



What Is This Module About?

Every day, we face various problems. One of these problems is how to make ends meet due to the rising cost of goods. We cannot postpone buying rice and viand. When someone gets sick in the family, we need to buy medicine and good food for him/her.

In such situations, we may be forced to spend our savings. If we have to spend our savings, then we must spend wisely. This means that we should learn how to save when buying things. We should also understand our rights as buyers.

In this module, you will learn how to be a wise buyer.

The module is divided into three lessons:

Lesson 1 – *What Kind of a Buyer or Consumer Are You?*

Lesson 2 – *When Are Goods Cheap?*

Lesson 3 – *What Are Your Rights as Consumers?*



What Will You Learn From This Module?

After studying this module, you should be able to:

- ◆ compare prices analytically when buying goods and other products;
- ◆ check and compare products based on their quality; and
- ◆ explain your rights as a consumer.



Let's See What You Already Know

Before you start studying this module, take this simple test to find out what you already know about the topic.

Read the items below. If you agree with what it says, put a check under the column marked *Agree*. If you disagree with it, put a check under the *Disagree* column. Remember that for each sentence, you must put only one check under the proper column. Explain why you answered *Agree* or *Disagree*. Write your explanation in the blanks after each item.

	<i>Agree</i>	<i>Disagree</i>
1. A wise buyer inspects the label to look for important information like ingredients.	_____	_____
Why? _____		

2. A wise buyer thinks about the value and quality of the product he or she is buying. Why? _____	_____	_____

3. Convenience foods have added chemicals to prolong shelf life or make foods tastier.	_____	_____
Why? _____		

4. It is important to check the expiration date of a medicine we are buying in a drug store.	_____	_____
Why? _____		

- | | <i>Agree</i> | <i>Disagree</i> |
|--|--------------|-----------------|
| 5. Prices of all products and foods change depending on the season.
Why? _____

_____ | _____ | _____ |
| 6. Goods and other products should be of good quality and properly labeled.
Why? _____

_____ | _____ | _____ |
| 7. A wise buyer compares one product with another in order to estimate the difference in their prices.
Why? _____

_____ | _____ | _____ |
| 8. Consumers in the country have no right to file complaints against manufacturers and stores who sell defective products and goods.
Why? _____

_____ | _____ | _____ |
| 9. A wise buyer is someone who often buys products which are on sale.
Why? _____

_____ | _____ | _____ |
| 10. A wise buyer is someone who will look for a product with the same ingredient or content of another product at a lesser price.
Why? _____

_____ | _____ | _____ |

Well, how was it? Do you think you fared well? Compare your answers with those in the *Answer Key* on page 49.

If all your answers are correct, very good! This shows that you already know much about the topics in this module. You may still study the module to review what you already know. Who knows, you might learn a few more new things as well.

If you got a low score, don't feel bad. This means that this module is for you. It will help you to understand important concepts that you can apply in your daily life. If you study this module carefully, you will learn the answers to all the items in the test and a lot more! Are you ready?

You may now go to the next page to begin Lesson 1.

What Kind of a Buyer or Consumer Are You?

What do you think of yourself as a consumer? Do you think you are a wise buyer? Why? You don't need to write down your thoughts, just think about these questions. Later, ask yourself these questions again after you have studied the whole lesson.

After completing this lesson, you should be able to:

- ◆ check and compare products for quality;
- ◆ read labels on consumer products;
- ◆ use computations to compare prices of products in order to save money; and
- ◆ make decisions about purchases based on the information you collected about the product.



Let's Think About This

List down 5 common products or food items you usually buy in the market or grocery store. List their prices in the column on the right.

Product/Goods	Price
1.	
2.	
3.	
4.	
5.	

Do you think the prices are cheap or not? _____

Why? _____

There are no right or wrong answers to the questions you have just answered.

Do you think that the prices of products and goods in different markets and stores are the same? _____ Yes _____ No

You should know that if you visit other markets or grocery stores, you might find the same products or goods at cheaper prices. It might also happen that the products or goods which you think are reasonably priced are really cheap compared to those in other markets or groceries. How can this be? Is it important for a consumer to consider the prices of things he/she buys? Continue reading on and you will find out.

Have you ever heard of this saying?

For every seven consumers, only one gets his/her money's worth.

_____ Yes _____ No

If your answer is yes, what does it mean?

Let us check your answer by going to the next activity. If your answer was no, don't worry. After reading the story below, you can explain the meaning of the saying.



Let's Read

Carefully read the story below.

Aida, Barbie, Carla, Delia, Eva, Flor and Gina are very good friends. They all live in one apartment. One day, they agreed to go to a mall. Each of them bought something.

The illustration shows seven women of various heights and styles walking together in a mall. They are dressed in simple, casual clothing. In the background, there is a sign that says "SHOP" and "111".

When they got back to their apartment, they checked their purchases.



Aida was very happy about the lovely bracelet she bought. However, it was very expensive.



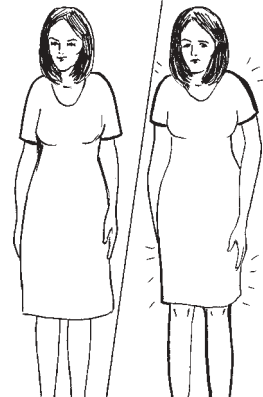
Barbie bought shoes that were rather cheap. After a few days, they were already damaged.



Carla was very excited to eat her chocolate. But after having a taste of it, she found out that it was stale because it had already expired.



Delia bought a very beautiful dress. It fitted her perfectly. However after it was washed, the dress shrank and became too tight for her.



Eva bought a very nice pair of eyeglasses at a cheap price. When she was trying it on, one of the lenses fell off.



Flor bought a cheap wallet. She used it for a week then didn't like it anymore because the wallet got deformed.



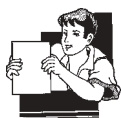
Gina was the only one who was lucky. She bought a cheap but high-quality bag. She checked it well before buying it. She inspected the insides of the bag for its workmanship. After being assured of its good quality, she looked at the price. She compared its overall value with that of other bags. She thought that it was well worth buying it. She bought it and really got her money's worth.



Have you ever experienced anything similar to what happened to the seven friends? _____ Yes _____ No

Which experience happened to you? Tell us something about your experience. Did you get your money's worth?

If what happened to Carla happened to you, how would you feel? Why?



Let's Learn

Earlier in this module, you were asked to explain the meaning of the saying, "For every seven consumers, only one gets his/her money's worth."

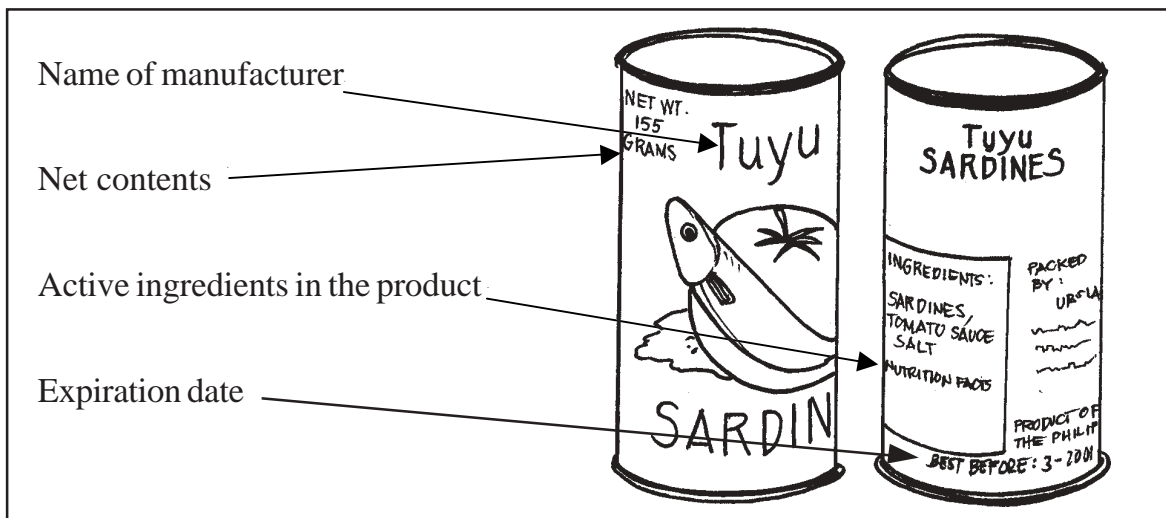
The Department of Trade and Industry (DTI) observed this saying. **Only one in seven consumers knows how to buy properly.**

Some people think that if they buy cheap goods, they are able to save money. What if the quality of the products or goods they bought is not of top quality? Do they save money?

Who indeed is the wise buyer? Do you know that wise buyers or consumers have certain desirable habits and behaviors? Let us now learn how to be wise buyers or consumers. Continue reading.

Below are some tips on how to be a wise buyer.

When buying food products, whether in cans (sardines, corned beef, etc.) or not (instant noodles, coffee, etc.), we should check the label information, like:



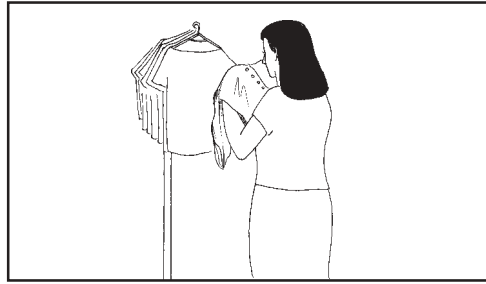
Why are these information useful? Well, in the case of the expiration date, this tells us up to when should the product be eaten. When the expiration date has passed, the product is already unsafe to eat or consume.

Furthermore, the ingredients listed are also important because they tell us if some unfavorable substance has been added to the product. This is particularly useful to a person who has certain allergies, or who may be avoiding certain kinds of substances or foods because of religious, health or other reasons.

Of course, one should know the price and compare it with that of a similar product of a different brand. Price is only one of the things you should consider. The other information listed above should also be studied. If you do this, then you are assured of a product that is not only cheap but also of good quality.

Do you check the labels of any product before you purchase it? Why or why not?

