

WHAT IS A MISLEADING REPRESENTATION ON DISCOUNT PERIOD?

It is when businesses state that the promotions or discounts for goods or services will be for a stated/limited period, while knowing that the promotions or discounts will be available for a substantially longer period



Misleads consumers about the promotions or discounted prices of goods or services



Misleads consumers into believing there is scarcity of the goods or services on promotions or discounts

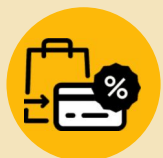


Creates false or unwarranted sense of urgency in consumers to make immediate/hasty purchases

WHAT SHOULD BUSINESSES DO?



Ensure discounts or promotions offered are genuine



Promotional/marketing materials should help consumers make accurate price comparisons

BUSINESSES SHOULD NOT MISREPRESENT THAT:



Promotions or discounts are for a specified or limited period only when they will be available for a substantially longer period



Discounts are genuine when the promotional or discount price is the usual price



The goods or services on promotions or discounts are scarce when there is sufficient or abundant availability