints / objections must be registered with the right person / organization.
Act politely		Be polite and treat sales staff with respect.
Stick to your budget		Live according to a predetermined budget to avoid that your expenses are more than your income.
Protect the natural environment		Recycle, don't litter and conserve water and other natural resources for future generations.