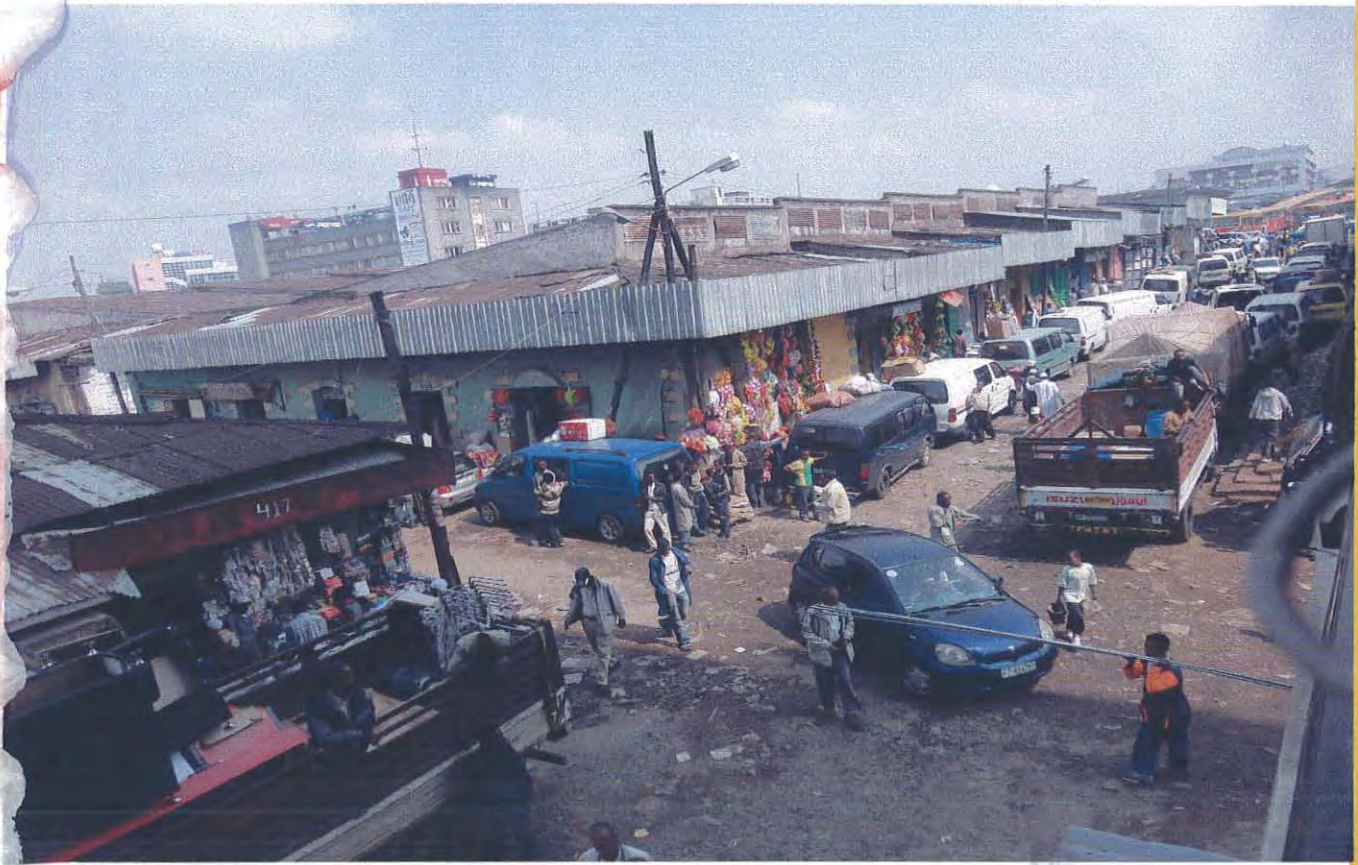


# ADDIS ABABA UNIVERSITY SCHOOL OF GRADUATE STUDIES



## ASSESSMENT OF CONSUMER PROTECTION AND FOOD SECURITY IN ADDIS ABABA: THE CASE OF MERKATO AREA FOODSHOPPING CENTERS

BY: WENDWOSEN HIRPO

JUNE, 2011  
ADDIS ABABA

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2011

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**Assessment of Consumer Protection and Food Security  
in Addis Ababa: The Case of Merkato Area Food  
Shopping Centers**

**By  
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**Food Security**

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## DECLARATION

I, the undersigned, declare that this thesis is my original work, has not been presented for a degree in any other university and that all sources of materials used for the thesis have been duly acknowledged.

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*On top of all, I would like to thank my lord together with his mother. "EMIYE YENE ENAT" always follow me behind to fill my gaps with the permission of her son.*

*OH!!! If there is a time words lost their this is one of it. They are not even closer to what I want to say about my advisor Dr. Eng. (Asst. Prof) Shimelis Adamassu. Truly am very grateful. He is exceptionally Dedicated, Optimist and intelligent Person. He has been with me on every step of this research. May God be with You always.*

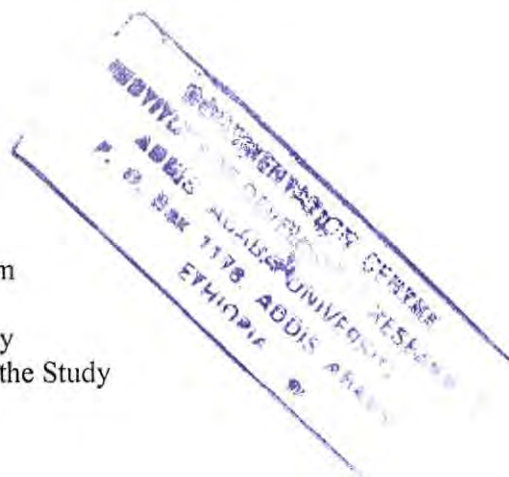
*Am deeply in dedicated to my father Hirpoye and Mother Zede, What else Can you do for me. You are the best father and mother a son could ever ask for. I pray to God to give you the health and happiness for the rest of your life. Thank you very much.*

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## Acronyms and Abbreviations

ECAE	Ethiopian Conformity Assessment Enterprise
ECPPS	Ethiopian Consumer Protection Promotion Service
EFMHCA	Ethiopian Food, Medicine, and Healthcare and Control Authority
FAO	Food and Agricultural Organization
<i>FMHCA</i>	Ethiopian Food, Medicine, and Healthcare and Control Authority
HACCP	Hazard Analysis and Critical Control Point
QSAE	Quality and Standard Authority of Ethiopia
UDHR	Universal Declaration for Human Rights
WHO	World Health Organization



## Abstract

This paper assessed the practice consumer protection and Food security in Addis Ababa specially in Merkato area. This research followed random sample selection a cross sectional method, designed based on the primary data generating through survey of consumer situation and food security in Markato area, the legal and institutional set up for consumer protection. Accordingly, the activities of traders, consumers and regulatory bodies were investigated. The numbers of seller respondents were 123 out of which 111 were properly responded. On the other hand the numbers of consumer respondents were 150 of which 139 were properly responded. Thirteen food items that were selected in the study, from these thirteen food items the consumers list Oil, juice, biscuits, coffee, butter and peanut butter as food items that are susceptible to deception and commonly they are commonly found in that way. From the trades side, Juice, biscuit, Peanut butter, oil, coffee, and butter are said to be more susceptible to deception. According to our laws the food items are required to have proper packaging and labeling but 60.4% of consumers said the food items do not have proper labeling and packaging. Further, 22.3% of consumers and 30.6% of traders said the labels are not written either in Amharic or English languages. This puts the right of consumers to get information in jeopardy. What is to be given special attention is that 78.4% of the consumers and 65.5% of the traders do not know there are laws for consumer protection in the country. In connection to these significant number of consumers and traders in the area do not know their rights and duties. With respect to the regulatory agencies efficiency on food quality and safety control, 68.4% of the traders and 72.4% of consumers agreed that the government should improve its efficiency on food quality and safety insurance. Key informants from the government and non-governmental institutions asserted that currently the government is working on its capacity to improve its efficacy on making sure that the food items have the appropriate quality and safety requirement of the country. The movement of the government is witnessed by the establishment of Trade Practice and Consumer Protection Authority and the disintegration of the former QSAE into four different institutions which in one or other ways improves consumer protection in the Country as well as in Addis Ababa.

**Key words:** Consumer Protection, Food quality and safety, Food security, Merkato.

## Chapter One

### Introduction

#### 1.1 Background

Few foods come to the market in the raw state. Only fresh fruits and vegetables, meat, eggs etc are untreated (unprocessed). The rest of the foods have been processed in some way. One of the crucial reasons to process the food is to make it free from injurious organisms and substances (Neal, 2009). Food technology happens to be in the middle of protecting the food from injuries organisms and substances.

Food technology has developed so rapidly in recent years that microbiological research has not kept pace with the complex changes in production, processing, marketing, and serving of foods. Health problems have escalated in scope and variety due to the introduction of new; commercially prepared products. The technological changes introduced in the proportion of foods brought about variety of health hazards about which more information is needed by the government and health agencies in order to protect the public (consumers) from the hazards of food that do not have the proper quality and safety (Fellows, 2000).

Food borne illness is listed by the U.S public health service as a major problem (Neal, 2009). Such illness occurs when known food protective measure is ignored or only partially applied. This is no surprise because with the rising liberalization of agro industrial market and the world wide integration of food supply chains, the assurance of food quality and safety has become major problem (Vickie & Elizabeth, 2008).

Food quality is an important concept because the food that people choose depends on quality. For a food manufacturer who wants to gain as much wide market for the products knowing consumer preferences is critical. Quality is difficult to define precisely, however it refers to the degree of excellence of a food and include all the characteristics of a food that are significant and that make the food acceptable. An element of food quality i.e. food safety is a scientific discipline and storage of food in waste that prevent food borne illness (Fellows,2000).So those who are involved in the production as well as distribution of processed food items must pay a special attention to safety of the food items they provide. In other words all the requirements to safety of the food must be full field so that it may not cause illness or harm to the consumer.

But with the advent of globalization, markets have become a battle field for dominant position at any cost. Under this intense condition, any potential benefit from market gives a way to unhealthy competition. Markets are transferred in to area for survival where the stronger companies are able to suffocate their weaker opponents. Located on the demand side of this conflict, now a day's consumer are at clear disadvantage in product safety, adequately. Consequently, food safety issues have become at the center of extensive scientific and legal literature, with a focus on most critical aspect of the subject and its intersection with other legal, issues like consumer protection law (Stefania, 2009).

Consumer protection laws are designed to ensure fair competition and the free flow of truthful information .The laws are designed to prevent business that engage in fraud or specified practice from gaining an advantage over competitions and may provide additional protection for the weak and those unable to take care of themselves (Fellows, 2000). Consumer protection laws are forms of government regulation which protects the interest of consumers.

Though there are many definitions for consumers, the new trade practice and consumer protection proclamation proc no 685/2010 defines consumers as: "*A national person who buys goods and services for his personal or freely consumption, where the price is being paid by humor another person and not for the manufacturer*". Aside from consumer protection law, the food industry and consumers themselves are to ensure, that the food is safe .But still government play the most important part in providing frame work for establishing effective food safety programs (WHO, 2003). The government does this by making sure that all individuals under the jurisdiction of the state have equal access to safe and nutrition's food, the duty to enact food safety and consumer protection legislation that includes accountability, the duty to implement international regulation and standards.

Apart from the action taken by national governments, international human rights instruments such as UDHR and ICESCR gives due emphasis to consumer protection. The documents backed by legal scholarship deal with the right to safe food of consumers in a light with food security issues (Stefania, 2009). It is under stood that access to safe food is one of the integral part of food security. Though, it would be miss conception to equate the right to adequate food with the right to safe food to consumer, these days' food safety and food security are presumed to be the two sides of the some coin.

Strengthening the above idea, the 1996 FAO world food summit committed itself to implement policies aimed at, improving physical and economic access by all at all times, to sufficient nutritionally adequate and **safe food** and its effective utilization (Marsha, 2001). It is to be noted that FAO, WHO has clearly acknowledge that the availability of safe food improves the health of the people and is as such a basic human right (Stefania, 2009). In addition WHO, agreements, Guideline, 9, devoted to food safety and consumer protection, among other things, urges states to take measures to ensure that all food, whether locally provided or imported, freely available or sold on the market, is safe and consistent with national food standards and other international guidelines that are set to protect consumers from danger of food born diseases.

## **1.2 Statement of the Problem**

Developing countries specially, African nations are generally put under the area where there is at most food insecurity. This is not the only problem that is seen, these nations are not good competitors in the international market either. In globalization, markets have become a battle field where companies of those especially in developed countries run for dominant position thus; consumers in Africa and Ethiopia are the victim of this global market and hence are not protected to the extent they need to be safe.

There is always regulatory role to be played in the market regulation is there for guaranteeing the security of the market where there is classical domain for formulating laws and policies on consumer protection (Consumer International,2004).Competition commission, regulatory agencies and consumer organizations can protect the interest of consumer.

Africans' specially Ethiopian regulatory agencies have not been able to achieve this objective because they have insufficient human, technical and material resources, in effective application of existing laws and regulations, poor communication between regulatory bodies are some of the problems that hinders the safety of consumer and healthy functioning of the market (Consumer International, 2004).

Therefore, this study assessed the consumer protection situation in Addis Ababa focusing on “*Merkato*” giving special emphasis on the packed food selling and distribution center. Moreover, the study identified the different regulatory agencies and present laws, investigate the activities of local traders and their consumers’ .More specifically the study addressed the following questions:

1. What regulatory laws and agency are there to ensure that consumers are getting protection?
2. How are these doing to make sure that the food items are safe to consume ?
3. Do consumers know their right and buy foods that are safe?
4. Do the local traders follow and sell products that are safe?

In trying to give answer for these research questions the research has an overall objective and some specific objectives to be addressed.

### **1.3 Objective of the Study**

The overall objective of this research was to assess the practice of consumer protection and food security in Addis Ababa town especially in *Merkto* Area.

#### **1.3.1 The Specific Objective of the Study was to:**

- Assess the major institutional and legal set up in the country to ensure that consumers are protected.
- Clearly investigate the actual situation of consumer protection in area that is supposed to pass through the standards set by different institutions.
- Describe the activities that are done by local traders and their consumers in the area.
- Evaluate the understanding of traders' obligation and consumers' right.

### **1.4 Significance of the Study**

The relevance of realizing the consumer protection and food security situation will help to see the interplay between the two ideas. By Identifying the actual activities of traders ,consumers and the different agencies the study will help to point out their weakness and work on for the future. As *Merkato* is the largest market place in *Addis ketema* district of Addis Ababa and Ethiopia (Bahru,2005) major findings of the study could help to see the activities that could be done by other area markets. In addition the research will help how the traders and consumers see their obligations and their respective right .Based on the study finding the different stake holders will have the basic information and do something about it for the future.

There are rumors that in the city that the trading activities in *Merkato* area are un lawful and some food items that are sold there are out dated or are not of proper quality. Thus this research will those attempts to formalize such rumors and put in a document making it clear and formal for anyone who is interested. Such kind of research will be s starting point for further study by academicians or non academicians' in addition to it serving as reference material.