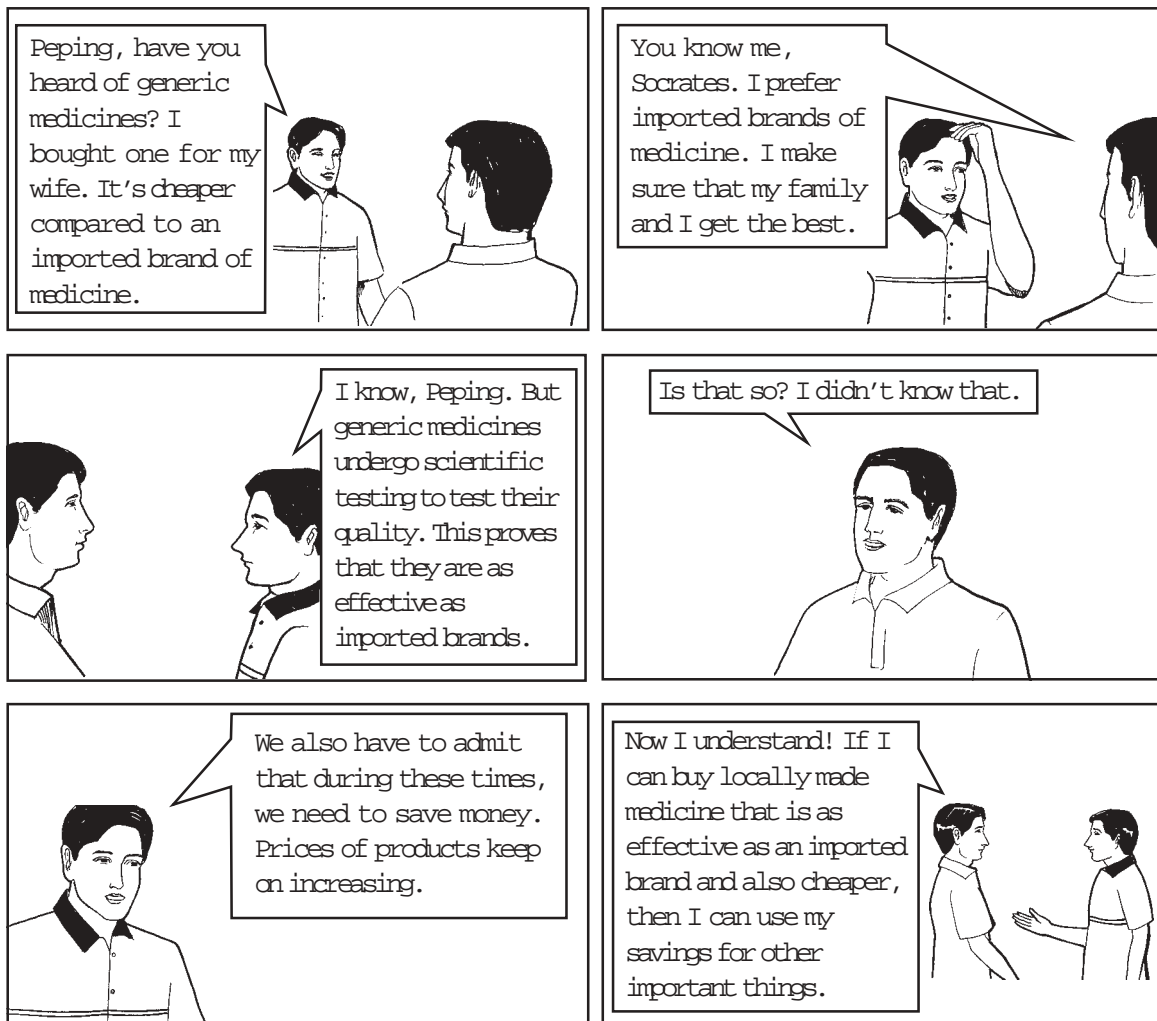
Do you check the shirt, pants, or dress you are buying before paying for it? Why or why not?

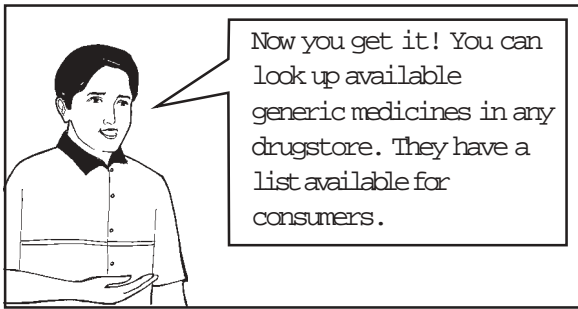


If you are planning to buy a ready-to-wear dress, shirt or pants, you don't only look for a cheap price. Check the product thoroughly for damages. Are the stitches sewn properly? Check if the dress, shirt or pants has tiny holes or stains. Also find out if the material will shrink after washing. If the product is in good quality, then you can be assured of satisfaction if you buy it.

Do you usually buy expensive medicine? Why?

Let us study the comic strip below.





Now that you know about generic medicine, would you consider buying them? Why or why not?

We should consider buying generic, or unbranded medicine instead of imported ones with popular brand names. Often, generic medicine is effective, yet it is cheaper. It is also as high in quality as imported and branded medicine because it passed scientific testing.

When buying medicine, we should also consider the weight (usually in mg or milligrams) of the capsule or tablet, and of course, its price.

Now, do you understand how you can choose the best product you are buying?

As consumers, we should take note of the products we buy. We should also be careful in checking and comparing the products we want to buy with other products. By doing this, we are able to make wise decisions on which products to buy. This means that we buy products that are not only cheap but also of the best quality.

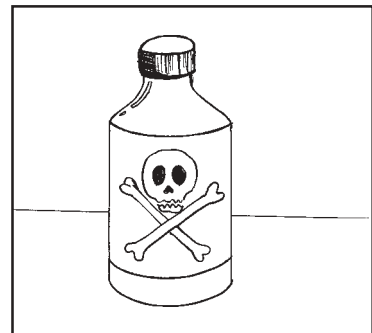


Let's Study and Analyze

Let us see how good you are in reading product labels. Study and analyze the illustration below.

Answer the following:

1. What does the product label mean?



2. In similar types of products like the one illustrated on page 11 what other information should be included? Why?

What were your answers to the questions? Do you think they are correct? You may compare your answers with the one below.

If one plans to buy poisonous products, the label on the bottle or can should read “Warning: Poisonous” or “Warning: Toxic.” The skull sign (☠) on a bottle or can means that its contents are deadly or poisonous.

The label should also contain the following information:

- ◆ How a person may be poisoned—if eaten, drunk, inhaled or touched, etc.
- ◆ Warning to keep the product out of children’s reach
- ◆ Symptoms of poisoning—dizziness, vomiting, fever, etc.
- ◆ First aid in case of poisoning, or what treatment should be applied
- ◆ Foods to avoid in case of poisoning
- ◆ When to rush the victim to the doctor or hospital

If you have children at home, would you leave poisonous or toxic products within their reach? Why or why not?

Product labels help consumers know much about the product they are buying. Not only do these labels inform the consumer about the product but they also reveal how the manufacturer responsibly protects its buyers.

For example, in poisonous products, labels indicate that they should be kept in places which are out of reach of children. This is because these products are harmful or could cause death if taken or applied incorrectly.

Try looking at some items in your kitchen cabinet which you bought in the market or any store in your community. Some examples are coffee, sugar or cheese spread. These products have labels, right?

What do the labels of these products inform you?

If you would study the label of products, you would notice that the product informs you of the following:

- ◆ ***Name of manufacturer***—The manufacturer of the product you bought. For example, Nestle Philippines, Incorporated.
- ◆ ***Active ingredients in the product***—What the product is made of. For example, the ingredients of a cheese spread are: natural cheese, water, butterfat, milk solids, sugar, emulsifiers, salt, spices, food acid, preservatives and natural color.
- ◆ ***Net contents***—This is the weight or volume of the product you are buying. For example, 500 grams, 2 liters or 1 kilo.
- ◆ ***Nutrition information***—The nutrients which the product presents to consumers. It also contains the suggested serving size the product offers to consumers.
- ◆ ***Expiration date***—This is the date after which the product should no longer be used.
- ◆ ***Directions for use***—These are directions on how to use or consume a product.
- ◆ ***Consumer services***—This includes where and how to contact the manufacturer through mail or telephone if the consumer has complaints or comments about the product.

Did you look at some products you have at home? _____ Yes _____ No

Are they properly labeled? _____ Yes _____ No

What can you do if the product is not properly labeled?

If you happen to buy a product which is not properly labeled, you may write to the product manufacturer. Most manufacturers are open to the comments and suggestions of consumers. For them, listening to these comments and suggestions means providing good service. So, don't hesitate to give your suggestions or comments to manufacturers about the products you buy. You may write or call them.

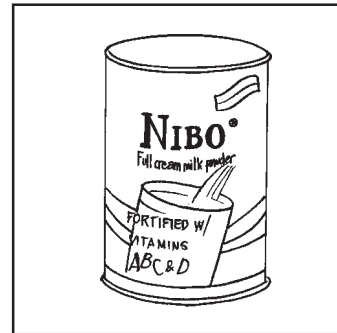
So, as a wise buyer or consumer, will you read product labels before you buy anything? You should. A wise buyer is someone who reads the label of the product before purchasing it. By reading product labels, we are not only informed of what we are buying, we are also becoming wise buyers. We become analytical and choose better products which do not only supply our needs but also help us to save money.

Start becoming a wise buyer now!



Let's Think About This

Aside from the information mentioned earlier, other companies put other information in their product labels. For example, others put the word *fortified* which means “with added vitamins and minerals.”



Canned and packaged foods are called *convenience foods*. These foods are pre-cooked and just need a little heating or hot water before they are eaten.



These products contain some chemicals to prolong their shelf life. They also contain ingredients that make them tastier or which replace vitamins and minerals lost during the processing of the products. These may be preservatives, flavor enhancers or nutritive additives.

Added chemicals used in food are called *food additives*. The use of food additives should be limited. The Bureau of Food and Drugs (BFD) controls the amounts to be used in foods. They advise on how much may be taken in daily.

An example of an additive is an anti-caking agent. The anti-caking agent prevents powdered products from hardening or caking. Some products also contain emulsifiers which makes products such as mayonnaise and cheese spreads easier to spread. Emulsifiers make these products smooth and soft.

As a general rule, it is best to buy products that have no or very few additives. These products are more likely to be fresher, more healthful and more natural.



