

Module 8: Consumer Rights in the Philippines

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Introduction

Welcome to the study of Consumer Rights in the Philippines! In our daily lives, we all engage in various transactions as consumers, whether buying goods, availing services or making financial decisions. As consumers, we have certain rights that protect us and ensure fair treatment in these transactions. Understanding consumer rights is crucial for making informed choices, safeguarding our interests, and promoting a balanced marketplace.

In this module, we will explore the concept of consumer rights and their significance in the Philippine context. We will delve into the legal framework that protects consumers, the key rights granted to individuals, and the mechanisms available for seeking redress in case of grievances. By gaining a comprehensive understanding of consumer rights, you will be equipped with the knowledge and skills necessary to make informed choices and protect yourself as consumers.

Throughout this module, we will engage in interactive activities, case studies, and discussions to deepen our understanding of consumer rights and their practical applications. We will explore real-life scenarios, analyze common consumer issues, and examine how consumer rights are upheld in the Philippines.

By the end of this module, you will have developed a strong awareness of your rights and responsibilities as consumers in the Philippines. You will be able to navigate the marketplace with confidence, make informed decisions, and contribute to the creation of a fair and transparent consumer environment.

Most Essential Learning Competencies

- Defend rights and fulfill the responsibilities of a consumer; and
- Discuss the role of the government in regulating economic activities.

| Content Standards

By the end of this module, learners are expected to demonstrate an understanding of:

- the fundamental knowledge of the interplay between supply and demand, and the economic system as bases for decision-making in various levels to achieve national progress.

| Performance Standards

By the end of this module, learners are expected to:

- analyze the interplay between supply and demand, and the economic system as bases for decision-making at various levels to achieve national progress.

Lesson 1: Consumer Rights in the Philippines

| Lesson Objectives

At the end of the lesson, the student is able to:

- understand the concepts of consumer rights and their importance in the Philippines.
- examine the eight consumer rights of the Philippines' Department of Trade and Industry (DTI).
- display the importance of consumer rights in the Philippines as scaffold to students' daily life situations and realities.
- demonstrate understanding of consumer rights and its importance through individual and group activities.

| Lesson Overview

Consumer rights in the Philippines refer to a set of protections and entitlements granted to individuals who purchase goods or services. These rights are designed to ensure fair treatment, safety, and the satisfaction of consumers in their transactions. It is important for high school students, as future consumers, to understand these rights to make informed decisions and protect themselves in the marketplace.

This module aims to provide high school students with a comprehensive understanding of consumer rights in the Philippines. It will cover the concept of consumer rights, the laws and regulations that protect consumers, key areas of consumer rights, and practical examples. By the end of this module, students will be equipped with the knowledge and awareness to make informed decisions and assert their rights as consumers.

| Key Concepts

- **Consumer Rights.** In the context of consumer rights, they represent the legally recognized and protected claims that consumers have against businesses and suppliers. Consumer rights aim to ensure fair treatment, safety, information, choice, and redress for consumers in their interactions with businesses.

| Self-Evaluation Form (Part I)

Instructions: Choose a number from the scale of 1 to 5, with 1 being "Very Low" and 5 being "Very High."

Self-Evaluation Questions	5	4	3	2	1
1. How well do you understand the concept of consumer rights?					
2. Are you familiar with any specific laws or regulations that protect consumer rights in the Philippines?					
3. Do you know the key areas in which consumer rights are applicable?					
4. Can you provide examples of situations where consumer rights might come into play?					
5. How confident are you in making informed decisions as a consumer?					
6. Have you ever encountered any issues or challenges related to consumer rights?					

| Sub-Lesson 1: Importance of Consumer Rights in the Philippines

Consumer rights play a vital role in modern societies and economies. The following are some of the importance of consumer rights in the Philippines.

Figure 1. Importance of Consumer Rights in the Philippines



- **Protection from Exploitation.** Consumer rights protect individuals from unfair and deceptive practices by businesses. They ensure that consumers are not exploited or taken advantage of in the marketplace. By establishing standards for business conduct, consumer rights help maintain a level playing field and promote fair competition.
- **Empowering Consumers.** Consumer rights empower individuals by giving them the knowledge, tools, and legal protection necessary to make informed choices. When consumers are aware of their rights, they can confidently engage in transactions, assert their interests, and hold businesses accountable for their actions.
- **Safety and Quality Assurance.** Consumer rights, particularly the right to safety, ensure that products and services meet certain quality and safety standards. They hold businesses responsible for providing safe and reliable goods and services, thereby safeguarding consumers from potential harm.