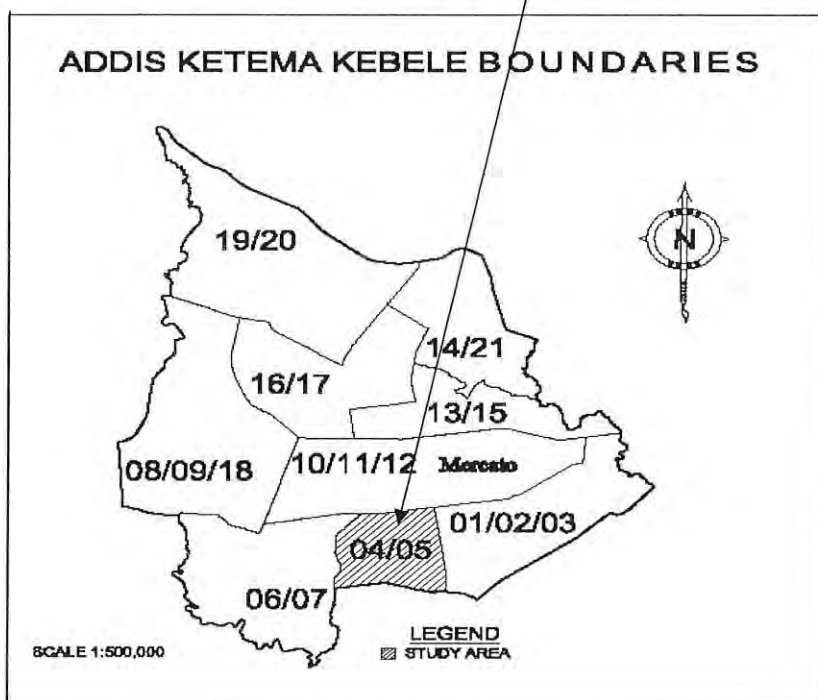
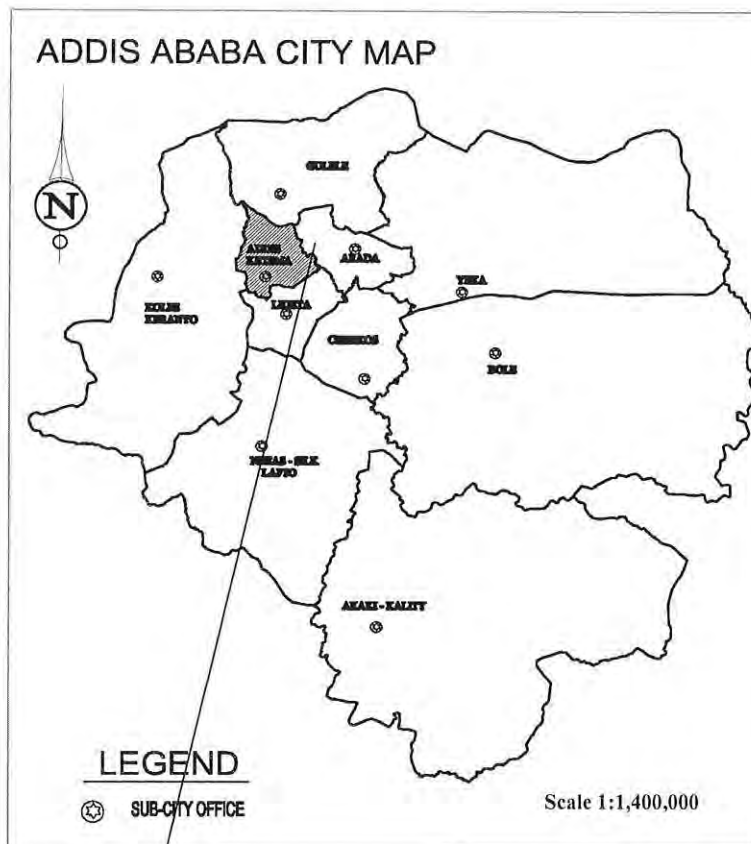
### 1.5 Scope and Limitation of the Study

The study focuses on the identification of consumer protection and its implication on food security. It is revolving around the issues of consumer protection, legal and institutional set up for it.

The study was designed to assess the consumer protection situation and food security that prevails in Addis Ababa. However, it was confined to the spatial limit of Addis Ketema sub city Specially *Merkato*. There are a number of reasons as to why the researcher selected *Merkato* as a study area. The most important reason is that *Merkato* is the largest open market in both the country and in the Sub city. In response to financial and time constraints, this research focuses only on *Merkato* more specifically on *Bomb Tera* (Wereda 5) because it is the main center for selling packed food items. (See the figure 1.1)



Figure 1.1: Location of the Study Area



## 1.6 Organization of the Study

The thesis will have five parts and presented in the following manner.

- Chapter one, which is an introductory part, provides background information and research methodology.
- Chapter two outlined the theoretical framework for the research. The key concepts underlying the research will be elaborated. consumer definition, consumer rights, food safety ,food quality etc
- Chapter three discusses Materials and Methods.
- Chapter four presents Results and Discussions.
- Chapter five provide Conclusion and Recommendation.



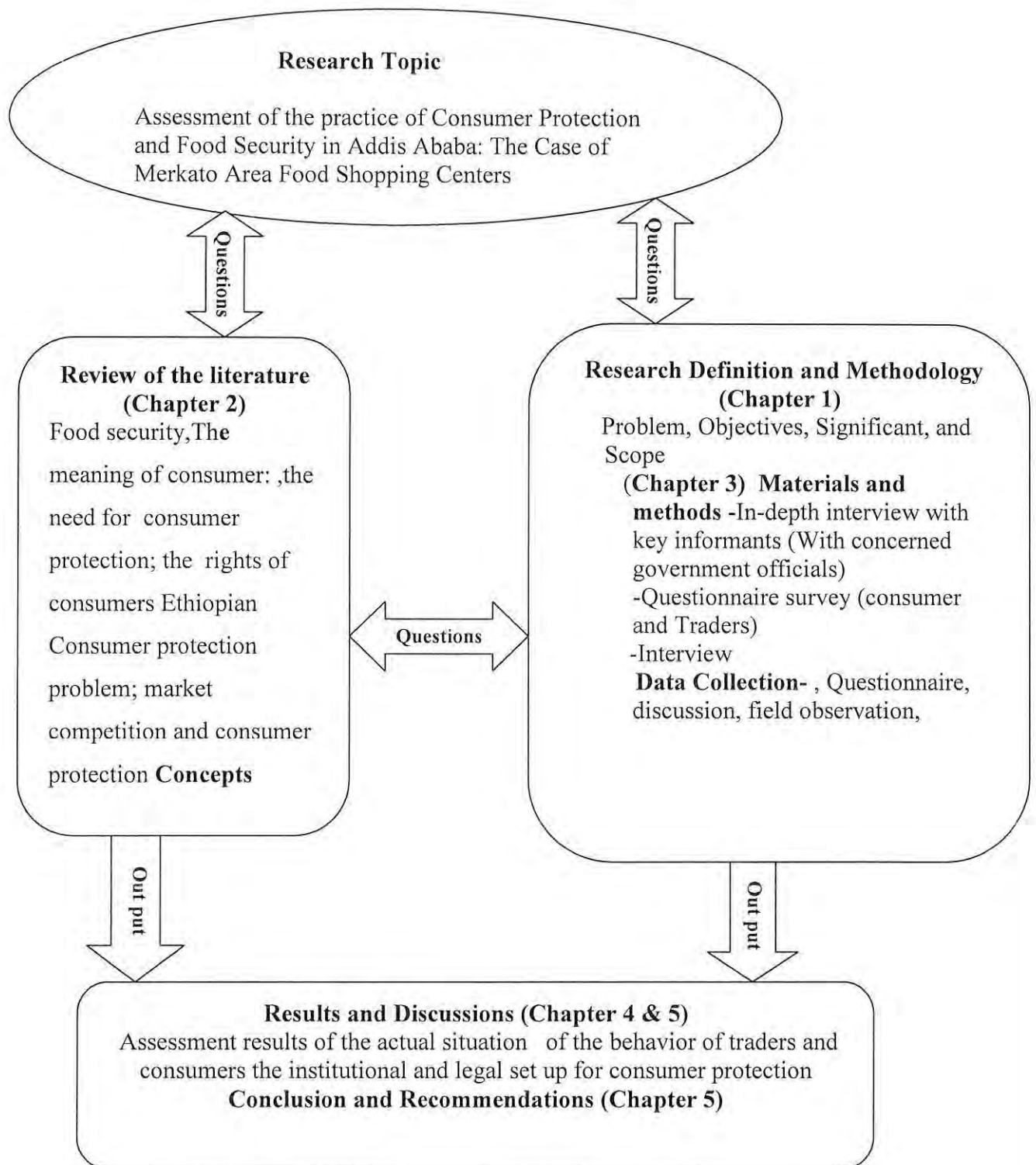


Figure 1.2 Research Frame work

## Chapter Two

### Literature Review

In an ordinary language ‘consumer’ is a buzz word in the business world. It refers to a person who buys goods and services for own use. Studies depict that consumers are usually susceptible for deception by greedy and unethical sellers. The level of deception increases from time to time with the level of development and modernization.

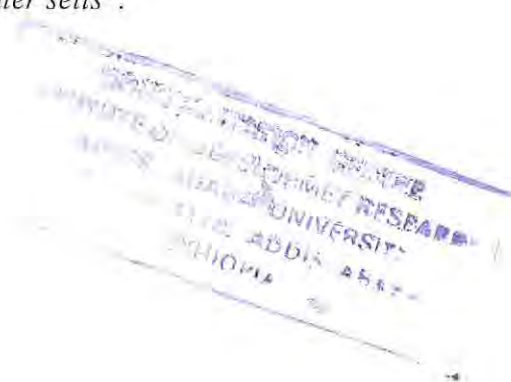
In the day to day activities every person knowingly or unknowingly becomes a consumer, when s/he strives to fulfill his desire. In this part first, the researcher will try to briefly address the meaning and nature of consumer. Following to this, the researcher will discuss the genesis and development of consumer protection by giving more emphasis on the driving forces for the quest of consumer protection i.e. market competition and economic related problems. Then after, the different theories and techniques which are developed for the protection of consumers will be presented. Lastly but not least, the researcher will address the legal framework and institutional make up of consumer protection in Ethiopia.

#### 2.1 The Meaning and Nature of Consumer

Consumer is defined as someone who acquires goods or services for direct use or ownership rather than for sale or use in production and manufacturing. Consumer Interest can be protected by promoting competition in the markets which directly and indirectly serve consumers, consistent with economic efficiency. Consumer Protection can also be asserted via non-government organization and individuals’ consumer activism. (Daniel, 1998)

The Word “Consumer” is also defined differently by different Scholars and Literatures. Indeed, it is difficult to comprehend it in a single definition. However, there is a general consensus that “Consumer is a person who buys goods or services for personal, family, or household use” (Jacqueline & Chris, 2008).

Corpus (1995) defined Consumer as: *One who uses (economic) goods and so diminishes or destroys their utilities, as opposed to producers, one that consumes, one who eats, use up, or destroys, and specifically one to whom a retail dealer sells*”.



It has been said that the consumer is the last person to whom property in the course & ownership, and this is the test of a relative transaction.

This definition is however, very narrow because it restricts the word Consumer to the one who consumes tangible goods. In reality, a person usually consumes Intangible sources too.

Black's law Dictionary author (Henry, 1991) broadly defines Consumer as: "*Individual who purchases, use, maintains and disposes of products and services, users of the final product. A member of that broad class of people who are affected by pricing policies, financing practices, quality of goods and services, seller reporting and other trade practices for which- Consumer Protection laws are enacted*".

At face value, this definition seems to be progressive because it defines consumer in relation to one who buys manufactured goods and services for personal or household use as opposed to one who buys them for resale. It is defective, however, at least for the case existing in Ethiopia. Because in Ethiopia it is unrealistic to conclude that each and every consumer interaction is protected by the consumer protection laws. Besides, Consumer credit transaction, which are included in the blacks' definition are out of this paper. But the writer, believes that Consumer is the ultimate buyer of goods and services for his personal, family or household consumption in the food Supply Chain specially.

#### ✦ **The essence of Consumption**

Stat (1997) says the following about consumption: "*Whatever else we may be in our lives-child, parent, student, worker, lover, jogger or stamp collector-we are all consumers, all of our days. We buy and use goods and services constantly; to eat, to wear, to read, to watch , to play, to travel in ; to keep us healthy to make us wealthy and, if not wise , at least better educated. The act of consumption is therefore an integral and intimate part of our daily existence and that is true whether we have a lot of money to spend on it or very little.*" (Statt, 1997)

According to Statt (1997) the prevalence of consumption in our lives is such that we ate often unaware of its importance in shaping our lives. In our lives, at a point in time we definitely should have acted as buyers, consumers, customers or providers (producers). As consumers, we might have bought for ourselves or for our families and friends. As customers we might have built a strong relationship over time with our providers.

## 2.2 The Genesis and Development of Consumer Protection

Consumer protection is safeguarding the buying public from dangerous or inferior goods and services, and from fraudulent and other unfair business practices. The movement towards increased consumer protection is known as “Consumerism” (Louis, 2010). Consumerism strives for the recognition of legislation as a medium between buyers and sellers relying on general norms of fairness and good faith. Thus, the important question that must be posed at this stage is that there is a need for consumer protection.

In pre-industrial era, relationship between producers and consumer in generally operated on the principle of “*Caveat Emptor*” i.e. let the buyer beware. The principle of *Caveat emptor* “Assumes that the buyer knows what he or she wants, has the knowledge necessary to choose wisely, and has contact with the producer “Besides, the principle pre- supposes that a wrong choice will cause little damage and that one person choice will not harm another. Indeed, since trade was in its inception and simple stage, there was unqualified autonomy or the will of the parties. Hence, the principle of *caveat emptor* was nothing but the reflection of the market reality prevailing over that period (Geriant&Stephen, 2005).

“In those far off days- Transaction of sale and even barter between strangers were few and rare. When trading takes place, it was in markets and fairs where the goods were openly displayed. The cloth could be examined, the farm produce picked over. Because it was taken for granted in these dealings that the buyer relied on his or her own judgment- only a few relied on the word of a stranger he or she might never see again- the idea of “*Caveat emptor*” merely reflected the actual practice”.

The 20<sup>th</sup> Century industrialization, however, has changed the very foundation of the long lasted principle of *Caveat emptor* (Geriant& Stephen, 2005). It came out of the intellectual ability of the individual consumer to comprehend the large- side increase in factories and mechanization. Consequently, this caused a corresponding greater concern for health and safety and for its regulation by legislation. With the growing increase in the market mechanisms and variety of goods available in the market, many of them become pre-packed, sophisticated, mechanical, intricate and less comprehensive to the individual consumer for example a consumer who doesn't have the technical knowledge necessary to compare intelligently, may be manipulated by deceptive advertising(Louis,2010). In the complex field of consumer services like dry-cleaners,

garages, innkeepers, carriers, insurance companies- legal rules are required to readdress the imbalance between them and the individual consumer.

Sometimes, when a consumer buys a certain product or service he or she gets his or her money worth but discovers later that he or she has been deceived or pressured into buying something he or she doesn't really need. Hence, the serious problem that consumer have to face is spending money wisely and getting the best value for it (Neal, 2009).

The saddest part of the story is that if an individual let's say a Father of three, buys a certain food item that is defective or expired food for his house, what happens? A minimum of five individuals including the Mother will be affected. It goes without saying; this could bring about death and huge medical expenses in general and to the family in particular. In addition to this, we should take into account that consumers need to be informed and made aware of costs, risks and benefits and these facts should be revealed as part of a more comprehensive communication process. Everyone has the right to be informed except for security reasons which is happening in their surroundings. So consumers need to participate and have a say in everything they buy to consume either directly or indirectly.

## **2.3 The Driving Forces for the Quest of Regulating Consumer Protection**

### ***2.3.1 Market Competition***

Free market model makes some assumptions about the situation and conduct of consumers as well as producers that are unlikely to exist in the real world market. These include numerous buyers and sellers in the market with perfect information about products, no barriers to entry or exit from the market, and consumers and producers bearing entirely the respective costs of their production and consumption activities. The failure of these assumptions, which are preconditions for free operation of markets leading to welfare maximization, create concerns for consumers in relation to access, pricing, **safety**, **quality** and choice of goods and services. Consumers' protection is a way of dealing effectively with these adverse effects of market failure from the demand side (Alison & Brenda, 2001).