Let's Try This

Answer the following questions:

1. Why do some products contain additives?

2. Give at least three examples of fortified products and convenience foods.

<i>Fortified Products</i>	<i>Convenience Foods</i>
1.	1.
2.	2.
3.	3.

3. What do you think will happen if someone takes in more than the recommended amount of food additives? Why?

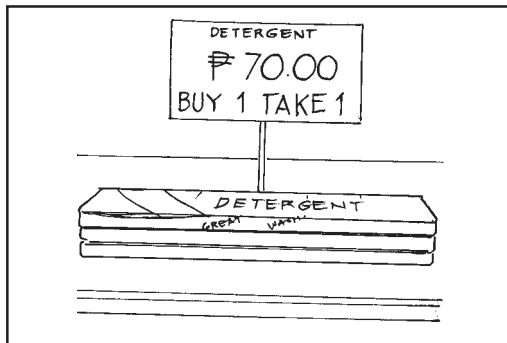
Compare your answers with those in the *Answer Key* on page 50.



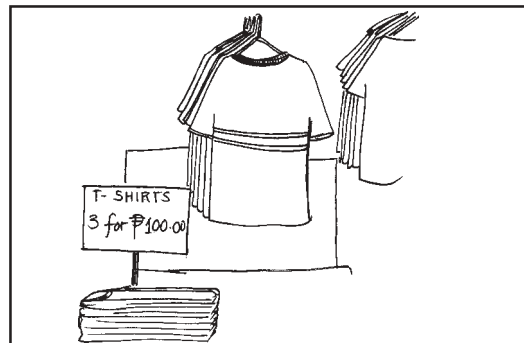
Let's Study and Analyze

Below are illustrations of products and goods which are for sale. Choose the product you would want to buy based on price. Put a check mark (✓) in the small box if you want to buy the product. After selecting the product, give your reason why you want to buy it. You may only choose two products from the four choices below and on the next page.

1.



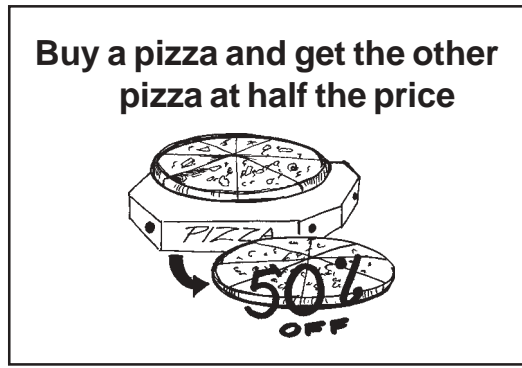
2.



3.



4.



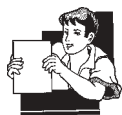
Answer the following:

1. What products did you choose?

2. Why did you choose these products?

3. Do you think you will really save money on these products? Why or why not?

Do you want to know if you made the right choices? You will learn how to compare prices as you continue reading on.



Let's Learn

One quality of a wise buyer is the ability to make computations and estimates in order to choose the cheapest and best product.

If you want to save money, you should learn how to compare the prices of products. Get two similar products, for example, two kinds of instant noodles or two kinds of sardines. Check if they cost the same.

Compare the quantity and quality. Compute for the cheapest product. Below is an example.

Quantity/Quality (noodles)	Product A	Product B
Taste	Delicious	Delicious
Net contents	65 grams	50 grams
Price	₱ 4.10	₱ 3.75

How do you know which one is the better buy? The computation below will teach you how to determine which product is the better buy.

- ◆ Product A has 65 grams at ₱ 4.10.

1 gram costs:

$$\text{₱ } 4.10 / 65 \text{ g} = \text{₱ } 0.063 \text{ (this is the cost of each gram in pesos)}$$

$$\text{₱ } 0.063 \times 100 = 6.3 \text{ centavos (this is the cost of each gram in centavos)}$$

- ◆ Product B has 50 grams at ₱ 3.75.

1 gram costs:

$$\text{₱ } 3.75 / 50 \text{ g} = \text{₱ } 0.075 \text{ (this is the cost of each gram in pesos)}$$

$$\text{₱ } 0.07 \times 100 = 7.5 \text{ centavos (this is the cost of each gram in centavos)}$$

Comparing the cost per gram (or the unit cost), we see that Product A costs 6.3 centavos while Product B is more expensive at 7.5 centavos. Thus, you can save by buying Product A. It is cheaper compared to Product B.



Let's Try This

Compare the prices of the following pairs of products. Let us say that both products in a pair are of the same quality. Which of the two would you buy? Check the box found on the right side of each choice. Use the blank space below for your computations.

Product	Net Content	Price
1. a. Sardines A – <input type="checkbox"/>	400 grams	₱ 22.00
b. Sardines B – <input type="checkbox"/>	500 grams	₱ 25.00
2. a. Corned Beef A – <input type="checkbox"/>	300 grams	₱ 35.00
b. Corned Beef B – <input type="checkbox"/>	450 grams	₱ 50.00
3. a. Milk A – <input type="checkbox"/>	250 grams	₱ 45.00
b. Milk B – <input type="checkbox"/>	600 grams	₱ 100.00
4. a. Orange Juice A – <input type="checkbox"/>	1 liter	₱ 95.00
b. Orange Juice B – <input type="checkbox"/>	$1\frac{1}{2}$ liters	₱ 160.00

Did you have any difficulty answering the questions

Did you have any difficulty answering the questions? Compare your answers with those in the *Answer Key* on pages 50–51.

If you got everything right, good! If you made some mistakes, review the computation procedure to understand how it is done.

If you wish to learn more about comparing the prices of products, you may also read the module entitled *Measuring Volume*.

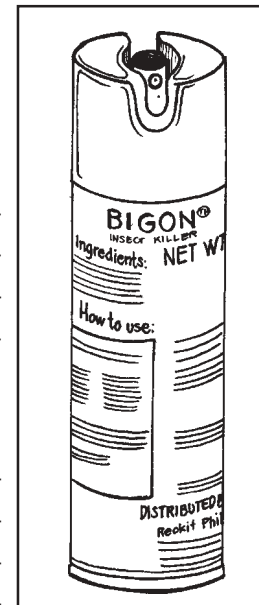


Let's See What You Have Learned

- A. Read the label on the can of insecticide on the right.
Answer the following questions.

1. What information is written on the label?

2. Do you think the information on the label of the insecticide is enough? Why or why not?



B. There are many kinds of laundry soap. What is your basis for choosing a certain brand of soap? Do you believe in promotional gimmicks? These gimmicks are advertisements that attract or encourage the buyers to buy the product. An example of this is the buy-one-take-one promotional gimmick. Try to study and analyze the chart below. The qualities of each soap are listed in the chart. After studying the chart, answer the questions that follow.

Laundry Soap	Promo Gimmick	Added Ingredients	Weight	Price
Brand A	Whitens laundry, kills germs	Calamansi	1000 g	₱ 60.00
Brand B	Removes stains in a single wash	Enzymes	1000 g	₱ 57.00
Brand C	Washes lots of clothes	Dirt repeller	750 g	₱ 39.00
Brand D	Doesn't harm the skin	Moisturizer	1000 g	₱ 42.00

Answer the following questions.

1. Which column in the chart shows the qualities or “abilities” of each product?

2. Which among these qualities are most important for you? Why?

3. If price would be your basis, which is the cheapest or best buy among the four? Write your answer below. Additional space is also provided for your computations.

4. Do you believe that all promotional gimmicks about products shown on TV or heard on radio are true? Why or why not?

- C. Suppose that your child has tonsilitis. The doctor advised antibiotics for your child. At the drugstore, the sales clerk said they have three kinds of antibiotic. The qualities of each brand are:

Antibiotic	Brand	Weight of each capsule	Price
A	Imported	500 mg.	₱ 17.50
B	Local Generic	500 mg.	₱ 7.00
C	Imported	250 mg.	₱ 6.50

Answer the following questions.

1. Which is the cheapest among the three? You may use the blank space for your computation.

2. Which antibiotic will you buy? Why?

Compare your answers with those in the *Answer Key* on pages 51–52.



Let's Remember

- ◆ Always consider the quality of the product you are buying. Check the product or food before you buy it.
- ◆ Make it a habit to read product labels because they tell you many things about the product.
- ◆ Read labels to avoid trouble and accidents especially when buying chemicals and poisonous items like pesticides.
- ◆ Compare the prices of the products with other products before buying them to help save money. A good way of doing this is by computing for the unit prices and comparing them.

When Are Goods Cheap?

Do you notice how prices of goods always change? Sometimes they're cheap and sometimes they're very expensive. What are the factors that change the prices of goods? This lesson will discuss these matters and teach you how you could save money when you buy goods.

After completing this lesson, you should be able to:

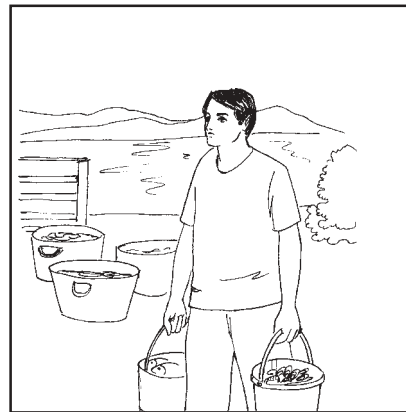
- ◆ interview market vendors or furniture shop dealers about prices of the goods they sell; and
- ◆ explain the relationship of the supply of a product with the demand for that product.



Let's Read

Read the story below.

Dante is still new in the seafood business. He buys seafood like fish, shrimps, crabs, squid and others. He sells these in his neighborhood and in nearby barangays. It is an honest means of livelihood and he has been doing it for two weeks now. On his third week of buying seafood, which happened to be the time of the full moon, he was surprised that the prices doubled. It would be now hard for him to sell his products. He was able to attract many customers before because of his low prices. But now, he couldn't explain to them why prices went up even if there was no typhoon. There was no tsunami or high sea waves that could destroy coral reefs where sea creatures live. The fish brokers at the pier didn't increase in number, nor did his customers.



Dante is worried that his seafood might go to waste if no one wants to buy them.

Answer the following questions.

1. Why do you think the prices of seafood suddenly went up? Give possible reasons.

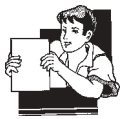
2. If you were Dante, should you be worried that your seafood would not be bought and would just go to waste? ____ Yes ____ No

Explain your answer.

