

**THE CHALLENGES OF CONSUMERS WITH REGARD TO THE
IMPLEMENTATION OF CONSUMER PROTECTION ACT, 68 OF 2008 IN
THULAMELA MUNICIPALITY**

by

DONALD MASHUDU MBEDZI

STUDENT NUMBER: 9507205

Mini –dissertation submitted in the partial fulfilment of the requirement for the Degree

MASTER OF PUBLIC MANAGEMENT

SCHOOL OF MANAGEMENT AND SCIENCES

UNIVERSITY OF VENDA

UNIVEN LIBRARY

Library Item : 20153390



Supervisor: Prof M.P Khwashaba

Co-Supervisor: Mr. E Mahole

2015

ABSTRACT

This study seeks to find out about the challenges faced by consumers with regard to the implementations of Consumer Protection Act in Thulamela Municipality. South African government has amended most policies in post 1994 era as a newly democratic country Consumer Protection Act 68, of 2008 is one of the policy passed by the government.

The researcher employed a mixed research methodology, namely, quantitative and qualitative research methods. Quantitative research makes use of experimental method and quantitative measures to test hypothetical generalization; researchers seek casual determination prediction and the generalization of findings. In contrast, qualitative researchers seek illumination, understanding and extrapolation to similar situation. For this study a non –probability sampling and its sub-type purposive sampling method was used to select the respondents of the study. The researcher used a questionnaire and interview to collect the data. Two data analysis methods were used, namely, Statistical analysis (Statistical Package for Social Sciences) and thematic analysis. The following ethics were considered and applied when analysing the data; Protection from harm, informed consent, voluntarily participation and respect for privacy

The major findings of the study are:

- ❖ Consumers in Thulamela municipality are still having the challenges of reading their credit agreements due to illiteracy problems; this is more prevalent to consumers whose age is 51 years and above.
- ❖ Consumers are still facing the challenge when it comes to reporting fraud and they also do not know how to complain against the credit provider if unwanted business practice is conducted by credit provider.
- ❖ Most consumers are still ignorant to read their credit agreement contracts and this poses them to vulnerability by reckless lenders in the credit industry, credit contracts are mostly printed in small fonts this discourages them to read.
- ❖ Consumer protection agencies like the NCR, Consumer commission, Ombudsman are more centralized in big cities and not accessible by every consumer and this poses vulnerability to them.(Consumers)
- ❖ Media and other consumer agencies are effective communication towards the consumers in both rural and urban areas.

RECOMMENDATIONS OF THE STUDY ARE:

- ❖ More consumer education should be conducted by both credit providers and consumer agencies
- ❖ Consumers should be encouraged to read their credit agreements to protect themselves from any unwanted business practices such as fraud, misrepresentations and etc.
- ❖ Government agencies and resources should be decentralise in order to be accessible by all consumers even those living in rural areas
- ❖ Media should be used often to educate consumers since they can have a better coverage to most consumers and in their own languages.
- ❖ Consumer protection agencies should have permanent offices in district and local municipality in order to influence and enforce policies and regulations of the Act effectively.