In regulatory terms, consumers' protection refers to the set of laws and policies aimed at ensuring social justice, equity and fairness in the relationships between producers and consumers. The major problems consumer protection seeks to address include imperfect information about product attributes, imperfect information about market prices, consumer costs

of obtaining market information, supplier costs of advertising, and consumers possessing imperfect information about their own needs. Consumer policies and laws thus deal with duress and undue sales pressure, information problems pre-purchase and undue surprise post-purchase (Fikremarkos *et al.*, 2009)

On 9 April 1985 the United Nations General Assembly adopted eight principles as the United Nations Guidelines for Consumer protection (UNGCP) to provide a framework for strengthening national consumer protection policies around the world. These are:

- **The right to safety** - To be protected against products, production processes and services which are hazardous to health or life;
- **The right to be informed**- To be given facts needed to make an informed choice, and to be protected against dishonest or misleading advertising and labeling;
- **The right to choose**- To be able to select from a range of products and services, offered at competitive prices with an assurance of satisfactory quality;
- **The right to be heard** – To have consumer interests represented in the making and execution of government policy, and in the development of products and services;
- **The right to satisfaction of basic needs** - To have access basic essential goods and services, adequate food, clothing, shelter, health care, education and sanitation;
- **The right to redress**- To receive a fair settlement of just claims, including compensation for misrepresentation, shoddy goods or unsatisfactory services;
- **The right to consumer education**- To acquire knowledge and skills needed to make informed, confident choices about goods and services while being aware of basic consumer rights and responsibilities and how to act on them; and
- **The right to a healthy environment**- To live and work in an environment which is non-threatening to the well-being of present and future generations.

The nexus between competition and consumer protection is to be found in their common purpose- a functioning free market by addressing market failures. That is, while competition relates to the supply side of the market, consumer protection works from the demand side. Thus, “competition and consumer protection... are intimately related, two sides of the same coin” (Spencer, 2003).

Nitya (2005) adds the linkage is also manifest in the role of competition as a tool for consumer protection. By ensuring the efficient allocation of resources in the market, competition brings forth “the best possible choice of quality, the lowest possible prices, and adequate supplies to consumers”. In fact, it has been argued by Mark( 2008) that “*There is little role for consumer policy when all product attributes and prices are easily observed and evaluated at the time of sale, when search cost are not significant when consumers sample offers from multiple suppliers, and when most consumers are capable of making reasonably 'good' decisions concerning the product in question*”.

In markets for such products, the most effective tool of consumer protection will presumably be maintaining free competition among suppliers. However, such situations are very rare in the real market.

### **2.3.2 Economic Problems of Consumers**

Campbell (1988) identifies some of the major problems of consumers in the following discussions.

- (a) **Complex markets:** A market economy permits business to compete with each other. As a result, the same or similar goods and services are available from a variety of competitive outlets. These includes supermarkets, specify shops, department stores, discount stores, catalog order houses, groceries door seller retailers, traders and vendors. Choosing a reliable seller and finding the best product for the best price is always a challenge and sometimes a problem.
- (b) **Confusing variety of products:** - A free market system rewards producers who give consumers what they want (clothes, ears foodstuff, beverage, medicine etc.) Having to choose from so many alternatives with no limited money presents a problem for most consumers at one time or another.
- (c) **Questionable selling methods:** - Every business wants to sell as much as possible at the best prices possible. With this goal in mind, most businesses advertise and market their goods and services aggressively. Too often, factual information is not part of a sales pitch.
- (d) **Conflict of interest:** - producers want the highest price they can get so they can earn high profits /wages/ Consumers want the best quality at the lowest price.

- (e) **Lack of planning:** - when consumers fail to plan ahead, they have little or no goals for the use of their spending. ; planning is the only way most consumers can pay all their bills without running out of more.
- (f) **Failure to use information:-** \_ Un informed choices cause problems for consumers every day. Making uninformed choices can be costly, disappointing and even disastrous.
- (g) **Careless spending:-** even informed consumers sometimes indulge in careless spending that can “eat up” a sizeable amount of their money.
- (h) **Ineffective communication:** - consumers have much to gain by communication effectively with producers and sellers. Good communication saves consumer’s time and money. Most business want to know the likes, dislikes, wants, needs and problems of their customers. Good communication can save consumers time and money. Failure to speak up, ask questions and complain when necessary can be costly.

## 2.4 Techniques to Regulate Business activities

Scholars develop different techniques to regulate the business activities in order to create a fair trade. Among the different types the three most known techniques will be presented below.

### 2.4.1 Business Ethics

In modern times the issue of ethics in business was sharply highlighted in the 1980’s and early 1990s when the prevailing goal of business thought out much of the world seemed to be short term financial gain. The motto of such business is “Greed is Good” as stated by Ivan Boesky, famous stock market manipulators. The severe recession of the 1980’s followed by the lack of consumer confidence in the 1990s may have helped to stimulate the greater discussions on business ethics (Barowalia, 2002).

Barowalia (2002) quotes what Mahatma Gandhi pointed out in 1935 that business; ethics, honesty and truthfulness should go together in the following words: *“It is wrong to think that business is incompatible with ethics. I know that it is perfectly possible to carry business profitably and yet honestly and truthfully. The plea that business and ethics never agree is advanced only by those who are actuated by nothing higher than narrow self-interest. He, who will serve his own ends, will do so by all kinds of questionable means, but he, who will earn to serve the community, will never sacrifice truth or honesty. You must bear in mind that you have*

*the right to earn as much as you like by not right to spend as much as you like. Anything that remains after the need of a descent living are satisfied, belongs to the community”.*

Although honesty, integrity and trust are the three pillars on which sound system of trade and commerce should rest, yet now-a days; honesty, integrity, truthfulness and trust in business are lacking and trade to a greater extent in most societies and nations. This is a serious challenge to the rule of law and the obligation of the society to adopt and inculcate moral values (Amare, 2002). This is due to domination position acquired by the traders and the suppliers of goods and services who can dictate their terms to the consumers, having the sole aim to earn wealth by fair or foul means and even at the cost of health and life of consumers. The issue becomes much more serious and costly when it is connected to basic needs such as food. One unethical business activity in the supply of food i.e. supply of unsafe food and poor quality may cost peoples life .By the supply of unsafe and poor quality food products there are lots of threats faced by consumers these days .This obliges us to ask what are the criteria's for a certain food to be considered safe and has the appropriate quality? The following sections will try to explain some of the concepts included under the idea of food quality and food safety .

#### ***2.4.2 Food Quality and Safety***

In addressing food quality and safety, it is important to keep in mind what has been stated in Food, Medicine and Health Care Administration and Control Proclamation No.661/2009 (herein after Proc. No.661/2009) food covers any unprocessed, semi-processed, or processed items that are intended to be used as food or drink. This may include any ingredient incorporated into either food or drink, In addition, it includes any substance that come into contact with food during processing, preparation, or treatment. Hence, food quality and food safety principle and practices are applied to foods from produce and livestock produces i.e. manufactured and processed food products for consumers and all raw material ingredient, processing aids, food contact packaging and food contact surfaces that are used in the preparation of food and beverage products. This shows that scope of food quality and safety covers food already in the market place and new or modified foods i.e. if new foods are developed for the market place, quality and safety must be considered during the time of conception, design, and development stages.

## **A) Food Quality**

As Vickie & Elizabeth (2008) states the term food quality is the extent to which all the set standards relating to the characteristics of food are met. Some quality requirements of food are:

- ❖ Identity of food according to the already set standards,
- ❖ Declared or claimed amount of one or more stated, components of food
- ❖ Appearance i.e. size, shape, color,
- ❖ Flavor, Aroma, Texture, Viscosity, Shelf Life stability
- ❖ Labeling, packaging

Some of these quality requirements are covered in food laws and regulations Proc .No.661/2009 and Trade Practice and Consumer Protection No. 685/2010(here in after proc No685/2010). This implies that failure to declare the amount of food components, declared ingredients, labeling, misbranding can be considered as a breach of law and will lead to penalty.

The spoilage, deterioration or decomposition that could lead to illness or injury can be considered as failure to meet the food quality requirements. In addition, unacceptable level of foreign materials or extraneous materials can be considered as failure to meet the food quality (Vickie & Elizabeth, 2008). We should consider that the quality standards could also be set by established customers and consumers in addition to those set by government regulations.

## **B) Food Safety**

Food safety is an important issue as there are many demands for it and a variety of food handlers serving various consumers throughout the World. Food safety is a scientific discipline handling, preparation and storage of food in ways that prevent food borne illnesses. This includes a number of routines that should be followed to avoid potentially severe health hazards (Gordon, 2001).

Food can transmit diseases from person to person as well as a growth medium for bacteria that can cause food poisoning. So, food safety is the assurance that the food we take in won't cause harm to the consumer when it is prepared and eaten in accordance with its intended use i.e. all the requirements to safety of the food must be fulfilled so that it may not cause injury or harm to the consumer(Gordon,2001).Ensuring acceptable level of food quality and safety is necessary to provide adequate protection for the consumer .The necessary precautions should

be taken to keep food from hazards that can increase human health risks A great concern on food safety is due to consumer confidence, increase risk of product liability ,affect import and export trade and economic consequence of food born diseases(Senait ,2002).

Consumer participation in food safety is fundamental. Consumers have a right to know and choose what they eat and they have a right to participate in determining what level of food safety risk is acceptable. But, scientists and regulators are afraid consumers might reject something that is perfectly safe for reasons that cannot entirely be supported by science (Neal, 2009).

More often, food safety debates often emphasizes on scientific things about a food safety hazards. In considering scientific uncertainty, government and others need to accept that consumers might prefer a precautionary approach. However, consumers have different preferences and will differ on what they consider acceptable level of risks (Neal, 2009). We should agree on one thing, Consumer preferences can be a good driving force for powerful market force, guiding the use of technology.

Food is our common ground, a universal experience. Food safety: “Whether all harmful substances present in the food have been eliminated, reduced to an acceptable level, or prevented from exceeding acceptable level; and the food has been prepared, handled, and stored under controlled and sanitary conditions in conformance with practices prescribed by government regulations Consumers need to be informed and re-informed and be aware of costs, risks and benefits and these should be conveyed as part of a more comprehensive communication process ( Neal, 2009)

### **C) Food Safety as Part of Food Quality**

Before going to the discussion of food safety as part of food quality, it is important to discuss about the distinction that exists between food safety and food quality. While food quality is the extent to which those established requirements to the characteristics of food are met, food safety deals with those requirements relating specifically to health or to cause illness or injury are fulfilled (Vickie & Elizabeth, 2008). A food that doesn't meet the requirement of food safety doesn't have the criteria for food quality. Another way of putting this is, food can conform to the safety requirements, but not conform to other quality requirements.



In the food Industry, food safety principles as well as practices have always been integrated with food quality or assurance programs. The more recent use of HACCP system in some food companies has resulted in a well defined set of activities that are specifically devalued to food safety. The principles on HACCP are similar to those of the principles of quality. This means that the principles HACCP can be integrated with quality system. A food company that operates on quality management system can be specifically to food safety (Vickie and Elizabeth, 2008).

Government agencies that use HACCP- based programs to check food laws and regulations are basically addressing food safety and fitness for use as human food. We should understand here that HACCP-based programs do not address some quality aspects of food laws and regulations. The HACCP is a system that identifies critical hazard points along with food production line and then develops specific techniques to control them( Neal ,2009).

### **2.4.3 Food Labeling and Packing**

#### **A) Food Labeling**

Food Labels also called Nutritional labeling provide more than just nutritional facts though they also tell you what is in a packaged food (i.e., the ingredients). Some food labels also state which Country the food came from, whether the food is organic and certain health claims. So who decides what information goes on a food label? In the USA, it is the Food and Drug Administration (FDA) This agency requires that all food labels show the same nutrition and health information. This allows consumers to compare different foods and make the choices that are right for them( Neal ,2009).In Ethiopia ,As per article 4(1) of Proc No.661/2009 and its regulation ,Ethiopian Food ,Medicine and Health Care Administration and Control Authority(FMHCA) Establishment Council of Ministers Regulation No.189/2010(hereinafter Regulation189/2010) Art 6(1)(a) states that EFMHCA decides what goes on a food label.

The Information on a food label can help people manage a health condition i.e. people with food allergies can find out if a food contains ingredients that could trigger an allergic reaction. People with diabetes can get information on sugar and Carbohydrate contents from the food label and people on a low salt or low fat diets can tell at a glance how much of these nutrients are in a food.

According to Gordon (2001) on every food label you will see...

- ❖ Serving size, number of serving and number of Calories per serving
- ❖ Info on the amount of dietary fat, Cholesterol, dietary fiber, dietary sodium, Carbs, dietary proteins, vitamins and minerals in each serving
- ❖ Definitions for terms such as low-fat and high fiber
- ❖ Info to help you see how a food fits into an overall daily diet.

*What is required on a food label?* Art. 24(2) Proc No 685/2010 put some of the things that need to be express:

- *Identification*: Each label must contain the name of the product, the name and in fact the info of the producer or manufacturer of the product and the size of the product,
- *Ingredients*
- *Serving size*
- *Nutrition facts*
- *Daily values*
- *Health claims e.t.c.*

Increasingly, consumers desire information about the health, safety, environment and socio-economic characteristics of food products. Therefore, consumers must use food labels to select products that meet their needs and preferences. Due to this need for accurate, uniform labels, governments are faced with challenges on how to ensure labels are not misleading (Neal, 2009).

Labeling of a certain food item requires that complete information about the food must be supplied on food packages. It is emerging as a possible solution for dealing with the boundaries that exists between government regulation and consumer choice. In earlier days, this type of a solution has been rejected because, the labeling information relates to subject preferences other than safety (Senait, 2002).

The bottom line here is laws and a regulation of the government need to understand that consumers should be included in the decision making process that concerns them.

## **B) Food Packaging**

Food packaging is packaging for food. It requires protection, tampering resistance, and special physical, chemical or biological needs. It also shows the products that are labeled to show any nutrition information on the food being consumed.

Intez (2004) identifies the following as the main functions of Food Packaging:

- *Physical Protection:* The food enclosed in the package may require protection from, among other things, shock, vibration, compression, temperature, e.t.c.
- *Barrier Protection:* A barrier from oxygen, water vapor, dust, e.t.c is often required. Permeation is a critical factor in design. Some packages contain desiccants or oxygen absorbers to help extend shelf life. Controlled atmospheres are also maintained in some food packages. Keeping the content clean fresh and safe for the intended shelf life is a primary function.
- *Information Transmission:* Packages and labels communicate how to use transport, recycle, or dispose of the package or product. Some types of information are required by the government.
- *Marketing:* The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package design has been an important and constantly evolving phenomenon for several decades.
- *Security:* Packaging can play an important role in reducing the security risks of shipment. Packages can be made with improved resistance to deter tampering and also can have tamper-evident features to help indicate risks of package pilferage and some have pilfered indicating seals.

Packages may include authentication seals to help indicate that the package and contents are not counterfeit. Packages also can include anti-theft devices such as dye products, RFID tags, or electronic article surveillance tags that can be activated or detected by devices at exists points and require specialized tools to deactivate. Using packaging in this way is a means of retail loss prevention.

- *Convenience:* Packages can have features which add convenience in distribution, handling, stocking, display, sale, opening, reclosing, use and re-use.
- *Portion Control:* Single serving packaging has a precise amount of contents to control usage. Bulk commodities (such as salt) can be divided into packages that are a more suitable size for Individuals, Households. It also aids the control of inventory: Selling sealed one-liter-bottle of milk, rather than people bringing their own bottles to fill them.