Compare your answers with those in the *Answer Key* on page 53.

Are your answers similar to the given answers or not? It doesn't matter if your answers are different, as long as you were able to explain your answers well. You may also show your answers to your Instructional Manager or Facilitator for comments.

Do you want to know how prices of goods change? Continue reading so that you will find out.

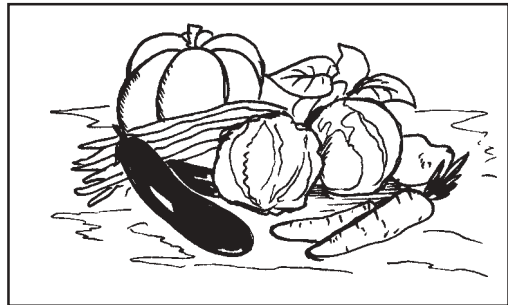


Let's Learn

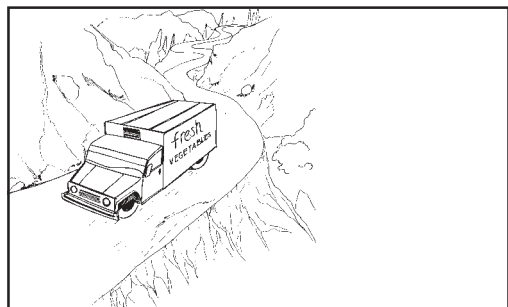
Relation of Season and Month to Prices of Goods

Prices of products and goods change and there are reasons for this.

During the rainy season, vegetable prices increase compared to their natural prices. Why? Most of the vegetable fields get flooded during the rainy season. It is also difficult to plant vegetables because they easily rot when they get wet.



Do you also know that most suppliers of vegetables are from rural areas? It is difficult to transport vegetables during the rainy season. These are the months of **June, July** and **August**. Because of this, only a few traders bring their vegetables to the city markets. And yet the number of buyers doesn't decrease, so prices go up.



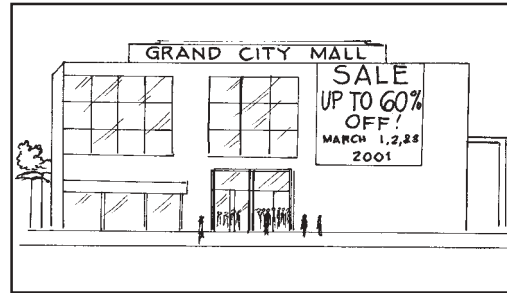
Tomatoes, watermelons and mangoes are cheaper during summer because they are in season. These are the months of **April** and **May**. During the rainy months, their trees don't bloom much. Few blooms mean fewer fruits. This is why prices of these fruits increase during the rainy season.



During clear, moonlit nights, fish and shrimp prices increase because of fewer catch by fishermen. The reason for this is that fishes spread to different parts of the sea or lake. It is difficult to catch them. When the cloud hides the moon, the fish crowd near the fishing boat. Only then are fishermen sure to get a big catch when they throw their nets.



Have you ever thought about why it is cheaper to buy electric fans during cold weather? Few people buy electric fans during cold weather. If a store has plenty of stocks, it goes on sale. These stocks have to be sold in order to regain capital. Putting up sales will help stores sell their products fast.



Let's Think About This

Have you heard of the law of supply and demand? What does it mean?

To what products does the law of supply and demand apply?

Is it an advantage for consumers or buyers when there is an abundant supply? Why?

Have you ever been to the market when fruits such as mangoes or watermelons were very abundant? If you have, you would notice that their prices are very cheap. For example, one kilo of mangoes may cost only ₱35.00, but during the rainy season it may be worth ₱ 45.00 to ₱ 60.00, or even higher. What makes their prices very cheap at times? What makes their prices expensive at other times?

Do you know that the law of supply and demand applies not only to fruits but to everything that we buy. This may be rice, meat or vegetables or appliances.

The law of supply and demand states that...

“If there is an abundant supply and a decrease in demand, prices of products and goods decrease. This makes products or goods cheaper. If there is an increase in demand and a low supply, prices of products and goods increase. This makes products or goods expensive. If there is a balanced supply and demand, prices remain normal.”

Don't you ever wonder why so many people buy goods or fruits when they are abundant? They buy these goods because they are cheaper. This way, they are able to save money which they can use for other important things at home.

The law of supply and demand is an advantage to consumers or buyers if there is an abundant supply. This makes the prices of products or goods very cheap. If the supply is low and there is a high demand, prices increase. This makes products or goods expensive.

You must remember that products and goods are cheap if supply is plenty. In order to save money, take note of the months when supply is abundant and you can buy products or goods at cheaper prices. This will enable you to buy something you need or want at good prices. At the same time, you are also able to save money for the other needs of your family.



Let's Review

Answer the following questions.

1. When is it cheap to buy fruits like mangoes? Why?

2. Why does seafood like fish and shrimp become expensive during clear, moonlit nights?

3. When are the prices of vegetables the cheapest? Why?

Compare your answers with those in the *Answer Key* on page 53.



Let's Think About This

Can you think of any situation in our country when prices of goods or products decreased or increased for a certain reason? What was this situation all about?

You learned earlier in this lesson that the season or month affects the prices of products and goods. It is also important to know that the price of products and goods is also affected by any development or news regarding the condition or situation in the country and in the world.

An example of this is the mad cow disease in Europe. The mad cow disease is a progressive and lethal disease affecting the central nervous system of cattle. It is characterized by the appearance of neurons in the brain of affected cattle. The brain of the cow will have vacuoles or clear holes which make it appear like a sponge.

When people heard of the mad cow disease, many consumers were afraid to buy products produced by cattle such as beef. Many countries were affected. Sellers lowered the prices of their meat products, however, people still didn't buy them. Consumers were afraid that the disease would have an effect on people.

Consumer confidence was regained when affected countries started to address the problem. They did so through stricter policies regarding cattle and continuous research on how to cure the disease.

How did the mad cow disease affect the confidence of consumers?

Did consumers buy cattle products when they were offered at cheap prices? Why?

A wise buyer or consumer doesn't only consider the prices of products or goods he/she buys. A wise buyer also looks into the safety of the products or goods he/she is buying.

In the case presented, the people were afraid of buying cattle products because they fear that these products will have an effect on their health. Despite the lowered prices of cattle products, people didn't buy these products because they feared they would get sick if they ate beef.

Consumer confidence was regained when people realized that many studies were being conducted about the disease and how it affects people's health. People realized that finding a cure for the disease was a priority of the government which made people think that it was safe to buy cattle products once again.

As a wise buyer, it is important that you consider your health when you buy products or goods. You may be able to save money, but will the product prolong or shorten your life?

To sum up, wise buyers or consumers will always look into three things, namely:

- ◆ the reasonable price of the product;
- ◆ the quality of the product; and
- ◆ the safety of the product.



Let's Try This

This is an assignment for you to do.

1. Do a simple research or study about prices of everyday goods like fish, vegetables, fruits, meat, rice and others. You will need paper and ballpen.
2. Go to a market or a store. Talk to vendors of vegetables, fruits, fish and meat. If possible, talk to two vendors of each kind of item. (For example, two vendors of fish.)
3. You may tell the person that any information he/she will give you is very important.
4. Ask the vendors the following:
 - a. How much is the price per kilo of the product or goods they are selling?
 - b. When are these goods cheap? In what months or season are they cheap?
 - c. When are these goods expensive? In what months or season?
 - d. When do they sell the most number of products or goods?
 - e. When the price of goods is high, how many of each product do people buy? (In kilos or by pieces only)

5. Organize the information you will have collected by filling up a chart like the one below:

Product/Goods	When Is It Cheap?	When Is It Expensive?	Number of Items Bought When It Is Expensive
Tomatoes	month of May	month of October	half a kilo
Cabbage			
Calamansi			
Mango			
Lanzones			
Guava			
Fish			
Shrimp			
Pork			
Beef			

6. Give 2 or 3 sentences stating your general opinion about the information you got from the chart.

Show the result of your simple research to your Instructional Manager or Facilitator. Get his/her reaction or opinion. You may also show and discuss your work with a member of your family, a friend or a co-learner.



Let's See What You Have Learned

Have you ever heard of cloven-hoofed animals? Cloven-hoofed animals have “divided” feet. Examples of these animals are pigs, cows, sheep and goats. Read the story below which is about a disease that affects cloven-hoofed animals.

A Story About Cloven-Hoofed Animals

In 1996, Metro Manila was struck by shocking news. Pigs and cows were becoming victims of the *foot and mouth disease*. The foot and mouth disease (FMD) is a severe communicable viral disease of cattle and swine. It also affects sheep, goats, deer and other cloven-hoofed (with split hooves) ruminants. It is characterized by fever and blister-like lesions on the tongue and lips, in the mouth, on the teats, and between the claws. Many affected animals recover, but the disease leaves them debilitated (ailing). It causes severe losses in the production of meat and milk.

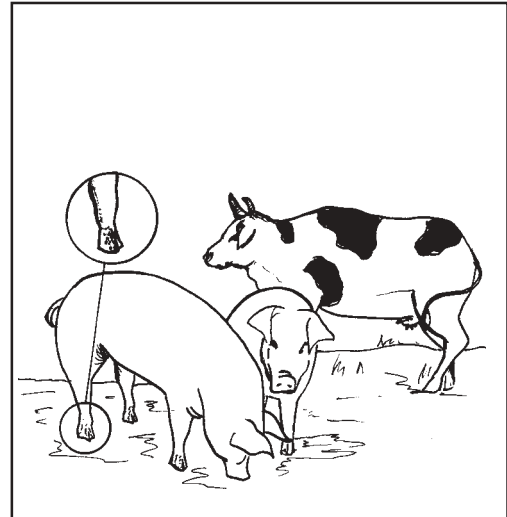
Because of this information, many people were afraid to buy the meat of pigs and other cloven-hoofed animals such as cows, goats and deer. Many market vendors were affected by the situation. They were forced to sell their products at bargain prices. But despite these bargains, people were still not confident in buying their products.

People were concerned about their health and safety, not knowing if the communicable disease had an effect on people. The Department of Health (DOH) tried to persuade the people not to worry since there were studies that showed FMD doesn't affect people.