- **Redress and Dispute Resolution.** Consumer rights provide mechanisms for addressing grievances and obtaining redress in cases of faulty products, poor services, or unfair treatment. They enable consumers to seek compensation, refunds, repairs, or replacements for substandard or defective goods and services.
- **Consumer Education and Empowerment.** Consumer rights promote consumer education initiatives that enhance awareness and knowledge about consumer rights, responsibilities, and best practices. Educated consumers are better equipped to make informed choices, protect their interests, and contribute to a more efficient and competitive marketplace.
- **Market Efficiency and Fair Competition.** Consumer rights foster a healthy and competitive business environment. When consumers have the freedom to choose from a variety of products and services at fair prices, businesses are encouraged to innovate, improve quality, and offer better value to attract and retain customers.
- **Policy and Regulatory Framework.** Consumer rights serve as the foundation for developing policies, regulations, and standards that govern business conduct and protect consumer interests. They guide lawmakers and regulatory bodies in creating a legal framework that balances the needs of consumers and businesses.

| Sub-Lesson 2: Laws and Regulations for Consumer Protection



In the Philippines, the **Department of Trade and Industry (DTI)** is responsible for protecting and promoting consumer rights. The DTI has established eight fundamental consumer rights that aim to ensure fair business practices and safeguard the interests of consumers. These rights are outlined in the **Consumer Act of the Philippines (Republic Act No. 7394)**.

1. **Right to Basic Needs.** Consumers have the right to access essential goods and services necessary for their basic needs, such as food, clothing, shelter, healthcare, education, and public utilities. Businesses should provide products that meet basic quality standards and ensure their availability at fair prices.
2. **Right to Safety.** Consumers have the right to be protected against goods and services that may pose a threat to their health and safety. Businesses are responsible for ensuring the safety of their products and providing clear instructions on proper usage, handling, and potential risks.

3. **Right to Information.** Consumers have the right to obtain accurate and truthful information about products and services. Businesses should provide clear and complete details regarding prices, ingredients, quality, warranties, and other relevant information to help consumers make informed decisions.
4. **Right to Choose.** Consumers have the right to choose from a variety of products and services at competitive prices. Businesses should not engage in anti-competitive practices that restrict consumer choice or manipulate prices unfairly.
5. **Right to Representation.** Consumers have the right to be represented in matters affecting their interests. Consumer organizations play a vital role in representing consumer rights and interests and can actively participate in policy-making processes and advocacy initiatives.
6. **Right to Redress.** Consumers have the right to seek redress for faulty or substandard goods and unsatisfactory services. Businesses should have accessible and efficient complaint-handling mechanisms, including warranties, return policies, and refund options, to address consumer grievances.
7. **Right to Consumer Education.** The government and businesses should promote consumer awareness and provide educational programs to enhance consumer knowledge and protection.
8. **Right to a Healthy Environment.** Consumers have the right to live in a clean, healthy, and sustainable environment. Businesses should adopt environmentally friendly practices and adhere to regulations to minimize pollution, waste generation, and other activities that may harm the environment.

Consumer rights in the Philippines are protected by various laws and regulations. Here are some of the key legal bases that establish and uphold consumer rights in the country:

1. **Republic Act No. 7394, or the Consumer Act of the Philippines.** This law serves as the primary legislation protecting consumer rights in the country. It provides a comprehensive framework for consumer protection, covering various aspects such as product standards, unfair trade practices, warranties, product labeling, and consumer education.
2. **Republic Act No. 7392, or the Price Act.** This law aims to prevent unfair pricing practices and ensure that consumers are not subjected to exorbitant prices. It prohibits price manipulation, hoarding, and other acts that artificially inflate prices.

3. **Republic Act No. 9711, or the Food and Drug Administration Act of 2009.** This law establishes the Food and Drug Administration (FDA) as the regulatory agency responsible for ensuring the safety, efficacy, and quality of food, drugs, and cosmetics in the Philippines.
4. **Republic Act No. 7393, or the Consumer Act on Product Standards and Labeling.** This law mandates the establishment and enforcement of product standards to protect consumers from substandard or unsafe products.
5. **Republic Act No. 8484, or the Access Devices Regulation Act of 1998.** This law addresses fraudulent practices related to credit cards, debit cards, and other access devices.

| Synchronous Activities

Activity 1: Case Study on Online Shopping Dispute

Instructions: Answer the questions as comprehensive as you can. You can use graphic organizers such as tables and figures to facilitate your discussion.

Scenario:

Lander, a high school student, ordered a new smartphone from an online retailer in the Philippines. He carefully reviewed the product description and placed the order, expecting to receive the exact item as advertised. However, when the package arrived, Lander discovered that the smartphone was a different model with fewer features than described online. Disappointed and feeling misled, Lander wants to assert his consumer rights and seek a resolution.

