

Title	Demonstrate knowledge of consumerism in a retail environment		
Level	2	Credits	3

Purpose	<p>This theory-based unit standard is for people who are training to work in a retail environment.</p> <p>People credited with this unit standard are able to: describe the development of consumerism; demonstrate knowledge of legal responsibilities to consumers; and describe consumer protection and promotion agencies, in a retail environment.</p>
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Classification	Retail, Distribution, and Sales > Retail and Distribution Core Skills
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Available grade	Achieved
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Guidance Information

- Definitions**

Consumerism – protecting and advocating the rights of the consumer. It also includes the belief that an increasing consumption of goods is economically desirable.

Retail environment – workplaces where the primary focus is on customers purchasing goods or services.
- Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Credit Contracts and Consumer Finance Act 2003, Fair Trading Act 1986, Privacy Act 2020, Contract and Commercial Law Act 2017.

Outcomes and performance criteria

Outcome 1

Describe the development of consumerism in a retail environment.

Performance criteria

- The development of consumerism is described in terms of the key factors.

Range key factors include but are not limited to – advertising and media development, marketing and merchandising, buyer demand.

1.2 Consumer behaviour patterns are described in terms of the key factors.

Range key factors include – lifestyle factors, technology factors, marketing factors.

Outcome 2

Demonstrate knowledge of legal responsibilities to consumers in a retail environment.

Performance criteria

2.1 Responsibilities of retailers to consumers are identified and described in accordance with legislation.

Range evidence for five legal responsibilities is required.

Outcome 3

Describe consumer protection and promotion agencies in a retail environment.

Performance criteria

3.1 Functions of regulatory and/or advisory bodies are described in terms of their relationship to consumers.

Range regulatory and/or advisory bodies include – Disputes Tribunal of New Zealand, Ministry of Business, Innovation & Employment, Commerce Commission, Consumers' Institute of New Zealand, Trade Associations, Citizens Advice Bureau New Zealand.

Planned review date	31 December 2027
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	17 June 1993	31 December 2013
Review	2	29 July 2002	31 December 2013
Review	3	16 December 2005	31 December 2013
Rollover and Revision	4	17 October 2008	31 December 2013
Revision	5	19 June 2009	31 December 2013
Review	6	15 April 2011	31 December 2016
Review	7	21 May 2015	31 December 2021
Review	8	8 December 2016	31 December 2021
Revision	9	29 March 2018	31 December 2024
Review	10	2 March 2023	N/A

Consent and Moderation Requirements (CMR) reference

0112

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.