Still, people were not buying pork and the meat of other cloven-hoofed animals.

It took time before people started to buy meat again. The reasons for changing their minds were due to the measures taken by countries affected by the disease. When people saw and learned how affected countries dealt with the situation, their consumer confidence was regained.

Now, pig-raising facilities are stricter than before. They implement measures to prevent any possibility of their cattle acquiring the dreaded disease.



Have you read and understood the article? Answer the following questions.

1. What is the foot and mouth disease? Give a brief description of this disease.

2. What animals are affected by this disease?

3. If you were a consumer during the outbreak of this disease, would you buy pork, beef and the meat of other cloven-hoofed animals? Why or why not?

4. What do you think led to the bargain prices of products in the story? Why?

5. As a consumer who would want to buy meat during the foot-and-mouth disease scare, how would you guarantee that the product you're buying is safe for you and your family?

6. What helped the consumers regain their confidence to buy meat again in the story?

7. If you were a market vendor, how would you overcome the situation in the story?

8. What is the common price of beef per kilo in a market near your community? Is this lower compared to other markets? ____ Yes ____ No
Why? Compare your price with that of another market.

Compare your answers with those in the *Answer Key* on pages 53–54.



Let's Remember

In this lesson, you learned the following:

- ◆ The prices of products and goods may vary depending on the season or month.
- ◆ Vegetables are expensive during the rainy season because they easily rot when wet and are difficult to transport.
- ◆ Fruits such as mangoes are cheaper during the summer because they are in season.
- ◆ There are other situations or conditions which may affect the prices of products or goods. One example is the discovery of a disease that affects animals like cows and pigs.
- ◆ It is important to know which product is cheap and at the same time is also of good quality. This will help you save money.
- ◆ Talk to vendors in markets and stores to find out which products are cheap and of good quality.
- ◆ If there is an abundant supply, and less demand for the product, prices are cheaper. If there is a shortage in supply and a high demand for the product, prices become expensive. If there is a sufficient supply and a normal demand, prices of products and goods remain stable.

What Are Your Rights as Consumers?

Do consumers have rights? What are these rights? Do they protect us from abusive manufacturers and retailers? How? What are our responsibilities as consumers in accordance with our rights?

After completing this lesson, you should be able to explain laws protecting consumers and the rights of consumers.

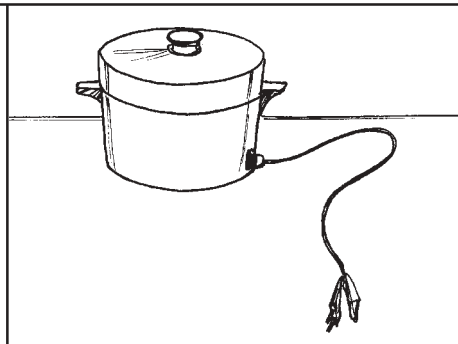


Let's Study and Analyze

Read the situations below and then answer the questions that follow.

1.

Aling Mila bought a rice cooker in a mall. Before buying the rice cooker, she carefully inspected it and even tested it. Then she brought it home and used it. When it was time to eat, she opened the rice cooker, only to find out the rice was still uncooked. But the water was warm. She inspected the rice cooker and found out that its switch was broken.



In your opinion:

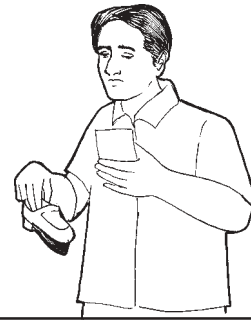
a. What should Aling Mila do?

b. To whom should she complain? Why?

c. How would she do this?

2.

Mang Pepe bought shoes as a birthday gift for his daughter. He bought it on sale. The next day, his daughter opened the gift and tried on the shoes. The front part of the right shoe split open. Mang Pepe noticed that the stitching on that part of the shoe was loosened. The receipt says "No Return, No Exchange."



- a. What will Mang Pepe do? He doesn't have any more money to buy another pair of shoes.

3.



Tito Fred is having his house repaired. He ordered kiln-dried lumber for the house extension's ceiling. This kind of wood is more expensive than the ordinary one. After two months, the rainy season came. Tito Fred was disappointed because the wood bulged. His friend architect said that the wood wasn't kiln-dried.

- a. What should Tito Fred do? Can he still complain when two months have already passed since he bought the wood?

The three different situations reveal the same problem. Aling Mila, Mang Pepe and Tito Fred bought defective products.

Do you think you gave the right suggestions on what they should do? Read the paragraphs below.

Situations such as those of Aling Mila, Mang Pepe and Tito Fred may happen anytime. If so, the customer should inform the store from where the product was bought or the company that made the product. He/she may also use the warranty of the product purchased.

Appliances like electric fan, television, radio and iron have warranties when you buy them in malls and stores. The warranty refers to the period of time during which, should the item you bought be defective, you can have it repaired or replaced for free.

It is important that you have your receipt when you avail of the warranty. Warranty of products vary in terms of the number of months. Warranties may be availed within a period of three months to one year. This would also depend on the product you purchased or the store where you purchased the product.

You may also file a complaint with the Department of Trade and Industry (DTI). This is in case you talked to the store where you purchased your product or the product manufacturer, and they didn't accommodate your complaint.



Let's Try This

1. Why do you think it is wise to keep receipts of products and goods you buy?

2. Do you think our country has laws which protect the rights of consumers? Explain your answer.

3. If you think we have rights as consumers, are these rights being implemented? Why or why not?

4. Write down at least two rights that consumers have.

Let us see if your answers are correct. Compare your answers with those in the *Answer Key* on pages 54–55.



Let's Think About This

Have you heard of Republic Act No. 7394? This is also known as the “Consumer Act of the Philippines.” Why was this made into law? How is it helpful to consumers like us?

RA 7394 aims to do the following:

- ◆ protect the interests of the consumer;
- ◆ promote the consumer’s general welfare; and
- ◆ establish standards of conduct for business and industry.

RA 7394 is based on certain principles, like the slogan below.

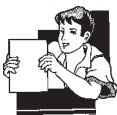
“Products being sold should be of good quality and should be properly labeled.”

Do you agree with what the slogan says? Why?

Earlier in this module, we discussed the importance of product labels. Why? Because labeling enables the consumer to obtain accurate information on the:

- ◆ nature, quality and quantity of the contents of consumer products; and
- ◆ value of such products.

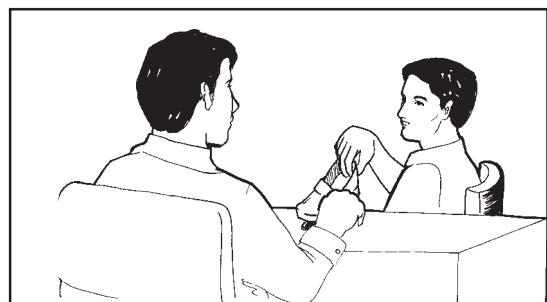
RA 7394 emphasizes the **importance of labeling and fair packaging of products and goods sold to consumers**. Through the proper labeling and packaging of products, consumers are given a good opportunity to evaluate the products they buy.



Let's Learn

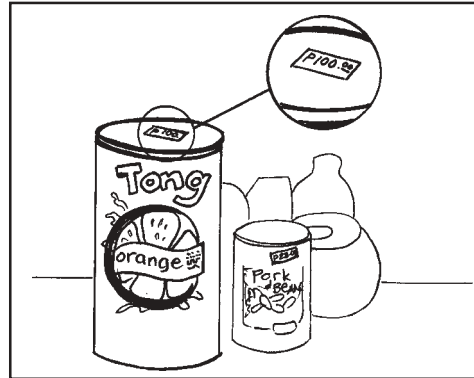
What else do we need to know about RA 7394? Here are some important facts about or in connection with the law:

- ◆ Local and foreign manufacturers, producers and importers have a responsibility in addressing the complaint filed by a consumer if the product he/she buys is found to be defective.



- ◆ The tradesman or seller has a responsibility to sell top-quality products to consumers. If these products are found to be defective, consumers have a right to ask the seller to change product or reimburse the money they paid.
- ◆ Any manufacturer, producer, importer or seller should not disseminate false or misleading advertisements about the products he/she is selling.

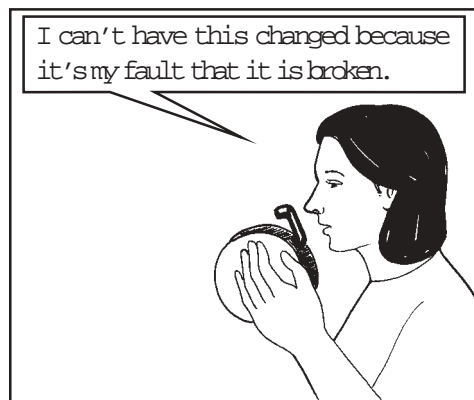
- ◆ Products and goods should contain the proper price tag from which the consumer can base his/her decision to purchase a product or not.



- ◆ Consumers should properly keep their receipts of purchase. This will be used as proof of purchase in case they have any complaint about the product they purchased.

- ◆ Consumers should carefully examine the quality of the product they are purchasing. Products can only be changed or reimbursed by consumers if these are proven to be defective upon purchase.

- ◆ Consumers can't file a complaint against a manufacturer, producer, importer or seller if they were the ones who damaged the product.



- ◆ Products and receipts should not indicate "No Return, No Exchange" labels. However, this is allowed for products that can be damaged by fire or water.

Can you remember what is incorporated in the law? If you can recall them, very good. If not, you should read again the items enumerated above.



Let's Think About This

Earlier in this lesson, it was mentioned that you can file a complaint in the store where you purchased a defective or damaged product. You also learned that RA 7394 protects consumers from abusive retailers and manufacturers. What do you need to know so you can file a complaint with the Department of Trade and Industry (DTI)?

List down the steps in filing a complaint with the DTI or any concerned agency below.

1. _____

2. _____

3. _____

4. _____

Are you sure about the steps you wrote in the blanks? Let us find out. Compare your answers with what you will read below.