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale and use. Packaging contains, protects, preserves, transports, informs and sells (Richard, 2003).

Packaging may be looked at as being of several different types for example a transport package or distribution package can be the shipping container used to ship, store and handle the product or inner package. Richard (2003) identifies a consumer package as one which is directed towards a consumer or household. He supplements, it is convenient to categorize packages by layer or function:

- i) *Primary Packaging* is the material that first envelops the products and holds it. This usually is the smallest unit of distribution or use and is the package which is in direct contact with the content.
- ii) *Secondary packaging* is outside the primary packaging, perhaps used to group primary package together.
- iii) *Tertiary packaging* is used for bulk handling, warehouse storage and transport shipping.

## **2.5 Historical Development, Legal and Institutional Frame Work of Consumer Protection in Ethiopia**

### **2.5.1 Historical Development of Consumer Protection in Ethiopia**

The idea of consumer protection in the World is the phenomenon of the 20<sup>th</sup> Century and it has been inscribed to safeguard and protect the decision making process of the weak consumers on the acquisition of goods and services. Because of the universality of the consumer problems, the **International organization of Consumers Union (IOCU)** later renamed **Consumer International (CI)** was established in the year 1960's to curb the problem of consumers. This provoked the UN general assembly to pass a draft of guidelines, which is assumed to protect the

consumers rights of both developed and developing Countries. This guideline as mentioned earlier are the right to: basic needs, safety, be informed, be heard, choose, readdress, education and, a healthy environment .Hence, the consumers' power stated on Art.22 of proc. No 685/2010 seems to have been derived from the knowledge and experience of the above mentioned eight consumer's right. Consumer safety has been and is considered an important area of public policy in almost all Countries of the World. Different Countries institute relevant laws and regulations, and control mechanisms to ensure the protection of the safety of the consumer.

The increasing value for consumer safety is reflected very well in developing and developed Countries of today where safety of consumers is accorded an over ridding importance and is also taken as an integral part of the marketing strategy aimed at creating a reliable customer base.

In Ethiopia, However, it wouldn't be a mistake to say that consumer safety is at best not taken as the concern of the various business institutions, be it in public or private organizations, big or micro business enterprise that offers goods and services for sale. Due to the absence of organized body or interest group to defend their rights to promote their interest or to create awareness and build capacity to stand for their rights, consumers in Ethiopia have been obliged to be victims of irresponsible marketing of goods and services.

Even with the introduction of free market policy in the Country the problems of Ethiopians (and also some African Countries) seems to have been exacerbated (Daniel, 1998). One should ask a question at this juncture that why is consumer safety at stake in Ethiopia and who the source of the problem is. The Ethiopian consumer safety problems is multifaceted, in that the blame partly goes to the government, for the reason that It do not provide the appropriate laws and administrations or regulatory agencies, partly they blame the consumers in the sense that they do not demand their rights and also for not pushing the government and the majority of problems go to producers and sellers of goods and services who want to benefit at the expense of the consumer (Daniel, 1998).

Though, the problems of consumers vary from Country to Country, consumers in Ethiopia have been victims of: Unfair trade practices, Unfair competitions, Unethical service provision, Unsafe food supply, Non standard and inferior quality, Under or over-weighting goods which are hazardous to life and property of the consumers.(Gebremedihin,2004).In particular, the following are the food safety and quality problems encountered by the country in its imports

- Issuance of false health certificate
- Import of expired food and poor labeling of food items (Anonyms, 2005).

There are also a lot of threats to consumer safety- pathogenic organisms; chemical contaminant and physical contamination are some of the hazards in human health and life. Therefore, ensuring an acceptable level of food quality and safety is necessary to provide adequate safety for the consumer. The necessary precautions should be taken to keep food from hazards than can increase human health risks. ports and new revelations in media have long tried to reflect quite desperately and mostly criminal activities perpetrated by private traders, especially retailers, endangering the lives of consumers through fakely reproduced sensitive products, in an attempt to extort huge profits at low cost.

The media has revealed in most cases how irresponsible criminals disguise as retailers, producers of food products, engage themselves in mass swindling of society and the food poisoning of consumers.

A case in point is the series of programs displayed on police TV programs, ETV and local radios. It is very common to see edible cooking oil, in which processed and sold to consumers are in a very unhygienic way. The raw materials for this cooking oil are mainly the by-products of already processed materials. In addition, it is very common to hear in the news this and that number of people gets sick because of the food that they consume at hotels or restaurants. Police have caught the producers and the owners of hotels. But is this the way out? Playing hide and seek? We should do better than this.

According to Addis-Ababa Health Bureau, while presenting a research paper, it was said among the biscuits sold along the side of the streets of the capital city, almost well over half is expired and spoiled which could be very hazardous to the health of the consumers (Daniel, 1998).

These food stuffs being sold alongside the streets are very cheap and they have large number of customers. Hence, one can easily imagine the extent of the danger they pose on the consumers lives. On the other hand, many of the products sold there have a huge packaging problem for one thing, they are not attractive and most of all the relation between the food and the packaging materials is not duly studied or investigated. In addition, it is not known how they put on expiry dates on the food products. Therefore, Ethiopians with regard to food safety problems are highly exposed to risk of health and injury.

## Chapter Three

### Materials and Methods

#### 3.1 Study Design

This research followed random sample selection a cross sectional method designed based on the primary data generating through survey of consumer situation and food security in Markato area, the legal and institutional set up for consumer protection in Addis Ababa. According to Gray, D., (2004), survey is a detailed one to describe the population and it gives a precise map or measurement of data. Qualitative and quantitative data had been collected through questionnaire, interview and direct observations. Survey is the best suited and most commonly used technique for gathering information, whether by qualitative or quantitative means (Henn, *et al.*, 2006).

Survey has its own pit fall, in order to overcome this problem the researcher employed field observation and documentary research. As represented by Creswell and Clark (2007) that the most common and well-known approach for the mixing methods is the triangulation design. It is useful to obtain different but complimentary data on the same topic to best understanding the research topic. In this study, the researcher used the triangulation design to bring together the strength and non-overlapping weaknesses of quantitative method with those of qualitative methods.

#### 3.2 Target Population

In this study , the target population were those traders who are trading food items and consumers which are consuming items bought from Merkato area in Addis ketema sub city. The study will briefly assess the regulatory agencies, laws and regulations, certification and control on packed food items.

#### 3.3 Data Sources

In order to achieve the objectives of the study, data was collected mainly from primary sources through questionnaires, inter views and field observations. Secondary data from published and unpublished materials, such as books, thesis, policies and proclamations, reports, and journals will also be used.

### 3.4 Sampling Technique

In the area there are two types of traders which are involved in the sell of food items these are the one consisting of whole sellers and the other is the group which consist of most of the traders in the area which are called the retailers. Their total number and the percentages taken is shown below.

**Table 3.1: Food Item Traders in Addis Ketema**

No.	Types of trade	Number of Shops	Sample	%
1	Wholesalers	12	12	100
2	Retailers	603	111	18
	Total	615	123	20

**Source: Addis Ketema Sub-city Trade and Industry Bureau, 2010**

As table 3.1 depicts there are 615 traders of food items in the study area. From these 603 of them are retailers and 12 are whole sellers. To take a statistically significant number of representatives from the total population the student researcher took 123 samples which accounts 20% from the total population. In order to get reliable representation from the two types of traders the student researcher took all the whole sellers and 111 of the retailers from the total of retailers. After selecting the sample business organizations the researcher used simple random samplings technique in order to give equal chance of selection.

In order to get consumers the student researcher used the already sampled shopping centers. Since it is very difficult to collect data from all these shopping centers customers the researcher selected 20% of the sampled Shopping centers .To get the representative customers from each groups of traders the researcher used proportional sampling.

**Table 3.2 Consumers of Food Item from the Area**

No	Types of Shoppe	Number	Sample	%
1	Wholesalers	12	2	10
2	Retailers	111	23	90
	Total	123	25	100

By using proportional sampling technique the researcher distributed 150 questioners for consumers. Out of these 12 of it were given to customer of whole sellers each being given 6 questioners, and the remaining 138 were given to the customers of retailers.

### **3.5 Instrument Development**

In order to gather adequate and reliable data, the researcher used four basic instruments. These were questionnaires, interviews, Key informants and field observations. The questionnaire have both closed and open-ended questions. Initially it was prepared in English and then translated in to Amharic. A systematically designed guideline questions were also developed for the interviewee to gather relevant information from public officials at the Federal level. These public officials considered as key informants. As Payne, G. and Payne, J., (2004) stated key informant or 'Expert Witnesses' are different from 'ordinary' informants to impact and are more visible because they occupy formal positions of authority. To get ample information about the subject matter from the responsible government officials the researcher conducted depth interview. In addition to this an interview were also conducted with selected traders and consumers. To facilitate this interview with traders and consumers of unstructured questions were developed.

### **3.6 Data collecting Procedure**

Enumerators and the researcher collected the data. Before conducting collection of data through questionnaire, the enumerators had half-day training; as a result, they became acquainted with the questions enshrined in the questionnaire.

An interview was also conducted with the responsible government officials, like the officials of Ethiopian Conformity Assessment Enterprise, some officials in the Ethiopian Food, Medicine and health care Administration and Control Authority.

### **3.7 Data processing and Statistical Analysis**

After the accomplishment of data collection activity, analysis was made by using tabular methods, charts, graphs and diagrams .The analysis for qualitative data, which will be collected through interviews and field observations, will be described, interpreted and explained in support of the survey result.

## **Chapter Four**

### **Results and discussions**

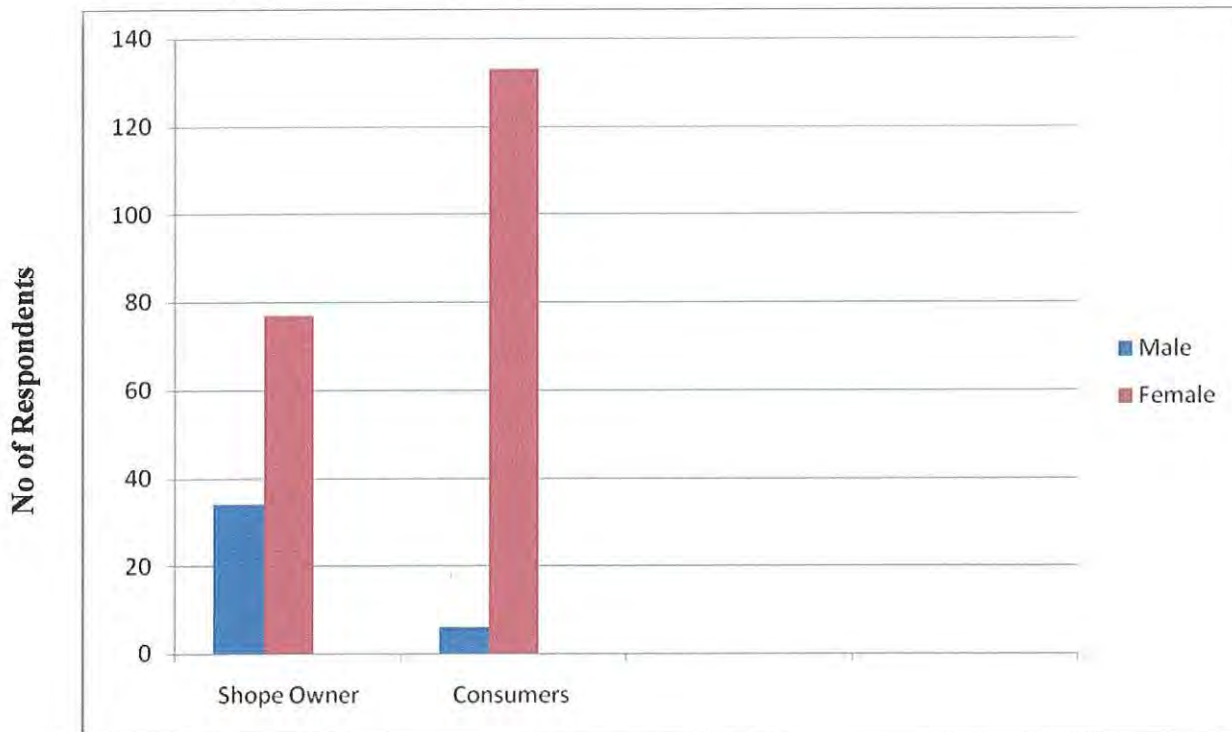
This chapter presents the description and analysis of the data collected through primary and secondary sources from the study area. It consists of three parts. The first part describes the general characteristics of the respondents' demographic features and business entitlements in a short and precise manner. In part two, the main theme of this study namely: the major food items in transactions; the condition of business ethics i.e. packing and labeling condition of food items; and the awareness of business ethics by sellers and consumers in relation to their rights and responsibilities will be discussed. The last part of this chapter will address consumer protection policy and the existing institutions management and administration practices in the study area.

#### **4.1 General description of the respondents**

In order to describe and analyze the consumer protection and food security in Addis Ababa: with a special focus on food shopping centers at Merkato, the researcher distributed questionnaires for sellers and consumers. 123 seller respondents were given the questioner and 111 of them responded. This shows that the response rate was 90.2%. On the other hand the numbers of consumer respondents were 150, of which 139 properly responded. This also shows the response rate is still greater than ninety percent (92.7%).

The demographic features such as gender and income of sellers and buyers respectively; issues related to business entitlement like owner of the business, modalities and period of owning the business, and the like of sellers are the discussion points, which will be addressed in this part of the study

#### 4.1.1 Demographic Feature of Respondents



**Shop Owners & Consumers**

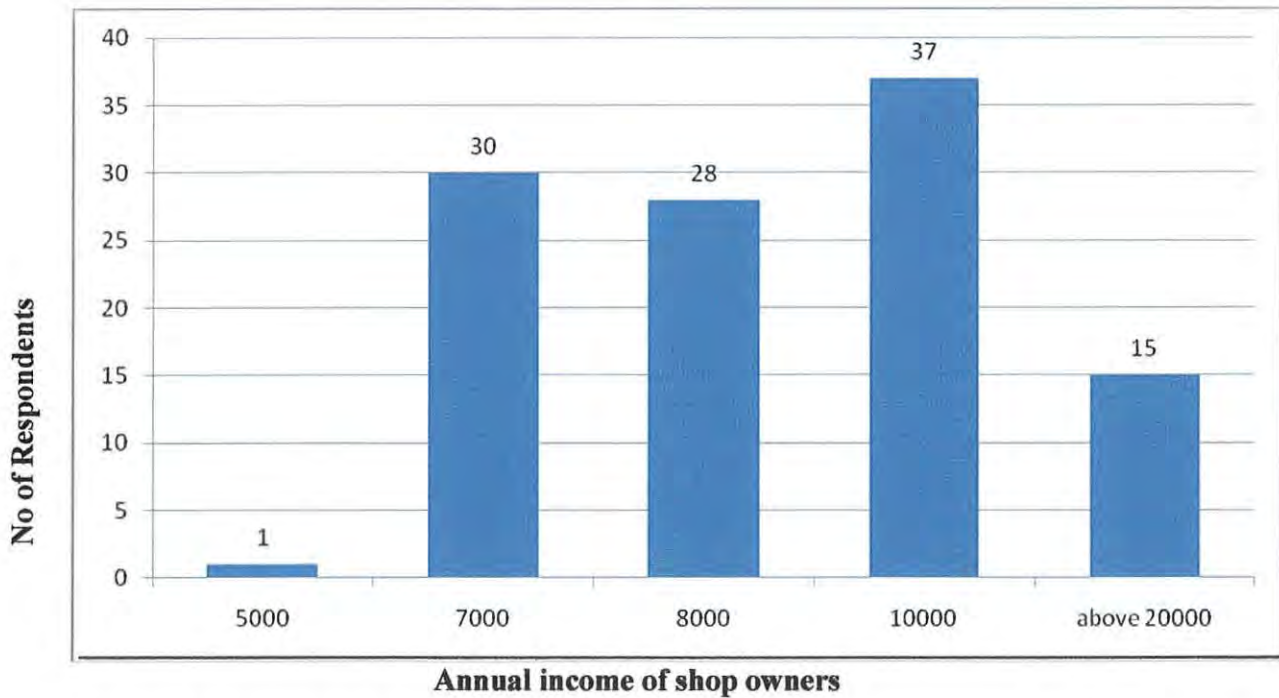
**Figure 4.1 Gender distribution of Shop owners and consumers (Source: Field survey, 2011)**

As fig 4.1 depicts out of the 111shop owners in the area, 31% are female and the rest goes to male which accounts 69% of the total number of traders. While from the total 139 respondents of consumers',96 % of the respondents are female and the percentage of men respondents were 4% .

