



3055 BA SANGAM COLLEGE

PH: 6674003/9264117 E-mail: basangam@connect.com.fj



WORKSHEET 22

School: Ba Sangam College

Name: _____

Subject: Home Economics

Year: 13

Strand	HEC 13. 3 Clothing & Textiles
Sub strand	HEC 13.3.3 Clothing Needs & Selection /Clothing consumer
Content Learning Outcome	HEC 13.3.3.1 Analyse selection of fabrics to suit different functions and end uses.

CONSUMER TEXTILES

AN INFORMED CONSUMER

RIGHTS OF A CONSUMER

- **Safety** – laws are made for consumers to protect them from poorly constructed or dangerous goods.
- **Opportunity to be heard** - consumers can complain about unfit or faulty goods and services and can take action against a person or organization that does not comply with the law.
- **Choice** – consumers have the freedom to choose goods and services at competitive prices.
- **Information** – the purchaser/ user must access to the facts relevant to goods and services.

RESPONSIBILITY

The following points must be carefully checked before making a purchase.

- Suitability
- Defects
- Workmanship
- Features
- Repairs
- Price
- Protection

CONSUMER LEGISLATION

Consumers lodge a complaint if:

- the goods are not of merchantable quality
- the goods do not fit the purpose
- the goods do not fit the description

GARMENT LABELLING

- a) The size of the garment; the measurements should be according to the standard Body Size.

- b) The fibre or fibres which have been used to make up the garment. If there has been more than one fibre used, then each needs to be named.
- c) The country in which the garment was made.
- d) The care instructions must be provided.

CARE LABELLING

A good label will contain the following information:

- fibre content
- any special treatments or finishes
- size of garment

ADVERTISEMENT

- Advertisements are designed to make people more aware of different products.
- Advertising communicates instantaneous messages to large groups of potential customers.
- It stimulates customer interest and provides product or company information.
- Advertising has also been accused of creating desires and wants, by portraying attractive lifestyles for consumers to seek to attain.

MARKETING

- Marketing is how a retailer or manufacturer promotes their own goods. It starts with market research and companies will 'profile' their customers for each range of products.

Technological Innovations

Online shopping

A wide range of goods can now be purchased over the internet so it is possible to access goods from all over the world regardless of where you live.

Benefits for the consumer:

- The consumer can easily 'window shop' – research/compare brands and prices.
- The consumer can easily shop at any time of the day or night and from the comfort of home.
- Goods are delivered straight to the door.
- Delivery times can be selected which are convenient to the shopper.
- No crowds or queues to contend with.
- Can be cheaper as sometimes special internet discounts available.
- Many consumers now use this facility to do food shopping which saves the consumer time during a busy week.

It is a very useful method of shopping for people who are housebound or disabled.

ACTIVITY

1. Discuss the importance of being an informed consumer. **(2 marks)**

2. Discuss the importance of: **(4 marks)**

a. Consumer legislation -

b. Garment labelling -

3. Discuss on-line shopping and its benefits and effects on the consumer. **(2 marks)**

4. List 2 benefits of online shopping. **(2 marks)**

a.

b.