If a consumer bought a defective or damaged product, here is what he/she should do according to the Department of Trade and Industry (DTI):

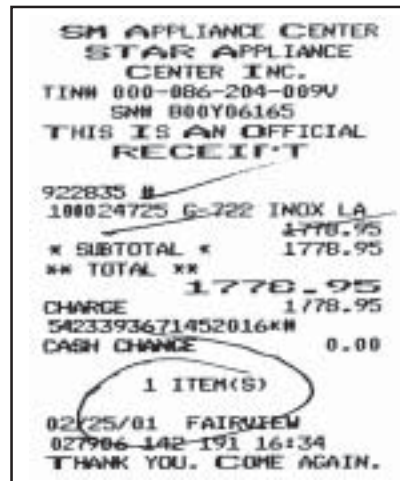
1. *Know the problem.*



Think about what remedy you want:

- ◆ Have your money back (refund),
- ◆ Fix the product (repair), or
- ◆ Change it with a newer stock (replace)

2. *Look for the receipt, warranty card or contract.*



You will need to show this to the store or the manufacturer when you file your complaint.

3. *Go back to the store and look for the salesperson who sold you the product.*



Explain your problem and what you want to be done about it. You may set an appointment with the manager, if necessary.

4. *If your complaint wasn't properly heard by the store or company who made the product, write to an agency that can hear your complaint.*



What should be written in the letter? These are what should be found in the letter which you are going to send to an agency like the DTI:

- ◆ Your name and address;
- ◆ The store or company where you bought the damaged or defective product;
- ◆ Name of the salesperson and the place and date concerning the complaint;
- ◆ Important documents like receipts and contracts; and
- ◆ Statement that you are willing to face the persons concerned, if necessary.

You should also remember that a problem could be solved through peaceful discussion. Don't let your anger rule and don't be swayed by your emotions. Be calm while discussing. It would help solve the problem faster.



Let's Think About This

Aside from the Department of Trade and Industry (DTI), with what other government agencies can you file your complaints regarding damaged or defective products bought?

Were you able to think of at least one government agency which will accept your complaint? Continue reading on and you will know more about possible agencies that will listen to your complaint.

According to the RA 7394, we can file our complaints about our purchases with the following agencies:

1. **Department of Trade and Industry (DTI)**

- ◆ Consumer Product Quality and Safety Office
- ◆ Weights and Measures (Metrification) Office
- ◆ Labeling Packaging and Price Tag Office
- ◆ Consumer Products and Service Warranties Office
- ◆ Advertising and Sales Promotion Office
- ◆ Service and Repair Shop Office

2. **Department of Health (DOH)**
 - ◆ Food, Drugs, Cosmetics and Devices Office
 - ◆ Hazardous Substances Office
 - ◆ Labeling, Packaging and Price Tag Office
 - ◆ Advertising and Sales Promotion
3. **Department of Agriculture (DA)**
 - ◆ Product Quality and Safety
 - ◆ Packaging of Agricultural Products
4. **Central Bank**
5. **Securities and Exchange Commission (SEC)**

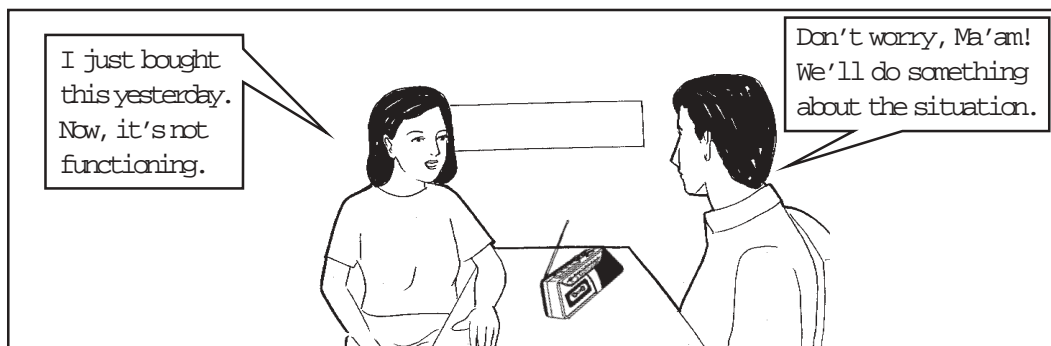
For example, if you purchased a defective refrigerator or a defective electric fan, you may file a complaint with the Department of Trade and Industry - Consumer Products and Warranties Office. For medicines which are not properly labeled, you may file a complaint with the Department of Health - Labeling, Packaging and Price Tag Office.

The agency with which you will file your complaint will depend on the product you purchased. You may also call these agencies for inquiries about the products they oversee in markets and stores. It is important to remember these agencies. They can help you in processing your complaint about a defective or damaged product that you purchased.



Let's Study and Analyze

Study the illustration below. What is the situation all about? Write your ideas in the blanks below the illustration.



The woman is talking to a *Consumer Arbitration Officer*. What is a Consumer Arbitration Officer?

According to RA 7394, the Consumer Arbitration Officer has exclusive jurisdiction to **mediate, conciliate, hear and pass judgment on all consumer complaints**. He/She shall conduct hearings on any complaint received by him or referred to him by the National Consumer Affairs Council (NCAC).

What is the National Consumer Affairs Council (NCAC)? This is a council created by RA 7394 to oversee the implementation of the law. The NCAC was established to **improve the management, coordination and effectiveness of consumer programs**.

The NCAC protects consumers from:

- ◆ threats to health and safety caused by goods purchased; and
- ◆ dishonest and unfair practices of merchants in selling their goods.

The NCAC gives information and educates consumers on how to pick the right product. It enables the consumer to choose the right product. NCAC also guides the consumer to avoid unfair practices of some manufacturers, producers, importers and sellers.



Let's Think About This

Do you believe that people who are proven to be guilty of abusing consumers or falsifying information about products should be punished? Why?

RA 7394 was enacted as a law in order to protect the rights of consumers. It also determines the responsibilities of manufacturers, producers, importers, sellers and even the consumers themselves.

According to the law, people who violate the rights of consumers shall be punished. These are the penalties:

- ◆ **Criminal Punishment**—Those who disobey laws covering food, medicine, cosmetics and poisonous products are subject to this punishment.

“A fine not lower than ₱500 and not more than ₱20,000, or imprisonment for a period of 3 months to 2 years. It will be the court’s decision how much the fine or imprisonment will be.”

- ◆ **Administrative Punishment**—According to the gravity or seriousness of the case, a penalty not lower than ₱500 and not more than ₱30,000 may be implemented. If violation continues, the punishment is ₱1,000 per day of offense.

Now, you know what RA 7394 is all about. Yes, we consumers do have rights! It is important that you know these rights and share them with other members of your family, our friends and fellow residents in the community. It is also important to remember that along with these rights are our responsibilities as consumers.



Let's Think About This

In the United States, consumers have a right to change the products they buy as gifts if they are not liked or needed by the receiver. For example, the product may be returned if the person does not like the color of the shirt, or if the shirt does not fit well, or the person has that product already. It also doesn't matter if the product was or wasn't used. Stores would change the product with a newer stock if the consumer has a complaint.

1. Do you think this is happening in the Philippines? Explain your answer.

2. Being a consumer, do you think RA 7394 is properly implemented in the country? Why or why not?

3. Do you believe that RA 7394 is sufficient and effective in protecting the rights of the consumer? Why or why not?

You may compare your answers with those in the *Answer Key* on page 55.

It is important to know that a law that seems to be ineffective can be improved by amending or repealing it. Amending the law means revising the law. For example, one of the laws under RA 7394 may be amended by imposing higher fees as penalties.

Meanwhile, to repeal a law means to abolish it. Repealed laws are deemed insignificant because they may go against other laws which have been enacted. Or they may be found to be ineffective.

Now you know that consumers have rights. As consumers, we have a right to uphold RA 7394. If other residents in your community don't know this law, you may have a simple discussion with them about your rights as consumers. Explain to them how RA 7394 aims to protect consumers when they buy goods and products. Good luck!



Let's See What You Have Learned

A. Read the story below.

Pedro went to a mall near his home to buy a new television. In one of the stores in the mall, he saw the television his family had always wanted. He carefully checked it to see if it was working properly. It was in good condition, so he bought it.

When he arrived home, his family was very excited to try out their new television. Juan, their eldest son, was responsible for setting up the television. When he turned it on, he discovered that the television didn't work. They checked everything and still the television didn't work.

The next day, Pedro went back to the store in the mall. He complained about the television he bought. He presented his receipt. However, the manager of the store didn't entertain him. He reasoned out that when Pedro bought the television, it was in good condition. Pedro was so frustrated.

Did you understand the situation? Now answer the following:

1. What should Pedro do next?

2. Do you agree or disagree with the manager of the store which sold the television to Pedro? Explain your answer.

3. If you were Pedro, would you file a complaint? Yes _____ No _____
Why? _____

4. If your answer is yes, to whom would you address your complaint?

5. Do you think that by filing a complaint, Pedro's television would be replaced by the store owner? Why or why not?

6. What do you think would be the possible outcomes of Pedro's complaint in terms of the possible punishment to the store owner?

B. In the space provided, write a short and simple letter of complaint. You can refer to the part of the lesson on page 37 that discusses how to write a letter of complaint.

Compare your answers with those in the *Answer Key* on pages 56–57.

Well, this is almost the end of the module. Congratulations for having studied it diligently! Did you like the module? Did you learn something useful from it? A summary of its main points is given below to help you remember them better.



Let's Remember

- ◆ RA 7394 or the “Consumer Act of the Philippines” is a law that protects the rights of consumers.
- ◆ There are agencies that answer complaints about defective or damaged products.
- ◆ Complaints can be resolved calmly between the consumer and the seller or manufacturer.
- ◆ The National Consumer Affairs Council was established to improve the management, coordination and effectiveness of consumer programs.



Let's Sum Up

This module taught you the following:

- ◆ A wise buyer:
 - always considers the quality of the product he/she is buying. He/She checks the products or goods before buying it;
 - reads labels to help avoid trouble and accidents especially when buying chemicals and poisons like pesticides; and
 - is someone who compares the prices of the products with other products before buying. This way, he/she saves money.
- ◆ The prices of products and goods may vary depending on the season or month.
- ◆ The law of supply and demand states that:

“if there is an abundant supply and a decrease in demand, prices of products and goods decrease. This makes products or goods cheaper. If there is an increase in demand and a low supply, prices of products and goods increase. This makes products or goods expensive. If there is a balanced supply and demand, prices remain normal.”