This number tells that the sampled Shoppe owners in the area much of it is dominated by men and women shop owners are less by more than half from that of that of the men. One may think that would things be different if the market has been dominated by women. In the coming sections it is discussed that there is much unethical service and unfair competition in the study area the question is can they make it any different ? it is true this is not the subject of this research but other field of study shall deal up on it properly. The above number tells that women are doing much of the shopping.



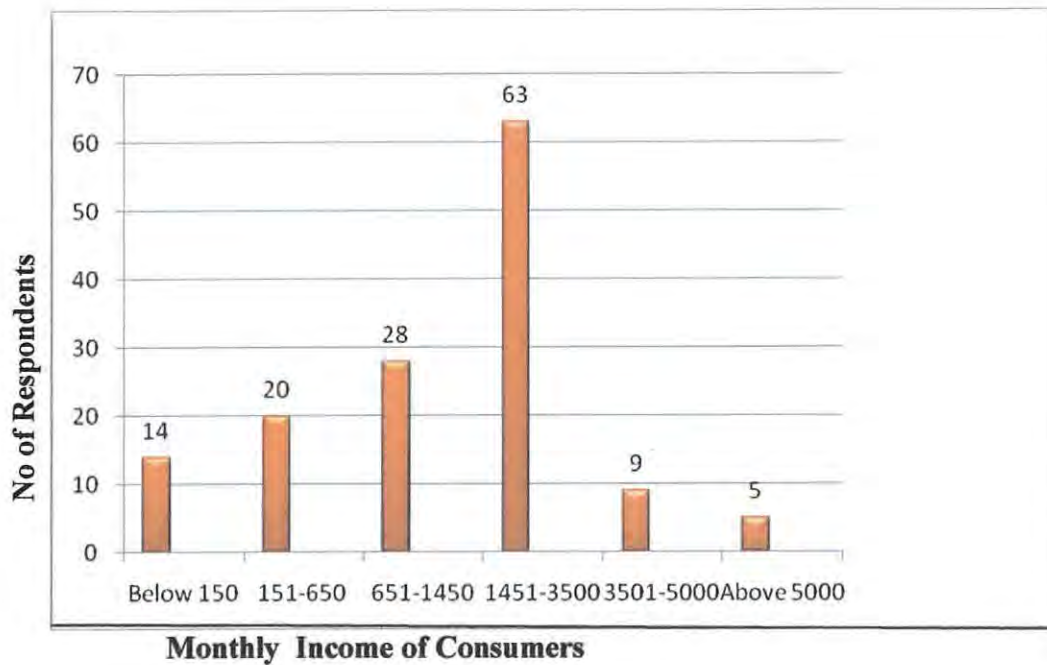
#### 4.1.2 Income Distribution of the Respondents



**Figure 4.2: Owners' of the business annual income distribution; Source: Field survey 2011**

Figure 4.2 demonstrates the annual income of the traders in the area seeing their income distribution 1 of the traders has a total income of 5000,15 of them have annual income of 10,000,25 have annual income of 8000,27 have annual income of 10,000 and the rest which accounts the majority contains 33 goes to the group which has annual income of 20,000 and above .

This figure tells that 33 traders have an income of more than 20,000 and above and the ones who have the least (1) shop owner has annual income of below 5000. There is great disparity between these two business groups. During the study it was learnt that this number was recorded by the retailers.



**Figure 4.3: Consumers Monthly income in birr ( Source: Field survey, 2011)**

The monthly income distribution of buyers is demonstrated under figure 4.3. Accordingly from the total of 139 respondents the majority ( 63) earn monthly income of 1451-3500, 20 earn between 651-1450, 5 % of the consumers earn above 5000 per month 9% of the respondents have monthly income of between 3501-5000.

In fig 4.3 we have consumers whose income goes above 5000 per month and to the contrary we have the group of people who have monthly income below 150 .Surely this income disparity has an effect on the quality of the food item that the consumers are buying from the market . It also shows that the act of consumption is an integral and intimate part of our daily existence and that is true whether we have a lot of money to spend on it or very little.

### 4.1.3 Sellers Business Ownership Situation

Right of ownership is the widest and the ultimate property right that may be had in relation to things or objects. Ownership may be defined as legal relationship that gives rise to certain rights and obligations between persons in relation to an object. According to Art 1184 of the Civil Code of Ethiopia right of ownership may be transferred from the owner to another person by the agreement of the owner which may be done a contract of sale ( Art 2266) or contract of donation (Art 2427) or a contract of barter according to Art 2408 and 2409 or by will. It may also be transferred, in cases of intestate successions, by the operation of the law. The owner of an immovable object or a special movable object may establish his ownership (entitlement) by producing title deed. The following section discusses the modalities and period of ownership of starting business.

**Table 4.1: Modalities and Period of Starting Business**

No.	Items	Alternatives	Frequency	Percentile
1	Owner of the Business	Male	77	69.4
		Femal	34	30.6
2	Modalities of owning the business	Buying from private owners	61	55.0
		Through government permit	26	23.4
		Cooperatives	22	19.8
		Partnership	2	1.8
3	Period of starting the business	1984-1990	18	16.2
		1991-1995	10	9.0
		1996-2000	68	61.3
		2001-2005	14	12.6
		2006-2010	1	0.9
4	The kind of document to show entitlement	Business licence	111	100.0
		Books and accounts	-	-
		others	-	-
5	Do you display your trade licence?	Yes	80	72.1
		No	31	27.9

Source: Field survey, 2011

Table 4.1 shows that men are the owner of most of the shops in the area they account for 69.4%, and the rest 30.6% goes to the women. With respect to modalities of ownership, 55% have bought from private owners and 23.4% gained ownership by government permit, 19.8% through cooperative and 1.8% obtained ownership through partnership. Most of these groups which accounts 68% started their business within the 1996-2000 E.C, the least of these groups (1%) started their business from 2006-2010 E.C.

All of these group of business groups have business license that shows there is good trend in the sub city with respect to having business license. As the requirement of the law 72.1% of them display their trade name in an overt place but significant number 27.9% do not display their trade name in an overt place. Their response as to why they do not display are: have no special reason if anyone asks I would show, I do not see the need I wouldn't be here and I did not know am under any obligation to show it. This is going to create a problem on the accountability of the traders whether they are going to be held accountable by the consumers whenever they are in default.

## **4.2 The Trait of Business Transaction in the Study Area**

In table 4.2 we shall discuss about who makes regular shopping in the family, the person who makes the decision on what to buy. How frequently the shopping is made.

### **4.2.1 Consumers Shopping Behaviour**

Food is our common ground and this means that in one or another way all of us buy it from the market. But our preference, who mostly decides in the family what to buy and which family member makes the shopping from the market differs from one family to another. Having this in mind Table 4.2 displays the shopping behavior of consumers. It discusses who makes regular shopping, who from the members the family commonly makes decision on what to buy and the frequency of buying the food items from the *Merkato bomb tera*.

**Table 4.2 Shopping Behaviour of Consumers**

No.	Questions	Alternatives	Frequency	Percentage (%)
1	Who from your family makes regular shopping?	mother	76	54.7
		father	44	31.7
		old brother	11	7.9
		Old sister	8	5.8
2	Who in your house hold commonly makes major decision regarding which type of food and drink items to purchase?	mother	95	68.3
		father	17	12.2
		older brother	6	4.3
		older sister	18	12.9
		other	3	2.2
3	How frequently do you make shopping?	Daily	16	11.5
		Weekly	37	26.6
		Twice a month	42	30.2
		Monthly	44	31.7

Source: Field survey, 2011

From table 4.2 it is observed that most of the shopping activity which accounts 54.7% is done by mothers .Fathers making shopping of 31.7% and the least goes to old sister 5.8%.As to who makes the decision on what to buy from the market 68.3% is mostly made by mothers ,the next goes to older sister with12.2%.In case of how frequent shopping is made, most of the respondents that are 31.7 make the shopping monthly and the next comes twice monthly with 30.2%

**Table 4.3: The Frequency of Food Items That Were Bought By Consumers**

Consumers have different needs and habit of buying food items from the market. The difference in the habit of buying the food items from the market is one of the factor that brings difference in the frequency of food items bought by consumers. The difference may also come from a difference income of consumers. Thirteen food items are listed on table 4.3 to investigate the frequency of buying the thirteen food items listed in the table.

No	Types of Food	Regularly		Occasionally		Rarely		Never	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	Juice	29	20.9	64	46	34	24.5	12	8.6
2	Honey	56	40.3	47	33.8	28	20.1	8	5.6
3	Oil	81	58.3	50	36	2	1.4	6	4.3
4	Flour	56	40.3	29	20.9	15	10.8	39	28.1
5	Water	34	24.5	36	25.9	23	16.5	46	33.1
6	Coffee	53	38.1	23	16.5	26	18.7	37	26.6
7	Sardines	18	12.9	11	7.9	60	43.2	50	36
8	Milk	49	35.3	57	41	21	15.1	12	8.6
9	Butter	50	36	28	20.1	37	26.6	24	17.3
10	Peanut butter	41	29.5	53	38.1	35	25.2	10	7.2
11	Pasta and Macaroni	29	20.9	59	42.4	43	30.9	8	5.8
12	Biscuit and Chocolate	47	33.8	55	39.6	10	7.2	27	19.4
13	Salt	100	71.9	16	11.5	23	16.5	-	-

Source: Field survey, 2011

As table 4.3 demonstrates 46% is occasionally bought and 20.9% of them buy it regularly. When we move to honey, 40.3 % buy regularly, 33.8% occasionally, 20.9% rarely and 56% never buy it at all. Next is oil, 58.3% buy it regularly, 33.8 buy occasionally. Flour and water respectively make 40.3%&24.5% regularly, 20.9%&25.9% occasionally.

Moving to coffee and sardines, 38.1% & 12.9 % regularly, 16.5% &7.9% occasionally bought by the consumers. This Shows Sardines are not eaten that much by the consumers. Milk is 35.3% regularly, 41% occasionally, bought by the consumers. This shows milk is highly consumed.

Butter and peanut butter respectively, 36% & 29.5% regularly, 20.1% & 38.1% occasionally, and 17.3% and 7.2% never bought for consumption. Pasta & Macaroni 5.8% never, 30.9% rarely, 42.4% occasionally and 20.9% regularly bought by the consumers. Moving to biscuits and chocolates, the consumption rate is relatively high in the area.

The consumers list: Oil, juice, biscuits, coffee, butter and peanut butter as food items that are susceptible to deception and are commonly found in that way. From table 4.3 it can be observed that the trend of consumption of these items is relatively high. One can see that these items being sold to many has negative impact on the health and well being of consumers. Together, they have expressed the malpractices that they have observed in the area.

Their observation is similar with that of expressed by the traders these are: opening the packed items fill it with another item and then sell it, selling those items which are out dated, selling items by reducing their original weight, mis branding, production of peanut butter and Vento in the local places and then sell it as if it is came from the original places.

#### **4.2.2 Sellers Shopping Behavior**

In this section, just like that of the frequency of buying habit of consumers. The previous food items are selected for the seller. What is different from the buying motive of consumer is, in this case is the most important driving force is profit. What they sell is what brings them profit. The traders also have difference in selling the food items.

**Table 4.4: The Frequency of Food Items That Were Sold By Business Owners**

The table contains 13 food items which are sold by the traders of *bomb tera*

No	Types of Food	Regularly		Occasionally		Rarely		Never	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	Juice	45	40.5	51	45.9	4	3.6	11	9.9
2	honey	26	23.4	43	38.7	24	21.6	18	16.2
3	oil	77	69.4	34	30.6	-	-	-	-
4	flour	37	33.3	19	17.1	23	20.7	32	28.8
5	water	27	24.3	12	10.8	31	27.9	41	36.9
6	coffee	19	17.1	29	26.1	4	3.6	59	53.2
7	sardines	11	9.9	14	12.6	49	44.1	37	33.3
8	milk	10	9	33	29.7	41	36.9	27	24.3
9	butter	6	5.4	23	20.7	35	31.5	47	42.3
10	Peanut butter	23	20.7	15	13.5	46	41.4	27	24.3
11	Pasta & macaroni	26	23.4	34	30.6	14	12.6	37	33.3
12	Biscuits & chocolates	72	64.9	9	8.1	27	24.3	3	2.7
13	salt	44	39.6	13	11.7	26	23.4	28	25.2

Source: Field survey, 2011

As table 4.4 demonstrates juice with 45.9% is occasionally sold by the shops in the area, 40.5% selling regularly, 4% selling it rarely. When we come to honey, 23.4% sell it regularly, 38.7% occasionally. Moving to oil 69.4% sell it regularly, 30.6% sell it occasionally. This shows that oil is highly sold by the traders of the area. Moving to coffee the table shows that the traders selling it rarely are high. Respectively talking about milk & butter from the shop owners 9% & 5.4% sell it regularly, 29.7% & 20.7% occasionally, 36.9% & 31.5% sell it rarely. 20.7% Peanut butter is sold regularly, 13.5% occasionally, 41.4% sell it rarely. 23.4%, 30.6%, 12.6%, 33.3% regularly, occasionally, rarely and never respectively is Pasta & macaroni sold by the shop owners. Biscuits & chocolates are sold 64.9% regularly, 8.1% occasionally by the shop owners in the area. This indicates that there is high trend of selling biscuits & chocolates in the area.

For the question which is forwarded to which of them are susceptible to deception put that Juice ,biscuit Peanut butter ,oil, coffee ,and butter are said to be susceptible to deception .So it needs special attention from the concerned authorities. Ato Endale from ECPPS agrees that juice and peanut butter are easily susceptible to deception and he practically seen when he and group of observers moved around the shops.

The mal practices observed as stated by the local traders are :selling expired food items ,selling food items with no labels at all ,using other brands ( packaging )and sell it as if it is the original brand in connection to these some whole sellers take ,a sample of good quality biscuits that are from Brazil, to China and have it prepared usually in lower quality then sell it as if it is the original product from Brazil. Mixing the one food item with the other and then sell it is also another bad practice in the area.

#### **4.3 The Practice Business Ethics in the Study Area**

Ethics, a branch of philosophy, deals with general moral principles and specific moral choices. Moral obligations like utilitarianism, categorical imperatives and golden rule. Article 124 of the Commercial Code defines business as“an *incorporeal movable* consisting of *all movable property* brought together and organised for the purpose of carrying out any of trading activities in Art 5 of the commercial code. As any activities for the public this business has its own ethics i.e. that is it has its own moral principles that keeps both the interest of the business person and their customers.

