NATIONAL CONSUMER COMMISSION

01 Dr Lategan Road, Block C, SABS Campus, Groenkloof, Pretoria. Tel: 012 428 7762, Email: P.Ntaba@thencc.org.za

MEDIA STATEMENT

25 NOVEMBER 2022

BLACK FRIDAY- THE NCC WARNS SUPPLIERS OF GOODS AND SERVICES NOT TO DECEIVE CONSUMERS

The National Consumer Commission (NCC) reminds suppliers of goods and services that they have an obligation to uphold the Consumer Protection Act No.68 of 2008 (CPA). As suppliers try to entice consumers with Black Friday/Cyber Monday deals, the Commission warns suppliers not to market their offerings in a misleading or deceptive manner.

The consumers' right to fair and responsible marketing places an emphasis on the manner in which the supplier must market the goods and services on offer. The CPA requires that *"when a retailer or service provider markets the goods, they must do so in a manner that is not misleading or deceiving including the condition of the goods, the price at which the goods may be supplied, or the relationship of the price to any previous price or competitor's price for comparable or similar goods*."

The Commission is noting with concern complaints by consumers on social media where they allege that some retailers inflate their prices in preparation for Black Friday and claim that the item is on special. The suppliers are advised that it is a contravention of the CPA to falsely state or imply that a specific price advantage exists. The Acting Consumer Commissioner, Ms. Thezi Mabuza said it is important for South African consumers to know the original prices of items they intend on buying during this period and satisfy themselves that the sale price is indeed a bargain or not. Ms. Mabuza also warned consumers to be very vigilant when transacting online as some

of the online stores are masquerading as legitimate businesses while they are in actual fact out to scam consumers. “If consumers know the prices of items they are buying (big or small), they will be able to tell whether the store is offering a deal or not. Where the price seems too good to be true, this should raise eyebrows. Consumers must carefully exercise their right to choose a supplier,” she added.

The purpose of the CPA among others is to promote fair business practices while protecting consumers from unfair, misleading, deceptive or fraudulent conduct. Suppliers who contravene the provisions of the CPA may face an administrative fine of up to R1M or up to 10% of the supplier’s total annual turnover. “We urge consumers to protect themselves and their hard-earned money during this time,” she concluded.

Ends

For Media Enquiries contact:
Phetho Ntaba
Cell: 082 809 2031
Landline: 012 428 7762
Twitter: @TheNCC_RSA

Issued by: National Consumer Commission