- ◆ There is a law which protects the rights of consumers. This is RA 7394 or the “Consumer Act of the Philippines.” It states that:
 - Local and foreign manufacturers, producers and importers have a responsibility in addressing any complaint filed by a consumer if the product he/she bought is found to be defective.
 - The tradesman or seller has a responsibility to sell top-quality products to consumers. If these products are found to be defective, consumers have a right to ask the seller to change the product or reimburse the money they paid.
 - Any manufacturer, producer, importer or seller should not disseminate false or misleading advertisements about the products he/she is selling.
 - Products and goods should contain the proper price tag on which the consumer can base his/her decision to purchase a product.
 - Products and goods should be properly labeled.
- ◆ Consumers can file letters of complaint about defective or damaged products.



What Have You Learned?

- A. Look inside your kitchen cabinet and look for items like sardines or any canned food, instant noodle soup, milk, or any labeled food product. Study each label.
1. Inspect everything that is written on it.
 2. On each label, check if the information listed in the chart below is also on the label. Answer YES or NO. Number 1 has been done for you.

Name of Product	Name of Manufacturer	Price	Active Ingredients	Net Contents	Directions for Use	Expiration Date
1. Orange juice	Yes	No	Yes	Yes	Yes	No
2.						
3.						
4.						
5.						

Based on your observation, answer these questions:

1. Is the information being asked for in the chart also written on each label?

2. Which products have complete information according to the chart?

3. Which product lack information? What information is lacking?

4. Is there any information written on the labels that is not in the chart?

5. Choose one product that has the most complete set of information. Explain the significance or meaning of each piece of information (e.g. expiration date, price, etc.)

- B. List down fruits which are found to be cheap during the summer season. On the right side of the fruit, indicate the specific month during which they are cheapest. One has been done for you.

1. Mango - month of May

2.

3.

4.

5.

6.

7.

- C. Suppose you have an 8-month old baby. You need to buy milk. When you were in the store, the sales clerk said they have three kinds of milk.

The qualities of each brand are:

Milk	Brand	Volume	Price
A	Imported	1 liter	₱ 78.50
B	Local	1 1/2 liters	₱ 79.00
C	Local	1 1/2 liters	₱ 78.50

1. Which is the best buy among the three? How much is its unit price?

2. Which milk will you buy? What is your basis for choosing it?

- D. Complete the sentence by filling in the blanks.

1. RA _____ or the _____
is a law that protects the rights of consumers.
2. This law also led to the creation of the _____
_____.
3. If you bought a product and found out that it is defective or damaged,
you can _____, _____,
or _____ by the manufacturer or seller.

Compare your answers with those in the *Answer Key* on pages 57–58. How well did you do? If you got a perfect score, then you may study another module. If you didn't, review the parts of the module which you did not understand very well.



Answer Key

A. Let's See What You Already Know (pages 2–3)

1. **Agree** - The product labels contain important information such as the name of the manufacturer, ingredients, directions for use, net weight of the contents, price and the expiration date of the product. When we look at the label, we can get an idea of the level of quality of the product we are buying. It also guarantees how safe the product is for our consumption.
2. **Agree** - Checking and comparing the quality of the product means inspecting the product thoroughly before buying it. This will assure you of the good quality of the product you are buying.
3. **Agree** - Convenience foods have added chemicals because these are ready to eat foods. These chemicals make the food tastier or replace the vitamins and minerals lost during the processing of the product. Examples of these chemicals are preservatives.
4. **Agree** - Medicines have effects on people's health. Knowing the expiration date of the medicine will help us determine if it is safe or not. In addition, we waste our money if we buy products which are already expired.
5. **Disagree** - Not all prices of products change depending on the season. However, there are some products and goods which vary in prices depending on the season or month. An example is the mango fruit. It is expensive during the rainy season and cheaper during summer. Mango is cheaper during summer because it is their flowering season.
6. **Agree** - Consumers should get their money's worth. They are entitled to products which are considered best in quality.
7. **Agree** - One way of determining the best product is comparing it with another product which have the same contents. Through this, we can determine which is cheaper and at the same time of good quality.
8. **Disagree** - Consumers have a right to file complaints against manufacturers and sellers who sell defective and damaged products. As consumers, they should get their money's worth through the products they purchase. There is also a law which protects the rights of consumers.
9. **Disagree** - Not all products which are on *sale* are of good quality. If you buy products on sale you should first check the quality of the product.
10. **Agree** - You are a wise buyer if you look for alternative cheaper products having the same content and ingredient of the expensive product.

B. Lesson 1

Let's Try This (page 15)

1. This is a sample answer. However, your answer should be similar to this. You may discuss your answer with your Instructional Manager or Facilitator.

Some products like creamers and sandwich spreads contain food additives because it makes the product tastier. It also helps in prolonging the shelf life of the product.

2. These are sample answers. Your answers will depend on your perception. You may discuss your answers with your Instructional Manager or Facilitator.

Examples of fortified products are:

- ◆ Orange juice
- ◆ Milk
- ◆ Energy drinks

Examples of convenience foods are:

- ◆ Noodles
- ◆ Canned foods such as corned beef and sausage
- ◆ Cereals

3. This is a sample answer. Your answer will depend on your perception. You may discuss your answer with your Instructional Manager or Facilitator.

If someone would take in more than the recommended amount of food additive, he or she might be hospitalized. The amount of food additives are limited by the Bureau of Food and Drugs because these have adverse effects on one's health.

Let's Try This (pages 17–18)

1. The correct answer is: Sardines B

4

Sardines A:

$$22/400 \text{ g} = \text{P } 0.055 \text{ or } 5.5 \text{ centavos per gram}$$

Sardines B—This product is the better buy because it has a lower unit price.

$$25/500 \text{ g} = \text{P } 0.05 \text{ or } 5 \text{ centavos per gram}$$

2. The correct answer is: Corned Beef B 4

Corned Beef A:

$$35/300 \text{ g} = \text{P } 0.11666 \text{ or } 11.66 \text{ centavos per gram}$$

Corned Beef B—This product is cheaper per gram compared to Corned Beef A.

$$50/450 \text{ g} = \text{P } 0.11 \text{ or } 11 \text{ centavos per gram}$$

3. The correct answer is: Milk B 4

Milk A:

$$45/250 \text{ g} = \text{P } 0.18 \text{ or } 18 \text{ centavos per gram}$$

Milk B—This is the better product because it is cheaper per gram compared to Milk A.

$$100/600 \text{ g} = \text{P } 0.16666 \text{ or } 16.66 \text{ centavos per gram}$$

4. The correct answer is: Orange Juice A 4

Orange Juice A—This is the better product since it is cheaper and has more contents compared to Orange Juice B.

$$95/1 \text{ liter} = \text{P } 95 \text{ per liter}$$

Orange Juice B:

$$160/ 1.5 \text{ liters} = \text{P } 106.6666 \text{ or } \text{P}107 \text{ per liter}$$

Let's See What You Have Learned (pages 18–20)

- A. 1. The product label informs the consumer about the following:

- ◆ Net contents
- ◆ Ingredients
- ◆ Directions for use
- ◆ Name of the Manufacturer

2. Your answer should be similar to this answer.

No, the labels on the product are not sufficient. Since the product is an insecticide, it should contain information regarding the danger of the product on people's health, especially on children.

The product may also contain a skull sign indicating that the product is poisonous because of its chemical content.

You may show your answers to the Instructional Manager or Facilitator for comments.

- B. 1. The columns that indicate *added ingredients*, *weight* and *price* show the quality of the product.
2. This is a sample answer. Your answer will depend on your own opinion. You should show your answer to the Instructional Manager or Facilitator for additional feedback.

As a consumer, the most important quality of a product is its ingredients. I want to buy a product which is effective. In this case it is a laundry soap product. As a consumer, I would want a laundry soap which doesn't only kill germs but would also whiten clothes.

3. If the price would be the basis for choosing the product, Brand C appears to be the cheapest. But if we will compute the price per gram, we will come up with the following answers.

Brand A: $60/1000 \text{ g} = \text{P } 0.06$ or 6 centavos

Brand B: $57/1000 \text{ g} = \text{P } 0.057$ or 5.7 centavos

Brand C: $39/750 \text{ g} = \text{P } 0.052$ or 5.2 centavos

Brand D: $42/1000 \text{ g} = \text{P } 0.042$ or 4.2 centavos

Brand D is the cheapest with its price of 4.2 centavos per gram.

4. This is a sample answer. Your answer may depend on your perception. You should show your answer to the Instructional Manager or Facilitator for comments.

No, not all promo gimmicks are true. Manufacturers, importers or sellers use product promotions in order to encourage consumers to buy their products.

- C. 1. Antibiotic B is the cheapest among the three.

Antibiotic A $17.50/ 500 \text{ mg.} = \text{P } 0.035$ or 3.5 centavos

Antibiotic B $7.00/ 500 \text{ mg.} = \text{P } 0.014$ or 1.4 centavos

Antibiotic C $6.50/ 250 \text{ mg.} = \text{P } 0.026$ or 2.6 centavos

2. This is a sample answer. Your answer will depend on your perception. You should show your answer to the Instructional Manager or Facilitator for additional feedback.

I will buy Antibiotic B because it is the cheapest. Even though it is a generic product, I am sure that it has the same effect as those of the imported products. It has passed scientific testing which makes it a good quality product. And even though Antibiotic C is priced lower, it is only 250 mg. Two pieces of Antibiotic C (equivalent to 500 mg.) still cost more than 500 mg. of Antibiotic B.

C. Lesson 2

Let's Read (pages 22–23)

1. It is possible that there was a clear night during full moon or Dante's third week of seafood business. Often, only a few fish are caught at this time because the fish tend to spread to different parts of the sea or lake. Naturally, seafood prices go up to fever catch even if the number of seafood buyers remain the same.
2. Dante shouldn't be too worried that his seafood will not be sold out. It is natural that fish catch is low when there is bright moonlight. Therefore, seafood prices go up.

