

An evaluative study of the use of Consumer Protection Clubs to provide Consumer Education to children in School in Lusaka Province – The Case of the Competition and Consumer Protection Commission.

**By
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A report submitted to the University of Zambia in Partial fulfilment of the Requirements of the Degree of Master of Communication for Development

**The University of Zambia
2015**

I Kubilwa Richard Kubilwa declare that this report:

- (a) Represents my own work;
- (b) Has not previously been submitted for a degree at this or any other University; and
- (c) Does not incorporate any published work or material from another dissertation.

Signed:.....

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APPROVAL

This Report of Kubilwa Richard Kubilwa is approved as fulfilling the partial requirements for the award of the degree Master of Communication for Development by the University of Zambia.

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ABSTRACT

The purpose of the study was to establish the effectiveness of the use of the Competition and Consumer Protection Clubs as a tool to achieve Consumer Rights and Responsibilities awareness among children in School in Lusaka Province. This research used the questionnaire survey, in-depth interview and document analysis design. 60 club members consisting 28 females and 32 males in schools with clubs responded to self administered questionnaires, 6 teachers-in-charge of the respective clubs and the school club program coordinator at the Commission took part in the in-depth interviews. The study used the SPSS software to do the quantitative and the qualitative analysis of data.

The major objective of the Consumer Club Scheme is to educate the children about the Competition and Consumer Protection Act, consumer rights and Consumer responsibilities and to impart the skills, attitudes, knowledge and understanding that will enable children in a consumer society to make full use of the range of consumer opportunities present in a complex marketplace. Children are one of the important demographic segments of any society or country; they not only determine the future trend of population but also mould the future social, economic and political structure of the country.

The overall analysis shows that there are only 30 Secondary schools (26.5 percent) out of 113 secondary schools in Lusaka Province which have established Competition and Consumer Protection clubs. The survey has revealed that, most of the clubs have more or less become dysfunctional. The survey has revealed that 61.6 percent of the respondents could not even mention one consumer right while 61.7 percent could not name the statutory body established following the enactment of Act No. 24 Of 2010 that deals with consumer welfare. The research revealed that only 26.7 percent of the total number of respondents said that they always insist on taking the cash memo, only 41.7 percent of all the respondents said that they always look for standardized goods, and only 38.3 percent always read the nutritional labels on the food and medicines. 68.3 percent indicated that they examine the expiry date of the food items and medicines when buying them,

The results imply that clubs have not been effective enough to impart knowledge and change attitudes of children in school. The Competition and Consumer Protection Commission lacks adequate capacity to coordinate and guide the clubs. The programme needs to be reviewed.

DEDICATION

To my late Mum, Rosemary Chenda Kubilwa and my late Dad, Godwin Sililo Kubilwa who gave me chance to experience the wonders of education. To my late elder sister Grace Chibozu Kubilwa and my late elder brother Henry Kawishi Kubilwa, you inspired me to make sense of a seemingly dead end.

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LIST OF ACRONYMS

ASIC	Australian Securities and Investments Commission
CCP	Competition and Consumer Protection
CCPC	Competition and Consumer Protection Commission
CFE	Consumer Federation of America
CI	Consumer International
CSO	Central Statistics Office
FLF	Financial Literacy Foundation
ICT	Information and Communication Technology
NGOs	Non Governmental Organisations
OECD	Organization for Economic Co-Operation and Development
UN	United Nations
USA	United States of America
ZICTA	Zambia Information and Communications Technology Authority