Honesty, integrity and trust are the three pillars on which sound system of trade and commerce should rest, yet now-a days; honesty, integrity, truthfulness and trust in business are lacking and trade to a greater extent in most societies and nations. This is a serious challenge to the rule of law and the obligation of the society to adopt and inculcate moral values (Amare, 2002).The issue becomes much more serious if the business is unethical activity goes to the extent of providing food item that are not safe and having poor quality .There has been many instances such of kind un ethical business activity in *Merkato* area(Emiwedish,2002) . Therefore, in this part of the analysis the business ethics in *Merkato (bomb tera )* will be assessed.

In table 4.5 the situation of labeling and packaging of items is assessed. Under it three concepts will be discussed.

#### 4.3.1 Labeling and Packaging of Food Items

Packaging materials as per Proc no 661/2009, is any material that may be used for filling, inserting or wrapping or packing food or medicine. In connection to this Packaging requires protection, tampering resistance, and special physical, chemical or biological needs. Labels defined by the same proclamation, is any material which is printed or affixed to a packing material which provides the necessary information about a food or medicine, and it includes an insert. This asserts that packaging and labeling play important roles in preserving the quality and safety of food items.

**Table 4.5 The Situation of Labeling and Packaging of Food Items (From the Sellers' side)**

No.	Items	Alternatives	Frequency	Percentile
1	Proper labeling	Yes	62	61.3
		No	42	37.8
2	Are the labeling easily detachable	Yes	49	44.1
		No	62	55.9
3	Are the labeling written in either English or Amharic?	Yes	77	69.4
		No	34	30.6

**Source: Field survey, 2011**

One can see from table 4.5 that 61.3% of the sellers agree that the food items have proper labeling and significant number, while 37.8% agree that the food item that they sell do not have proper labeling. It can easily be understood that this is going to put a lot of people in danger and it clearly transgresses business ethics and consumers right. 55.9% said that the labels are easily be detachable and the rest 44.1% answered they are not easily detachable. It can be observed that one can easily detach the label and can be easily replaced by the other product label or easily put other which can easily be made in the local stationary.

Most of the labels that comprises 69.4% according to the traders, are written in Amharic or English but 30.6% said that the labels are not written in Amharic or English. Those who said no added that most of the labels are written in Arabic. The question is how many of the consumers know Arabic, this puts the right of consumer to get information from the labels

and from traders. In addition, it may put consumer's health in danger because there is no communication between the product and the consumers. As most food engineers say, properly packaging serve as silent sells person because people may be attracted by the packaging but if there is no proper packaging then this purpose is also disregarded.

**Table 4.6 The Situation of Labeling and Packaging of Food Item (From Consumers Side)**

No.	Questions	Alternatives	Frequency	Percentile %
1	Have you/ member of your family/ ever faced sickness by consuming the food bought from the shops in Merkato?	Yes	77	55.4
		No	62	44.6
2	Do the food items that you buy have the proper labeling and packaging?	Yes	55	39.6
		No	84	60.4
3	Do you think the labels are easily detachable?	Yes	82	59.0
		No	57	41.0
4	Are the labels written either in Amharic or English?	Yes	108	77.7
		No	31	22.3
5	Do you have the practice of checking the labels on the food items?	Yes	98	70.5
		No	41	29.5
6	From the Shop that you buy, do you think special care is taken for the storage of the food items	Yes	44	31.7
		No	91	65.5

**Source: Field survey, 2011**

From table 4.6 we will try to analyze experiences of the consumers, 55.4% of them asserted sickness has come to their family by consuming the food items that they bought. This is a very high number. It needs attention from everyone. According to our laws, the food items are required to have proper packaging and labeling but 60.4% of the buyers said the food items do not have proper packaging 39.6% replied otherwise. Such practice have serious impact on the society as the number is very high. The labels according to 59% of the buyers are detachable, where as 41% asserted it to be not detachable.

As one can see the number detachable item is high then it means there is high degree of being mishandling by an ethical business individual. Emiwedsish (2002) asserted that there

high degree of mis branding in the area. One of the factor could be that there are items sold by the traders from the labels can easily be detached.

Consumers need to get the information by the language they can understand. 77% of the respondents confirmed the labels are written either in Amharic or English but 22.3% answered it is not written either languages .Those who said 'No' added the language is Arabic specially the juices and oils.

It is good that 70.5% of the consumers check the as a result they can protect themselves but still 29.5% of them do not check whether the items are labeled and entails in giving up their right.

Storage of the food item plays important role in preserving food quality as well safety. Failure to regulate the proper storage of the items cold create a room for breeding of harmful bacteria's and this creates a problem on the health as well as on their life . Despite these facts, 65.5%of the respondent said the traders do not take special for the storage of food items. This has to be corrected for the future if consumers need to be protected.

#### ***4.3.2 Food quality and safety***

According to Vickie and Elizabeth (2008) the term food quality is the extent to which all the set standards relating components of food, size, shape, color, flavor, texture, aroma and shelf life are met. Accordingly, safe food is a food free from any harmful chemicals microbial and physical contamination at the time of its consumption, absolute safety of food products either added or naturally occurring cannot be proven ,or attainable( Senait,2002).In the following sections we will try to investigate the situation of food quality and safety in the study area

**Table 4.7: Food quality and safety practices of Traders**

This table shows some activities by the traders which have an impact on the safety and quality of food item they sell.

No.	Items	Alternatives	Frequency	Percentile (%)
1	Do you sell those food items which are closer to expiry date?	Yes	76	68.5
		No	35	31.5
2	Are your employees free from communicable diseases?	Yes	66	59.5
		No	44	39.6
3	Do you take special care for the storage of food items?	Yes	55	49.5
		No	56	50.5

**Source: Field survey, 2011**

Table 4.7 demonstrates that 68.5% answered that they do not sell food items that are closer to expiry date and 31% affirmed that they sell items which are closer to their expiry date. The later number implies that traders are putting a lot of consumers in danger and therefore, setting aside one of the elements of food security that is to get safe and nutritious food items.

According to proclamation No 661/2009, the traders must be free from communicable diseases but 39.6 % of them asserted their employees are not free from communicable diseases and 59.5% are free from communicable diseases. The 39.6 % can put a lot of people in jeopardy and have the potential effect to affect a lot of consumers health. 50.5 % of the traders do not take special care as to the storage the food items they sell and 49.5 % said that they take special care for the storage of the food item. But as observed most of them do not take special materials for the storage of the food items they sell.

#### **4.4 Respondents Awareness on Business Ethics**

In earlier sections the issue of business ethics has been dealt. It is basically all about doing business in an honest, truthful way towards customers. Going against the idea of ethical business activity has a direct impact on economical as well as health consequences. In talking

about business ethics the awareness of the existing legal and moral obligation plays an important role.

**Table 4.8 Traders' knowledge on business ethics**

1	Do you have the obligation to provide foods that are safe?	Yes	56	50.5
		No	55	49.5
2	Do you think you have the duty to give information to consumer whenever you are asked ?	Yes	32	28.8
		No	79	71.2
3	In this area do you think there are food items which are contaminated?	Yes	84	75.7
		No	27	24.3
4	Are there traders who sell expired food products	Yes	64	57.7
		No	47	42.3
5	Do you know anyone who sells adulterated food products	Yes	57	51.4
		No	54	48.6
6	Do you think there is unfair competition in the market	Yes	91	82.0
		No	20	18.0
7	In the area is there unethical service provision?	Yes	87	78.4
		No	20	18.0
8	Do you think consumers are getting enough for what they are paying for	Yes	13	11.7
		No	98	88.3
9	Do you know there are laws for consumer protection	Yes	24	21.6
		No	87	78.4

**Source: Field Survey, 2011**

Table 4.8 Traders' knowledge on Business Ethic The general awareness of business ethics of traders is envisaged in table 4.8. For the question do you have the obligation to provide foods that are safe, 50.5% feel that they are under obligation ( duty) .But significantly large number 49.5% assume that they are not under any obligation to provide food that are safe .According to Suzan(1996) the sense of obligation is quite simple to speak the truth and to give an accurate information about anything .But in our case they do not feel they have the obligation to provide food items that are safe. This is quite dangerous attitude. As long as it can bring money they are going to sell it. This is against the law and business ethics. As to the duty to give information to consumers whenever asked 71.2% feel that they do not have the duty to give information to their customers . 28.8% feel otherwise but it should have been at least the reverse .What this implies is that a lot of work is needed from different sectors.

As for the contamination of food 75.7% of them knows that there are items which are contaminated and they are being sold to the general public. This is very supportive of the previous analysis on table 4.5 that there are items sold by traders that can seriously endanger the health and well being of consumer. 57.7% of traders know that there are traders who sell expired food products this is again very supportive for table 4.5 and are quite dangerous for the general public. In addition to this, it is very much against the idea of our existing laws of consumer protection and food security. 51.4% of the traders know that adulterated food items are being sold to the consumers and 48.6% said they do not know. Emiwedish (2002) also found out the same practice in the area selling food items that are adulterated.

Un fair trading practice according to Susan (1996) in its simplest meaning is the dishonest, or fraudulent method of obtaining or doing business. It also means violation trade related laws. Having this in mind, 82.0% feel that there is unfair trading activity in the area. This goes together with 78.4% asserting that there is unethical service provision in the area. One can easily see that a lot of people can be placed in danger.

Logically, According to Gebremedhin (2002) goods and services in the market are ought to be worth of the price they deserve, utility they owe and to meet the interest of the society. But due to misrepresentation the notion of market, irresponsible marketing has increased.

Consumers of Ethiopia have been the victims of such practices. 88.3% of the traders in the study area confirm that people are not getting enough for what they are paying for and 11.7% agree with the idea that there is equality between what the consumers are paying.

Most of the traders that include 78.4% do not have the knowledge about consumer protection law enacted in the country only 21.6% of them knows about it. This law, though it is a recent event most of the rights of consumers and the duties of traders are stated on it but as one can see the law is not known by significantly large number. One must know his rights and duties in order to behave accordingly. This means that the stake holders must try harder in order to make the law known by the traders.

**Table 4.9 Consumers' Knowledge on Business Ethics**

This table discusses the knowhow of consumer on business ethics.

In these section we will try to analyze the general knowledge consumers .65 .5 % of the consumers do not know there are laws for consumer protection .This number is very high ,and

No.	Question	Alternative	Frequency	Percentile
1	Do you know there are laws for consumer protection	Yes	45	32.4
		No	91	65.5
2	Do you think the traders have the duty to give information to consumers whenever they are asked	Yes	81	58.3
		No	58	41.7
3	Do you have the right to ask for foods that are safe?	Yes	86	61.9
		No	53	38.1
4	Are traders under duty not to sell food items that are not duly packed	Yes	70	50.4
		No	69	49.6
5	Do you know adulterated food products can seriously affect consumers' health?	Yes	89	64.0
		No	50	36.0
6	Consumers have the right to be protected against dishonest or misleading advertising and labeling?	Yes	81	58.3
		No	58	41.7
7	Trades have the responsibility not to sell food items that are not labeled	Yes	86	61.9
		No	53	38.1
8	Unethical service has an adverse effect on consumers' right.	Yes	81	58.3
		No	58	41.7
9	Proper market regulation has an effect on consumer protection	Yes	74	53.2
		No	65	46.8
10	In this area do you think there are food items which are contaminated	Yes	97	69.8
		No	42	30.2
11	Consumers have the right to demand for the proper redress	Yes	77	55.4
		No	61	43.9

**Source: Field Survey, 2011**

it has to be corrected as soon as possible .One must know the very foundation of its right Most of the rights of consumer are stated on it but if they do not know about it they are not going to evoke. it so all stake holders must deal with it quickly.41.7% do not believe the traders have the obligation to give information when demanded by the consumers .This it looks that the consumers by themselves are giving up their right .The reason could be most

of them does not their right properly. As a right to demand foods that are safe 61.9% of the consumers asserted it but significant number i.e. 38.1% thinks the opposite .This in the future has to be corrected.

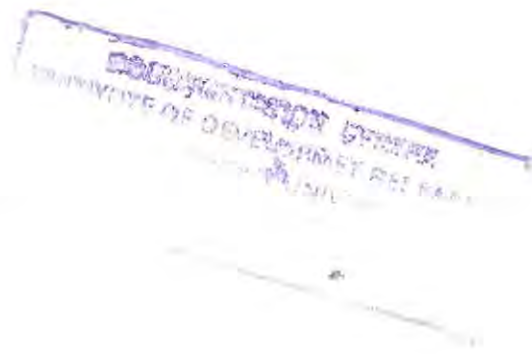
On the duty of the traders not to sell properly packed food items 50.4 % of the consumers believe the traders are under duty, but significant number 49.6% thinks the traders are not in duty. Coordinated effort from all the stalk holders is needed to change this attitude. Significant number 36% does not have the idea about the seriousness of adulterated food items. Consumers have the right to be protected against dishonest or misleading advertising and labeling 58.3% of the consumers answered it to the positive but again significant number 41.7 % answered it to the reverse. 61.9% of the consumers feel that traders have the responsibility not to sell food items that are not labeled. This is good but the other number 38.1% must be eliminated to have better protection for consumers. Unethical service has an adverse effect on consumers' right was positively answered by 58.3% of the consumers but 41.7% should be lowered to significantly low number .The consumers has to have a knowledge by coordinated effort .

Proper market regulation has an effect on consumer protection was answered to the positive by 53.2% this is encouraging but like the reverse number has to be reduced. 69.8% of the consumers , believe that there are food items which are which are contaminated . This also must be to a significantly low digit .Concerning the right to redress 55.4% of them do believe in it but the rest 43.9% for some reason do not demand their .Ato wondafrash from (FMHCA) inspection and surveillance directorate, and Ato Zenebe from ( ECAE) product certification expert IV ,mentioned that the consumers are also creating the room for the poor situation of consumers protection they do not as expected report or take their case to organs who are in charge of handling such cases .They also added that they do feel they are part the system, if consumers do not strength them themselves by forming the strong association the effort of the government won't take us that much far.

#### **4.5 Respondents Attitude Towards Regulatory Bodies**

Everyone has an interest in finding out whether something (organization or a system )meet their expectations .Is that organization competent to carry out the work that I want them to do? Such kind of question is because of the concern that grown among consumers about the quality and safety of the food supply.

For this reason it has become essential that a nation should establish an effective food control infrastructure that is capable of ensuring maximum consumer protection and promoting fair practices in food trade. In our country, too there are regulatory agencies that are there to make sure the food items either imported or locally produced have the proper quality and safety. As are regulatory agencies in developing countries, our regulatory agencies have their own in efficiency. Despite the common problems, are they doing enough with what they have is logical question to ask. In connection to this, what we will try to analyze, in this section of the analysis is how the stake holders i.e. consumers and traders feel towards these agencies (their activities).



**Table 4.10: The Feeling of Traders on the Regulatory Organs of Food Items'**

No	Question	Strongly disagree		Disagree		Undecided		Agree		Strongly agree	
		Freq.	%	Freq	%	Freq	%	Freq	%	Freq.	%
1	There is strong control from the government offices	18	16.2	53	47.7	9	8.1	12	10.8	19	17.1
2	There is full flange corruption in the controlling organs	2	1.8	10	9	7	6.3	48	43.2	44	39.6
3	The government should improve the efficacy of the food quality and safety insurance			6	5.4	29	26.1	37	33.3	39	35.1
4	The traders are to be blamed for the poor quality of food items sold around <i>Merkato</i> area	1	.9	13	11.7	29	26.1	52	46.8	16	14.4
5	There are items sold by traders that can seriously endanger the health and well being of consumers	4	3.6	7	6.3	15	13.5	70	63.1	15	13.5
6	Consumers give more emphasis to the price than the quality and safety of the food items			12	10.8	32	28.8	58	52.3	9	8.1
7	The traders in the area are duly responsible in the conduct of their selling of food items	20	18	36	32.4	11	9.9	43	38.7	1	.9
8	The existing legal and practical situation is not suitable to sell food items with the appropriate quality and safety	50	45	35	31.5	15	13.5	11	9.9		
9	The food items that are either imported or produced locally are safe for consumption	43	38.7	50	45	10	9	4	3.6	4	3.6

**Source: Field survey, 2011**

In Table 4.10 17.1% strongly agree that there is strong control on the safety and quality of food items from the government offices, 10.8% agree, 47.7% disagree and 16.2% strongly disagree that there is strong control from the government offices. Many feel that there is no much control from the government offices and they do not trust the controlling capacity of the government. In these regard, it looks strong work is needed from the government offices. In the case of corruption in the government offices most of the respondents agree that there is full fledged corruption in the government offices. The regulatory bodies must work hard to minimize such feeling of the people.

