

## NST : Price ploy: When it pays to check every price tag

Written by Administrator

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<p><span class="pagenav">13 December 2007</span></p><p> </p><p> </p><div style="text-align: center"></div><p>Customers should be very alert over special-price offers. <br /> </p><p>ON Dec 5, at a hypermarket in Kelana Jaya, I saw a deodorant offered at a special price of RM4.99. The price tag was placed next to the product. I picked up the product from the shelf. </p><div align="justify"> </div><table border="0" cellspacing="3" cellpadding="0" width="200" align="justify"> </table><div align="justify"> I did not check the price when I settled the bill at the counter. It was only when I arrived home that I checked and found I had been charged RM7.89 for the product.</div><div align="justify"><div align="justify">I went back to the hypermarket to inquire. The person told me the item on offer was out of stock and that the tag should have been removed.<br /><br />I am not satisfied with the explanation as I believe many unsuspecting consumers like me may have been deceived. I also believe it was deliberately done to deceive. <br /><br />This is not my first such encounter in this hypermarket. <br /> A few months ago, I bought a bottle of fruit juice at an offer price. Again, when I reached home, I discovered the price was higher than that quoted on the price tag. <br /><br />When I inquired, they explained that the price offer had expired and quickly removed the offer-price tag.<br /><br />My advice to consumers is to check the price of every item on the screen as the cashier punches them in. Do not trust the price tag.</div>◆</div>