

Title	Demonstrate knowledge of consumerism		
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 demonstrate knowledge of: the development of consumerism; legal responsibilities to consumers; and consumer protection and promotion agencies.</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

- 1 Definitions

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

EDI – electronic data interchange.

EFTPOS – electronic funds transfer at point of sale.

Retail environment – workplaces where the primary focus is on customers purchasing goods or services.
- 2 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 1993, Contract and Commercial Law Act 2017.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of the development of consumerism.

Performance criteria

- 1.1 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, purchasing power.
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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.

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

Demonstrate knowledge of consumer protection and promotion agencies.

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 2021
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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	N/A

Consent and Moderation Requirements (CMR) reference	0225
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.