35.1% of the respondents strongly agree that there needs improvement from the government offices that the government should improve its efficacy. Ato Wondafrash Abera agree they have some weakness in the area of control but he believes they are trying to improve the situation by working in collaboration with new divisions of (QSAE) with the ministry of trade, industry and with the ministry of agriculture. Ato Zenebe Folla also agree with the what Ato wondafrash have to say. In order to improve its efficiency, one thing the QSAE has undergone and divided in to four institutions. He added there were only 300 compulsory standards that Ethiopia has been used from the time of PDRE but now study is underway to be completed in order to include new developments.

14.4% are taken to be blamed strongly the traders feel for the poor quality in the area and 46.8% believe that they take the responsibility for the poor quality of the food items. 63.1% go with the idea that there are food items sold that can seriously endanger the well being of consumers. This is showing that quite a large number of the traders know that in the area there is bad practice.

52.3% of traders asserted that consumers give more emphasis to cost than the quality and safety of food items they buy. The research by Emiwedish (2002) have pointed out for the poor quality and safety of some of the items the blame partly goes to for consumers. There are some consumers whose primary target is the reduction of the cost. The traders in the area are duly responsible in the conduct of their selling of food items is agreed by 38.7% of the traders, where as 32.4% disagree with this assumption 18% strongly disagree with it. The point of the matter is that demonstrates there some traders who do not conduct their activity responsibly. Ato Endale also asserted the same idea that there are traders who do

not follow ethical business activity. Their activity is so un ethical it sometimes goes to the extent of costing life.

To the question, the existing legal and practical situation is not suitable to sell food items with the appropriate quality and safety 45% of traders strongly disagree, 31.5% disagree. So large number of the traders feel that the legal and practical situation is suitable to sell items with appropriate quality and safety. Ato Wondafrash also agrees that there is no much legal and practical situation that prohibit traders from selling items which are of good quality. It is the some traders opinion who are trying to get so much profit out of small effort. He added : 'Am not saying we have a perfect system but we are trying our best to improve our stand but the existing situation is not that much bad to sell items with the appropriate quality and safety.

As to the food items that are either imported or produced locally safe for consumption 38.7% of traders strongly disagree , 45% disagree, 9% un decided about the matter .Most of the traders feel that the food items that are either imported or exported are safe to consume .Ato Zenebe from ( ECAE) said for the quality and safety we are doing everything we can , we go certify the local factories as to their quality of their production up on request or self initiation, and on and check on them as much as possible. If they do not conform we will suspend or give some period to equip themselves if he is still not ready we will withdraw our license and then notify it to the appropriate body.Ato Wondafrash also says according to some reports of the food items that are sold in *Merakto* are illegally imported, but we have strong control on the borders although controlling is not always a way out. The biggest weapon is on the consumers ,they should start to say no to such practices.

In the following section (table 4.11) we will try to analyze what has been analyzed in table 4.10 from the perspective or the feeling of consumers .

**Table 4.11 The Feeling of Consumers on the Regulatory Organs of Food Items`**

No	Questions	Strongly disagree		Disagree		Undecided		Agree		Strongly agree	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	There is a strong controlling mechanism from the appropriate government offices on the safety and quality of the food products	18	12.9	54	38.8	55	39.6	5	3.6	7	5
2	The existing legal and practical situation is not suitable to buy food items with appropriate quality and safety	7	5	29	20.9	25	18	39	28.1	39	28.1
3	The government should improve the efficacy of the food quality and safety insurance	3	2.2	16	11.5	19	13.7	39	28.1	62	44.6
4	The food items that are either imported or produced locally are safe for consumption	8	5.8	50	36	20	14.4	33	23.7	28	20.1
5	There are items sold by traders that can seriously endanger the health and well being of consumers	7	5	11	7.9	40	28.8	59	42.4	22	15.8
6	The traders are to be blamed for the poor quality of food items sold around <i>Merkato</i> area	18	12.9	10	7.2	56	40.3	50	36	5	3.6
7	The traders in the area are not duly responsible in the conduct of their selling of food items	11	7.9	21	15.1	32	23	46	33.1	29	20.9
8	There is a full flange corruption in the controlling organs of the government	5	3.6	46	33.1	25	18	52	37.4	11	7.9
9	Consumers give more emphasis to the price than the quality and safety of the food items	14	10.1	36	25.9	17	12.2	56	40.3	16	11.5
10	consumers are getting equivalent quality and safety for what they are paying for	56	40.3	53	38.1	11	7.9	19	13.7	-	-

**Source: Field survey, 2011**

This table is similar to 4.10 for the traders with minor modification. 38.8 % of the consumers feel that there is no strong control from the appropriate organs. It means that there is a need to build the trust from the government organs. 20.9 % of consumers feel that the existing legal and practical situation is not suitable for buying food item with appropriate quality.

This is not in agreement with the traders, so it means work has to be done in building the trust of consumers. 44.6% of the consumers feel that the government should improve its efficiency on food quality and safety insurance. Ato Wondafrash pointed out ' we had only two laboratories that check the safety of food that are imported for the whole country but now we have constructed four laboratories and equipped it fully and the fifth is almost finished that he said will improve our performance. He also said that they are pushing the states declare their own food safety and quality laws that go together with Proc No 661/2009.

36% of the consumers disagree on the safety and quality of food items that are either imported or produced locally and 5.8% of them strongly disagree with it. This will, for the future, be improved by coordinated efforts. 42.4% of consumers agree that the items sold by traders can seriously harm health of consumers.

In case of the question concerning the traders are to be blamed for the poor quality of food items sold around *Merkato* area, 40.3% of the consumers have not decided about. This means they are not sure whether only the trades are to be blamed. Consumers believe the traders in the area are not responsible in the conduct of their activity. 37.4% of the Consumers believe there is corruption in the government offices. This could be the reason why they do not trust the institutions. Most of the consumers 40.3% agree that price plays the dominant role in the choice of food item. The same idea was forwarded by the traders on table 4.5. 40.3% of asserted just like that of the traders, consumers not get equal service for what they are paying for. This has to change for the future to by the coordinated effort of all stakeholders.

#### **4.6 The Legal frame Work of Consumer Protection in Ethiopia**

Consumer Protection Law is a new and controversial legal concept concomitant with economic development of the World community. Industrialization, brings benefit, but is inseparable from risks or damages. One of the tasks of laws is to ensure that, if a person is injured by the product that he/she normally uses, and then he is she is compensated for it. The administrative organs more or less play a preventive role. But Ethiopia has few laws concerning consumer protection especially on those who play a preventive law. Two recent proclamations are important which gives emphasis to the protection of consumers specially when it comes to food related issues.

These two proclamations are

1. Trade Practice and Consumer Protection Proclamation No.685/2020
2. Food ,Medicine and Health Care Administration and Control Proclamation No.661/2009

These two laws , provides with material compensation for the harm incurred for consuming or using defective product placed in the market, penalizes perpetrators of consumer's safety rules. Let us see briefly these two laws.

##### **4.6.1 Trade Practice and Consumer Protection Proclamation No.685/2010**

The preamble of proc No 685 /2010,states the need to have this law is to prevent proliferation of goods and services that endanger the health and well being of consumers which comes together with the expansion of Commercial activities and thus ensure their safeness and suitability for consumers. Some of the objectives of the proclamation as stated in Art (3) are:

- Protecting consumers rights and benefits
- Installing a system that makes sure the supply of goods and services suitable for human consumption
- Make sure traders do their commercial activities responsibly and in accordance with the law.

Art 21 the proclamation makes prohibition misleading dishonest, deceptive, practices by traders.Art.26 (1)& (2) demands business persons to disclose themselves i.e.to display his

trade name in an overt place and to disclose information whenever he is asked by the consumer. Unfair and misleading such as giving misleading information on the quality ,quantity and safety of items he/she sells and doing any act of cheating or confusion in any transaction of goods and services are prohibited on Art 30 and its subsequent sub articles.

Part seven the section on miscellaneous provisions Penalties payment of some amount of money plus imprisonment is imposed up on who violates the laws stated on the proclamation.

#### **4.6.2 Food, Medicine and Health Care Administration and Control Proclamation No.661/2009**

The preamble of Proc No.661/2009 among other things states there is a need to protect the public from health risks emerging out of unsafe and poor quality foods that are presented on the markets . Art 6(1) shows that any food item may not be manufactured ,imported or exported and distributed without having a permit from the appropriate federal and regional organs. Art 8 (1)&(2) it is written that producer, importer, distributor are(the actors in food chain)are obliged to provide food items that are duly packed and labeled in addition the labels are to be written in Amharic or English. Failure to meet the various provision of the proclamation will result in punishments in the proclamation and/or the Criminal Code.

#### **4.6.3 Criminal Code**

The Criminal code of Ethiopia incorporates provisions that pertain to the protection of consumer safety. As a result, criminal sanctions are imposed upon manufacturers and sellers of goods who don't respect minimum requirements for the safety and comfort of the consumers. The endeavor to protect the consumer primarily aims to ensure the safety and health of the consumer. In due course, protective legislations are issued by the legislature, and furthermore, failure to observe the safety and health of the consumer entail criminal liability. According to Art 527 of the criminal code;

Manufacturers, Adulterations and sale of inferior or damaged of food stuffs:

*1). whosoever intentionally...*

*Manufactures food, provisions, food stuffs or products unfit for human consumption or goods, which contains damaging ingredients, or who produces goods or services in such a way as to endanger public health: or*

2). *Stores, offer for sale, exports, imports, relieves or distributes such inferior products is punishable....*

Once the mental element for crime is proved, the person who manufactures unfit products for human consumption is criminally liable for two reasons...

- ❖ First, he violates the product standard rule and,
- ❖ Second, he fails to take the reasonable precaution to protect the health and safety of the consumer.

One of the purposes of punishment is discouraging such activities from those who are planning to do so. Therefore, the penal code, Proc No.685/2010& Proc No.661/2009 are against those who pursue profit at the expense of consumer health and safety. From the consumer protection point of view, such a broad permission has great significance for it can be executed again as anyone who failed to honor the product standard rule.

#### **4.7 Institutional frame Work to Regulate Consumer Protection in Ethiopia**

The lead government institutions responsible for consumer protection related to food items which are responsible for organizing training workshops ,standard setting ,draft regulations include the Ministry of Health ,Ministry of Agriculture and Rural development, Ministry of Science and Technology ,Ministry of Trade ,Ministry of Industry and their respective regional bureaus .From these Institutions The Ministry of Health and Ministry of Science and Technology are selected for the research and the Ministry of Trade are briefly discussed in this research because they are the ones who are mainly involved in the protection of consumers directly and set the standards for either the importers ,manufacturers of the food items in the country and do most regulating activities.

##### **4.7.1 Trade Practice and Consumer Protection Authority**

The Trade Practice and Consumer Protection Authority (hereinafter“the Authority”) .This Authority is the result of proc.685/2010. During the period of this research it has not come in to effect when it come to operation it is going to play a great role in filling the gap of consumer protection in Ethiopia .One can easily understand that the establishment

of this authority is late but it's being given a legal person is going to a big successes in the area of consumer protection.

The objective of this Authority is in effect targeted at promoting the Ethiopian consumers interest. It does so by appropriate measures to develop public awareness and organizing various education and training programs in order to enhance the awareness of the consumers. It also ban the advertisement of goods and services which are inconsistent with healthy and safety requirements of the state. The authority protect consumers from unfair activities of business person in addition it takes administrative and civil measures against business persons who against the best interest of consumers. The Authority has judicial power(Art.35) i.e. conduct adjudication on acts of violation stated under proclamation 685/2010 and provisions stated under this law which have relevance to the case under discussions.

The problem with the judicial power is on its independence .The operational autonomy of such administrative tribunal depends on the source and allocation of budget. The concern here is "the use of budgetary restrictions is a way of curtailing or penalizing enforcement .Generally, the allocation of annual budgets of such authority as a block grant is directly by the legislature is considered to permit the authority to a high degree of budgetary autonomy but in our case it is the government who allocates the annual budget Art (54).This will create a room for interference from government which will jeopardize the general activity of the authority. The most prevalent practice among other countries is to provide for the allocation of funds by the legislature similar institutions in Bulgaria, Colombia, Singapore ,Russian Federation request budget from finance ministry or treasure. (Fikremarkos *et at.*, 2009).

On the other hand there is a problem on the structural autonomy of the authority. Basically, structural autonomy relates to such kind of authority is legally independent body or part of a government department. The practice prevailing in many countries favors an independent regulatory agency with substantial freedom from line ministry (Fikremarkos *et at.*, 2009). In our case the authority is accountable to the ministry of trade and governed by Proc No.685/2010. Right from the beginning the director general is appointed by the prime minister up on the recommendation of the ministry of trade, allowing the ministry who becomes the director.

This would not have been much of a threat to the authority's independence and autonomy if it were not possible for anyone to dismiss the director except with a cause stipulated by law. However the proclamation does not have a single provision on the matter of removal of the director. It may therefore be argued by any person that it is not possible to remove a director without a good cause: and this may prove to be a probable source of insecurity. As to the judges, they are appointed directly by the prime minister Art.(38) the proclamation are governed by the federal civil service law (Art38(3)) which will create a room for the executive branch of the government to have a greater impact on their activities and independence.

#### **4.7.2 The Former Quality and Standard Authority of Ethiopia (QSAE)**

This national body of Ethiopia established in 1970, and became fully operational in 1972. It has undergone several restructuring of which the latest was in February 1998. The authority is non-profit-making government organ whose members are appointed by the prime ministers' office selected from various science and technology organization (Daniel, 1998).

The objective of QSAE is in effect targeted at promoting the Ethiopian consumers interest. It does so by assisting in the improvement of the quality of products and process through promotion and application of Ethiopian standards. It provides producers with laboratories where they could conduct testing nationwide. Of course, the authority's objectives are very noble on condition that they are fully implemented. One can also question the institutional efficiency of the organization to implement such objectives. The objective necessitates so many strong and efficient sub-agencies nationwide (Daniel, 1998).

The main drawback of the authority is that the implementation of or compliance with the Ethiopian standards is normally voluntary, but for standards that have direct influence on health, safety and related considerations, compliance is often Compulsory. The other limitation on such prevention measures comes from goods smuggled into the Country, here either QSAE or any other responsible organ has no opportunity to control the quality or ascertain whether Ethiopian standards are met or not. It is common knowledge that Ethiopia has been and is a dumping area of non- standard and inferior quality goods

Currently there is no office by the name of QSAE it has been disintegrated in to four separate organs with the general objective of improving its performance .

1. **Ethiopian Conformity Assessment Enterprise**
2. **Ethiopian Standard Agency**: which has the objective of setting standards to check whether good and services are in compliance with the required standards and develop national standards for local products.
3. **Ethiopian National Metrological Institute** with the objective of setting national metrology system which are compatible with national and international metrology system.
4. **Ethiopian Accreditation Agency** .with the objective providing Assurance to trading partners that supplier of tests and certificate are competent.