As a participant in the synchronous activity, analyze the case study and discuss the consumer rights that are applicable to Lander's situation. Consider the following questions:

1. Which specific consumer rights are being violated in this case? Explain how each right applies to Lander's situation.
2. Discuss the role of government agencies or consumer protection organizations that Lander can reach out to for assistance.
3. Reflecting on this case, what lessons can be learned about the importance of consumer rights and the need for informed decision-making in online shopping?

Note:

1. The test stage is not required given that this is a classroom exercise only. However, the outputs can also be pitched to school or barangay officials if given the opportunity.
2. The rubric for written output below may be used as reference, or may be modified accordingly.

| Answer Keys

Self-Evaluation Form (Part 1)

Answers may vary depending on their stored knowledge and personal experience.

Synchronous Activities

Activity 1: Case Study on Online Shopping Dispute

1. Right to Redress. Lander was sent a smartphone that has fewer features, hence lesser value. With this right, he can complain to the seller to correct the item sent.
2. Lander can reach out to DTI to make a report and even file a formal complaint to seek DTI's assistance in resolving the issue and if necessary for DTI to file legal actions and procedures for erring businesses.
3. Answers may vary.

Asynchronous Activity

Activity 1: Video Analysis on Consumer Rights

Answers will vary depending on the YouTube content picked by the student. Please refer to the Rubrics in grading their outputs.

Self-Paced Learning (Optional Activities)

Activity 1: Independent Study

Answers may vary depending on their stored knowledge and personal experience.

Self-Evaluation Form (Part 2)

Answers may vary depending on their stored knowledge and personal experience.

| Rubric for Discussions

Criteria (100 pts.)	Excellent	Above Average	Developing	Needs Improvement
Engagement and Participation (60 pts.)	Proactively and consistently participates in class discussion; spearheads the discussion on the topic at hand and elicits exchange of views. (60 pts.)	Proactively and consistently participates in class discussion; asks questions and answers when asked questions. (45 pts.)	Seldomly participates in class discussions; and rarely volunteers to answer but answers when asked questions. (30 pts.)	Does not participate in class discussion; does not answer when asked questions. (15 pts.)
Listening skills (20 pts.)	Listens very well, has an outstanding comprehension of the topic discussed and initiates relevant comments to the class. (20 pts.)	Listens well and has a good comprehension of the topic. Shares relevant comments with the class. (15 pts.)	Listens to the discussion but is sometimes distracted; Needs to be called to make comments which sometimes are not relevant to the discussion.(10 pts.)	Does not listen to the discussion; makes improper comments that interrupts the class discussion. (5 pts.)
Relevance of contribution to the subject (20 pts.)	Constantly contributes significant comments/ ideas that aids in the understanding of the subject. (20 pts.)	Contributes significant comments/ ideas on the subject. (15 pts.)	Contributes comments/ ideas that are sometimes not relevant to the subject. (10 pts.)	Contributes comments/ ideas that are not relevant to the subject. (5 pts.)

Rubric for Written Outputs

Criteria (100 pts.)	Excellent	Above Average	Developing	Needs Improvement
Content completeness (60 pts.)	Written output reveals a high level of comprehension of the question. The answer addresses all the details of the question. (60 pts.)	Written output shows a general understanding of the question. Answers the question well but has room to improve in adding more details. (45 pts.)	Written output shows limited comprehension of the question. Answer to the question lacks details. (30 pts.)	Written is way off mark of the question.(15 pts.)
Evidence (20 pts.)	Detailed facts and evidences from the class discussion are included in the output. (20 pts.)	Cites relevant facts and examples but lacks in details. (15 pts.)	Includes relevant facts, examples, but missed important aspects of the topic.(10 pts.)	No relevant facts and examples from the class discussion. (5 pts.)
Writing (20 pts.)	Written work is well organized and composed. There are no or very few grammatical errors. (20 pts.)	Written work is organized and composed. It has a few grammatical errors. (15 pts.)	Written work is not organized but understandable. It has several grammatical errors. (10 pts.)	Written work is not organized and it prevents comprehension . It has several grammatical errors. (5 pts.)

| Rubric for Creative Outputs

Criteria (100%)	Excellent	Above Average	Developing	Needs Improvement
Content (60 pts.)	The content of the artwork is planned carefully; understanding of most details of the topic of discussion and instructions is clearly shown. (60 pts.)	The content of the artwork is planned carefully; understanding of details of the topic of discussion and instructions is evident. (45 pts)	The artwork content shows little understanding of details of the topic and instructions are not carefully followed. (30 pts.)	The artwork content shows no understanding of details of the topic and instructions. (15 pts.)
Craftsmanship (40 pts.)	Outstanding craftsmanship and meticulous with the details. (40 pts.)	Good craftsmanship with attention to detail. (30 pts.)	Below-average craftsmanship and little attention to detail. (20 pts.)	Poor craftsmanship and no attention to detail. (10 pts.)

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