Let's Review (page 25)

1. It is cheap to buy mangoes during the month of May when they are in season.
2. Seafoods like fish and shrimp become expensive during clear moonlit nights because they are difficult to catch during these times.
3. It is best to buy vegetables that are cheap and in good quality during the summer. During rainy season, vegetables are difficult to transport and easily rot or spoil. This is because vegetables get spoiled easily when they get wet. It is also difficult to transport vegetables from provinces during the rainy season when trucking service charges are high. The cost reflected in producing vegetables is therefore reflected in the price when it is sold in the market. This is why they are expensive during the rainy season.

Let's See What You Have Learned (pages 29–30)

1. The foot and mouth disease (FMD) is a severe communicable disease of cattle and pigs. It also affects other cloven-hoofed animals like sheep, goat and deer. It is characterized by the animal having fever and blister-like lesions on the tongue and lips, in the mouth, on the teats and between the claws. It also causes severe losses in the production of meat and milk.
2. FMD affects cattle and pigs. It also affects other cloven-hoofed animals like sheep, goat and deer.
3. This is a sample answer. Your answer may depend on your perception. You may show your answer to your Instructional Manager or Facilitator for comments.

Yes, I would still buy pork even though there is news about FMD. I just need to make sure that the pork I'm buying isn't infected. I can do this by examining the pork and asking the market vendor where it came from.

4. The news about the foot and mouth disease led to the decrease of prices in markets. The people were afraid that the disease might have an effect on their health.
5. I can guarantee that the meat I'm buying is safe for me and my family by carefully checking the product I'm buying. I also need to ask the market vendor where the products came from and how long he/she has been selling the product in the market.
6. The people began to buy pork again when they saw and learned how affected countries dealt with the situation.
7. This is a sample answer. Your answer may depend on your perception. You may show your answer to the Instructional Manager or Facilitator for additional feedback.

As a market vendor, I will overcome the situation by talking to consumers about the products I sell. For example, I can tell them how fresh and safe it is, where it came from and answer any other inquiries they may make.

8. This is a sample answer. Your answer may depend on the result of your inquiry. You may show your answer to the Instructional Manager or Facilitator for comments.

Yes. In our market, 1 kilo of pork is only ₱ 115.00. In a mall, it is ₱ 140.00 per kilo.

D. Lesson 3

Let's Try This (page 34)

These are sample answers. Your answers will depend on your perception. You may discuss your answers with the Instructional Manager or Facilitator.

1. It is wise to keep receipts of products and goods I buy because they serve as proof that I bought the product from the store. Receipts are also important in terms of having the product replaced in case it is proven to be defective or damaged upon purchase.
2. Yes, there is a law in our country which protects the rights of consumers. It allows consumers to exchange products they have purchased that are defective or damaged. They just need to present the receipt for the product.
3. Yes, because consumers can return products that are defective and damaged to manufacturers or sellers.

4. Consumers have the following rights:

- ◆ Right to quality products which are properly labeled.
- ◆ Right to complain about the product consumers find to be defective or damaged.

You may show your answers to the Instructional Manager or Facilitator for additional feedback.

Let's Think About This (page 42)

1. This is a sample answer. Your answer will depend on your perception. You may discuss your answer with the Instructional Manager or Facilitator.

No, what is happening in the USA is not happening in the Philippines. In the country, it is difficult to have a product changed once it is proven to be defective. This is because some stores or manufacturers reason out that a product is inspected by consumers before they paid for it.

2. This is a sample answer. Your answer will depend on your perception. You may discuss your answer with the Instructional Manager or Facilitator.

No, RA 7394 is not being properly implemented. There are still some stores that impose the “No Return, No Exchange” policy in the country. This policy makes it difficult for consumers to return products which are found to be defective or damaged. It is also difficult to claim benefits from the warranty for a product especially in rural areas since these areas are far from Metro Manila. Many consumers don't even know that there is such a law which protects their rights as consumers. The government, especially the responsible agencies, should disseminate information about the law in order for people to know their rights as consumers.

3. This is a sample answer. Your answer will depend on your perception. You may discuss your answer with the Instructional Manager or Facilitator.

Yes, RA 7394 is sufficient and effective in protecting the rights of consumers. There is no problem about the law. The problem is the implementation of the law. All responsible government agencies should promote and implement the law. I would also like to suggest that the law be amended. An example is imposing higher fines or penalties for manufacturers and sellers who are guilty of misleading consumers. I also believe that if the law is properly implemented and if people are aware of the existence of such law, it will be sufficient and effective.

Let's See What You Have Learned (pages 43–44)

- A. These are sample answers. Your answers will depend on your perception. You may discuss your answers with the Instructional Manager or Facilitator.
1. Pedro should write a letter of complaint to the Department of Trade and Industry (DTI). Pedro has a right to change the product he bought from the store because it was defective. He should get his money's worth.
 2. I disagree with the manager. The manager should have accommodated the complaint of Pedro about the television. Pedro's complaint was proper because he went to the store the day after he found out that the product was defective. He even presented his receipt to the store manager.

Pedro also has a right as a consumer. He should get his money's worth. The manager could have inspected the product and checked what was really wrong about it.
 3. Yes, I would file a complaint against the store manager. I have my rights as a consumer. As a consumer, I should get my money's worth. In this case, I bought a television which was defective, so it is just proper that the store replace the product. The store should also consider that I am entitled to a warranty of the product since it was new when I bought it.
 4. I would address my complaint with the Department of Trade and Industry-Consumer Products and Service Warranties Office. This office is in charge of warranty service.
 5. Yes. Pedro's television would be replaced if he files a complaint. According to RA 7394, consumers have a right to get the best quality of the product they are purchasing. If the store doesn't have any intentions of replacing the product Pedro bought, the Department of Trade and Industry will charge them. Worst of all, their business license might be cancelled.
 6. The possible outcomes brought about by the complaint are the following:
 - ◆ The store might be put under observation by the DTI in terms of how they do business with consumers.
 - ◆ The store might be fined by the DTI for refusing to accommodate the complaint of the consumer.
 - ◆ The business license of the store might be cancelled by the DTI if it is proven to have violated consumer's rights.

- B. This is a sample of a letter of complaint. You may show your letter of complaint to the Instructional Manager or Facilitator.

January 18, 2001

Department of Trade and Industry
Consumer Product Quality and Safety Office

Dear Sir/ Ma'am:

I am Pedro S. Cruz of #18 Francisco St., Merry Homes Subdivision, Novaliches, Quezon City. I would like to file a formal complaint against Santos' Appliance Store located at 205 Regalado Avenue, Quezon City.

This concerns the television I bought from it on January 16, 2001. My family and I found out that the television was defective two hours after purchasing it. When we turned on the television, it didn't work.

I talked to Mr. Francisco Tadtad, the manager of the store, the following day regarding the matter. However, he insisted that their store is not liable for what happened to the television. He reasoned out that the television was checked before it was purchased.

I would like to seek help from your office regarding this matter. I am also willing to have a discussion with Mr. Francisco Tadtad, provided that you send a representative to intervene on the matter. I would also like to inform you that the sales clerk who sold me the product is Noel Saliendra.

I have attached a copy of the receipt of purchase provided by the store last January 16, 2001.

I hope that you will intervene on this matter immediately. Thank you very much.

Very truly yours,
Pedro S. Cruz
Complainant

E. What Have You Learned? (pages 46–48)

- A. This is a sample answer. Your answer may depend on the product you have chosen for the activity. Show your work to the Instructional Manager or Facilitator for additional feedback.

Name of product	Name of Manufacturer	Price	Active Ingredients	Net contents	Directions for use	Expiration date
1. Orange juice	Yes	No	Yes	Yes	Yes	No
2. Crackers	Yes	No	Yes	Yes	No	No
3. Coffee	Yes	No	Yes	No	No	No

The following are sample observations. You may have given different answers. Show them to your Instructional Manager or Facilitator for additional feedback.

1. No, not all the important labels were found in the product.
 2. None of the products have complete information.
 3. (Various answers)
 4. No, the written information on each of the labels is also found in the chart.
 5. All the information is significant. For instance, the *price* tells how much the product is. The *expiration date* indicates up to when the product may be consumed or used. The *directions for use* tell what I should do to properly use the product.
- B. This is a sample answer. Your answer may depend on the product you have chosen for the activity. Show your work to the Instructional Manager or Facilitator for additional feedback.
1. Mango – month of May
 2. Lanzones – month of October
 3. Pomelo (*suha*) – month of April
 4. Jackfruit (*langka*) – month of May
 5. Durian – month of May
- C. 1. The cheapest milk is Milk C with a unit price of P 52.33 per liter.
- | | | | |
|--------|------------------|---|--------------------------|
| Milk A | 78.50/1 liter | = | <u>P</u> 78.50 per liter |
| Milk B | 79.00/1.5 liters | = | <u>P</u> 52.67 per liter |
| Milk C | 78.50/1.5 liters | = | P 52.33 per liter |
2. I will buy Milk C because it is cheaper per liter compared to Milk A. Milk B may have the same content compared to Milk C, but it is more expensive.
- D. 1. RA 7394 or the Consumer Act of the Philippines is a law that protects the rights of consumers.
2. This enacted law which aims to protect the rights of consumers also led to the creation of the National Consumer Affairs Council (NCAC).
 3. If you bought a product and found out that it is defective or damaged, you can have a refund, have the product repaired or have the product replaced by the manufacturer or seller.



Glossary

Antibiotic Medicine against infection

Example: Amoxicillin is an antibiotic commonly recommended by doctors.

Consumer A person or someone who buys products or goods from manufacturers, importers or sellers

Example: Jose is a wise consumer because he compares the price and quality of a product with those of another product.

Convenience foods Foods that are pre-cooked and just need a little heating or hot water before they are eaten

Example: Spam is a convenience food because you don't need to cook it before eating it.

Expiration date The date after which the product should no longer be used or consumed

Food additives Chemicals added to foods

Example: There are food additives found in microwavable products.

Fortified With added minerals or vitamins

Example: My mother prefers to buy fortified orange juice for our family.

Generic name The identification of drugs and medicines by class according to scientifically and internationally recognized active ingredients determined by the Bureau of Food and Drugs of the Department of Health

Example: Filipinos should consider buying generic medicines because these are cheap and as effective as branded and imported medicines.

Manufacturer Any person who manufactures, assembles or processes products or goods

Example: Pepe is a manufacturer of leather shoes and bags in Marikina.

Products Goods or merchandise used and/or consumed by people

Product label Information, such as net contents, expiration date, etc., written on a product as part of its packaging



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