For this research Ethiopian Conformity Assessment will be looked at briefly because they are the ones who are directly involved in checking the whether the food items that are either imported or exported are proper safety and quality .Ethiopian Conformity Assessment Enterprise has come in to effect with the re organization of the former QSAE under Regulation 196/2010.The Enterprise has the following objectives as stated under Art 5 are :

- ❖ Provide certificate of conformity to production enterprise by national or international standards or the standards of other countries.
- ❖ Provide certificate of conformity with respect to countries export and import items which are in conformity with relevant national or international and legal requirements

#### **4.7.3 Ethiopian Food, Medicine, and Healthcare and Control Authority (FMHCA)**

Formerly the activities of this organization were under taken by Drug Administration and Control but now all its right and obligation are transferred to (FMHCA) by regulation 189/2010.FMHCA has the power and duties provided which are designated to it under Art 4 of Proc .No 661/2009 .Some of these are preparing and submitting to appropriate organs health regulatory standards for safety and quality of food items, issue renew ,suspend and revoke

certificate of competence for specialized health institutions, food and medicine processing plants. Issue import and export permits for food, medicine, raw materials and packaging materials, undertake and coordinate post marketing surveillance in order to ensure the safety and quality of food items etc.

These and their respective regional offices are the main regulatory agencies which are responsible for checking that the food items that either imported or exported are of proper quality and safety and therefore has direct implication on consumer protection in the country. However, there is lack of clearly defined, demarcated and stream lined responsibilities and mandates, defragmented activities, duplication of effort in these regulatory institutions. These has negative impact on the consumer protection and food security roles that these organizations play in the country.

#### **4.7.4 Ethiopian Consumer Protection Promotion Service (ECPPS)**

Nowadays, consumers of different Countries are organizing themselves in order to defend their rights and promote their interests; such organizations were not present in Ethiopia until recently. Due to absence of such organized body in Ethiopian consumers have been victims of irresponsible marketing of goods and services. Therefore, with a view to fulfill or narrow the gap, the ECPPS was established and obtained a legal personality certificate from the ministry of justice of the FDRE, in June 2001.

The ECPPS has many organizational objectives, among these are:

- ✓ Protect consumers rights and negotiate on their behalf
- ✓ Encourage supplies of safe food for consumers. Discourage importing and Production of potentially hazardous expired, contaminated and adulterated food and beverages and other deceiving and fraudulent practices that are against the health and life of consumers.
- ✓ Struggle to change the distorted and unethical practices in order to maintain balanced and proper business transaction and basic service provision.
- ✓ Work for the Implementation of Ethiopian Consumer Protection Association at National and Regional Level.

Of course, the ECPPS is a voluntary based non-governmental organization, though it is still in the process of organizing itself and has not made any tangible achievements. It is presently working on creating public awareness which is right point to start. By collaborating with other responsible organizations ECPPS can promote and protect the rights and interests of Ethiopian Consumers (Alemna, 2002).

## Chapter Five

### Conclusion and Recommendation

#### 5.1 Conclusion

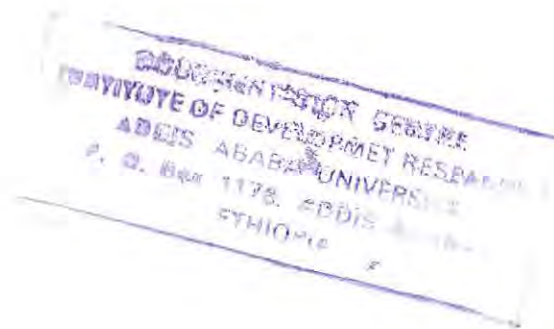
The main objective of the paper was to assess the relationship between Consumer protection and Food security in Addis Ababa specially in Merkato area. This research followed random sample selection a cross sectional method, designed based on the primary data generating through survey of consumer situation and food security in Merkato area, and briefly touching the legal and institutional set up for consumer protection in the country. From the total 123 sellers of which 111 were properly responded. On the other hand the numbers of consumer respondents were 150 of which 139 were properly responded.

The descriptive analysis of the thirteen food items selected in the study, revealed that consumers list Oil, juice, biscuits, coffee, butter and peanut butter as food items that are more susceptible to deception and commonly they are commonly found in that way. From the trades side, Juice, biscuit, Peanut butter, oil, coffee, and butter are said to be more susceptible to deception. Despite the requirement that the food items are required to have proper packaging and labeling 60.4% of consumers said the food items do not have proper labeling and packaging. Further, 22.3% of consumers and 30.6% of traders said the labels are not written either in Amharic or English languages. This puts the right of consumers to get information in question. In addition, 44.1% of the traders and 59% of consumers revealed that the labeling and packaging of the food items can easily be detached which opens the door for replacing them with other labeling and packaging.

The major mal practices in *Merkato* area observed the consumers and traders are: selling of food items which are out dated, opening the packed items fill it with another item and then sell it, selling those items which are out dated, selling items by reducing their original weight, mis branding, production of peanut butter and Vento Specially those made in Ethiopia in the neighborhood and places around Addis Ababa and then sell it as if it is came from the original places. Moreover, 57.7% asserted that they know traders in the area who sell expired food items to their consumers. Most of the traders and consumers agreed that there is an ethical service provision in the Merakto area.

In connection to the rights and duties of consumers and traders significant number of consumers and traders in the area do not know their rights and duties . If both parties do not properly know their rights and duties, it is very difficult to talk about consumer protection and food security .This is one of the reasons for poor situation of consumer protection in the area.

With respect to the regulatory agencies efficiency on food quality and safety control, 68.4% of the traders and 72.4% of consumers agreed that the government should improve its efficiency on food quality and safety insurance. The study also revealed that the majority of traders in the study area as well as the consumers do not have trust on the regulatory agencies that are existing in the country as well as in Addis Ababa. Currently the government is working on its capacity to improve its efficacy on making sure that the food items have the appropriate quality and safety requirement of the country .The movement of the government is witnessed by the establishment of Trade Practice and Consumer Protection Authority, the disintegration of the former QSAE in to four different institutions and the construction of new food laboratories across the country and pushing states to enact food safety laws which are in agreement with the federal proclamation. This movement in one or other ways improves consumer protection in the Country as well as in Addis Ababa. But still the issue of food safety is handled in a fragmented manner and this could create overlapping of effort, multiplicity and wastage of human power.



## 5.2 Recommendation

The following recommendations are made based on a holistic view of the subject area:

- Traders need to remember that business can always go with ethics, doing so will keep in good shape the interest of everyone including themselves. In addition, business is dynamic so they need to keep their eyes open and see new developments in the country as well as at international level specially in the area of consumer protection by reading the laws and participating in different associations of traders and also contacting the appropriate institutions of the government.
- Consumers need to take in to account that their interest can best be protected among other things by themselves for example by forming consumer association or by participating in the already established institutions. The basic thing for this is knowledge i.e. knowledge of their right for this they should use different communication methods.
- The government is enacting different laws for consumer protection but this is not enough it has to be made known by the stalk holders. The issue of food safety must be handled with great care one of the weapon is effective regulatory system. Now in our case, there is lack of defined, demarcated and stream lined responsibilities and mandates, defragmented activities, duplication of effort misuse of human resource. Therefore, this has to be abolished and the issue of food safety must be handled by one national institution.
- For the future more coordinated effort is needed from the different regulatory agencies, consumers associations, and trades to avert the problem of consumers.
- Further studies should be conducted on the issues that are not properly addressed by this research and on non food items that are sold in *Merkato* area because consumer protection also covers the non food items.

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**Department of Food Security Studies**

**Research Questionnaire for FoodShop Owners of Merkato Area**

This questionnaire is designed by a student of Addis Ababa University Food Security Studies Excellence Center to conduct a research on the topic *Assessing the practice of consumer protection and food security in Addis Ababa : The case Merkato Food shopping Centers*. The purpose of this questionnaire is to get information from different Shops in the Area.

The quality of the research output will depend on the information that you give. Therefore, I politely request you to give a genuine information on the matter that you requested by the enumerator. I would like to thank in advance for your cooperation.

**Instruction:** use 'X' mark for answers of questions with various alternatives in the box provided and write the specific issue when required in its appropriate place.

**I. General Information**

- A. Gender : Male- Female-
- B. Income level monthly: below 150  151-650  651-1450   
1451-3500  3501-5000  above 5000
- C. Owner of the bussiness: Male  Female   
Other ( plesase Specify) \_\_\_\_\_

**II. Issues related to bussiness**

1. In what way did you start the bussines?

- Buying from private owner  Through govermenment permit   
Cooperative  Partnership  Inheritance  Lease   
Other (please specify) \_\_\_\_\_

2. What kind of document you have to show the business is yours?

- Business licence  Book  Other (Please specify)- \_\_\_\_\_

3. Do you display your trade name in an overt place : Yes  No

4. If you do not have a business licence did you apply for it? Yes  No

5. If 'No', what are the reasons? Fears of seizing the shop by the government   
 personal perception i.e. the officials will not be willing to give trade licence   
 Other (please specify) \_\_\_\_\_

6. Set 'X' mark on the type of food items that you sell

No.	Types of food items	Frequency of delivery			
		Regularly	Occasionally	Rarely	Never
1	Juice				
2	Honey				
3	Oil				
4	Flour				
5	Water				
6	coffee				
7	Sardines				
8	Milk				
9	Butter				
10	Peanut butter				
11	Pasta & Macaroni				
12	Biscuits & Chekolets				
13	Salt				

7. Set 'X' for the following questioners related to food items that you sell

	Questions	Yes	No
A	Do you they have the proper labeling		
B	Are the labels easily detachable		
C	Are the labels written either in Amharic or English		
D	Do you sell those food items which are closer to expiry date		
E	Are you/your employee free from communicable diseases		
F	Do you take special care for the storage of the food items		

8. which food products are susptable to deception? \_\_\_\_\_

9. can you list down the mal pratctices in the area \_\_\_\_\_  
\_\_\_\_\_

**III. Instruction:** - Use 'X' mark for the answer, which most closely expresses of your feelings.

**Remark:** 5=Strongly agreed 4=Agreed 3=Undecided 2=Disagreed 1=Strongly disagreed

	Questions	5	4	3	2	1
1	There is strong control from the appropriate government offices on the safety and quality of the food products sold					
2	There is a full flange of corruption in the controlling organs					
3	The government should improve the efficacy of the food quality and safety insurance					
4	The traders are to be blamed for the poor quality of food items sold around merkato area					
5	There are items sold by traders that can seriously endanger the health and well being of consumers					
6	Consumers give more emphasis to the price than the quality and safety of the food items					
7	The traders in the area are duly responsible in the conduct of their selling of food items					
8	The existing legal and paractical cetuation is not suitable to sell food items with the appropriate quality and safety					
9	The food items that are either imported or produced locally safe for consumption					

#### IV. Questions related traders general knowledge

No.	Questions	Yes	No
1	Do you have the obligation to provide foods that are safe ?		
2	Do you think you have the duty to give information to consumer whenever you are asked ?		
3	In this area do you think there are food items which are contaminated?		
4	Are there traders who sell expired food products?		
5	Do you know any one who sells adulterated food products?		
6	Do you think that the current fixing of price by the government has negative effect on the supply of food items with the appropriate quality?		
7	Do you think there is unfair competition in the market?		
8	In the area is there unethical service provision?		
9	Do you think consumers are getting enough for what they are paying for?		
10	Do you know there are laws for consumer protection?		

➤ Enumerator name \_\_\_\_\_ Signature \_\_\_\_\_

Supervisor name \_\_\_\_\_ Signature \_\_\_\_\_

Date \_\_\_\_\_

**Addis Ababa University**  
**College of Developmental Studies**  
**Department of Food Security Studies**  
**Research Questionnaire for Consumers of Food Items**

This questionnaire is designed by a student of Addis Ababa University Food Security Studies Excellence Center to conduct a research on the topic *Assessing the practice of consumer protection in Addis Ababa: The case of Merkato Food shopping Centers*. The purpose of this questionnaire is to get information from different Consumers in the Area.

The quality of the research output will depend on the information that you give. Therefore, I politely request you to give a genuine information on the matter that you requested by the enumerator. I would like to thank in advance for your cooperation.

- I. Instruction:** Use '√' mark for answers of questions with various alternatives in the box provided and writes the specific issue when required in its appropriate place.

**General Information**

- A. Gender : Male  Female
- B. Income level monthly: below 150  151-650  651-1450   
1451-3500  3501-5000  above 5000

**II Question on Consumers Buying Characters**

1. Who from your family makes regular shopping?  
Mother  Father  Older brother  Older sister  Other please specify \_\_\_\_\_
2. Who in your house hold commonly makes major decision regarding which type of food and drink items to purchase?  
Mother  Father  Older brother  Older sister  Other please specify \_\_\_\_\_
3. How frequently do you make shopping?  
Daily  Weekly  Twice a month  Monthly  Other (Please specify) \_\_\_\_\_

4. Set '✓' mark on the level of frequency that show the type of food items that you buy

No.	Types of food items	Frequency of buying			
		Regularly	Occasionally	Rarely	Never
1	Juice				
2	Honey				
3	Oil				
4	Flour				
5	Water				
6	Coffee				
7	Sardines				
8	Milk				
9	Butter				
10	Peanut butter				
11	Pasta & Macaroni				
12	Biscuits & Chekolets				
13	Salt				

5. Which food product(s) that you buy do you think is /are susceptible to deception?

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6. Have you/ member of your family/ ever faced sickness by consuming the food bought from the shops in Merkato? Yes  No

7. Can you list down the malpractices you might have observed in the area

\_\_\_\_\_

\_\_\_\_\_

8. Do the food items that you buy have the proper labeling and packaging? Yes  No

9. Do you think the labels are easily detachable? Yes  No

10. Are the labels written either in Amharic or English? Yes  No

11. If your answer is for question No. 10 is 'No' in what language are they written? \_\_\_\_\_

12. Do you have the practice of checking the labels on the food items? Yes  No

13. If your answer for question No. 12 is 'No' Can you please state your State your reason(s)?

\_\_\_\_\_

14. From the Shop that you buy, do you think special care is taken for the storage of the food items? Yes  No

15. Use “√” mark for the answer, which most closely expresses of your feeling.

Remark: 5=Strongly agreed 4=Agreed 3=Undecided 2=Disagreed 1=Strongly disagreed

Questions	5	4	3	2	1
There is a strong controlling mechanism from the appropriate government offices on the safety and quality of the food products					
The existing legal and practical situation is not suitable to buy food items with appropriate quality and safety					
The government should improve the efficacy of the food quality and safety insurance					
The food items that are either imported or produced locally safe for consumption					
There are items sold by traders that can seriously endanger the health and well being of consumers					
The traders are to be blamed for the poor quality of food items sold around merkato area					
The traders in the area are not duly responsible in the conduct of their selling of food items					
There is a full flange corruption in the controlling organs of the government					
Consumers give more emphasis to the price than the quality and safety of the food items					
consumers are getting equivalent quality and safety for what they are paying for					

16. Set '√' for the following questioners related to the general knowledge about the quality and safety of those food items that you buy

No.	Questions	Yes	No
1	Do you know there are laws for consumer protection?		
2	Do you think the traders have the duty to give information to consumers whenever they are asked?		
3	Do you have the right to ask for foods that are safe?		
4	Are traders under duty not to sell food items that are not duly packed?		
	Do you know adulterated food products can seriously affect consumers' health?		
	Consumers have the right to be protected against dishonest or misleading advertising and labeling?		
7	Trades have the responsibility not to sell food items that are not labeled.		
8	Unethical service has an adverse effect on consumers' right.		
9	Proper market regulation has an effect on consumer protection		
10	In this area do you think there are food items which are contaminated?		
11	Consumers have the right to demand for the proper redress?		

Enumerator name \_\_\_\_\_ Signature \_\_\_\_\_

Supervisor name \_\_\_\_\_ Signature \_\_\_\_\_

Date \_\_\_\_\_

