

## A Critical Examination of the Impact of the Consumer Protection Council (CPC) on the Prevalence and Use of Second-Hand (Tokunbo) Tyres among Vehicle Owners in Nigeria

**Samson Olukayode Bamidele (PhD)**

Department of Political Science & International Diplomacy  
Bamidele Olumilua University of Education,  
Science and Technology, Ikere-Ekiti, Nigeria

**Abstract:** Consumer protection in less developed countries globally like Nigeria, related with similar historical antecedent which remain at lowest ebb inspite of prevalence government policies and agencies established and shaddhed with functions to monitor and regulate influx of substandard products in Nigeria market. The study examines the protection of Nigeria consumers with particular reference to the role of Consumer Protection Council (CPC) established by the Act 25 of 2004 and charged with responsibility to promote, protect and safeguard the rights and interests of consumers in areas of goods and services. The study analyzed data against the background of the objectives of the study. Evidences abound that consumer protection in Nigeria that CPC Act recognized the rights of consumers, it does snbsmned into the functions of the council. The study found that most of the consumers do not take time to study the label-instructions on the products before purchase and as a result, they do not have full knowledge and guarantee of their protection which account for absence of litigation against sellers even in case of obvious infringement. The data used in the study were primarily and secondarily sourced. Interviews conducted were tailored toward eliciting information from key informats, including CPC officials, Drivers Union Leaders, civil society organization,(CSOs) Nigeria Road safety officials, Tyre dealers group and other stakeholders while focus group discussions (FGDS) were conducted among illiterate drivers that usually purchase used tyres 'TOKUNBO' in some of the motor parks in Ekiti, Ondo and Osun states to gather information about their experience on durability and safety of using 'Tokunbo' tyres . Secondary data were sourced from publications, editorials, textbooks, internet materials on the subject studied. The study observed that most of the road accidents that claimed lives of innocent passengers were caused by bad tyres. The study concluded that Comsumer Protection Council (CPC) needs to be more proactive and efficient in safeguarding the rights and welfare of consumers. Data were analyzed using descriptive method and content discussion

**Keywords:** Consumer Protection Council (CPC), Substandard, Protection, Tyres, Motorists

## Introduction

It is undisputable that marketing has made remarkable progress in the development of public policy in all nation established regulatory bodies to make policies and enforce regulations for the interest of tur general public(Egelie Ikechi and ozo, 2017). Such established regulatory bodies aims at controlling marketing practice in order to stop unethical marketing practices and as well improve the welfare of citizens, Ekanem (2011) maintains that consumption is the essence of production of goods and services, production would be worthless if products are not consumed. However, the level of consumer rights violation and exploitation in Nigeria is becoming worrisome to every Nigerian. Although a number of policy and regulatory agencies exist, protecting the consumer against such exploitation has been a big challenge to the relevant agencies. In a number of occasions, these agencies threats of dealing with the affected businesses, but the threats have turned empty and have fallen on short of meeting or achieving the anticipated objectives (Okive, 2015 ; Nnodim, 2014).

The study evaluates the impacts of the Consumer Protection Council in Nigeria (CPC) in terms of protecting and combating excesses of the producers and suppliers of goods and services in the Nigerian market. There has been global recognition of the fact that there is an existing unbalance of knowledge and power relationships between the producers of goods and services and customers. In the opinion of Kamarudeen, Sulaiman and Danjuma (2012), Eze, Eluwa and Nwobodo (2010).This imbalance as pointed out many scholars in the field of marketing and business circles in general appear tilt towards the advantage of producers who are strengthened by the tradition maxim caveat emptor (let buyer beware) and the ever changing and aproving free market philosophy which tend to put the producer and suppliers at liberty of whatever they want to do.

It is obvious and indisputable that presently Nigeria cannot boost of any Tyre producing or manufacturing industry either locally or foreign investors it is so unfortunate that the existing ones like Meceline, Dunlops and others have moved out of the country very long time ago because of production cost that seemed too high especially on energy supply. So in the context, it is irrelevant to talk about producer but what available in Nigeria, suppliers that smuggle tyre product into the country without consideration on their qualities. But as it may, tyre is an essential part of many vehicles that will ensure human safety on the high way such as brake that control the speed limit of a vehicle. Although Tokunbo tyres offers a convenient and less cost solution to Nigeria's motorist but the challenges premised on the quality which at times not take into consideration. The agencies such as consumer protection council (cpc) and standard Organisation of Nigeria (SON) are found wanting in ensuring the quality of this vital product use by nearly all Nigerians because if you don't have car of your own, you will have every cause to travel either to place of work, school, market, religious centers etc. The question is whether cpc has the mechanism to determine all thede qualities whenever tyres are imported officially or smuggled

into the country through the various borders. The following measurement are required in a tyre before being certify good.

A tyre thread guage, also known as a tyre depth guage, is a tool used to measure the depth of the thread on a vehicle tyre. Here are what it does:

- **Measuring tread depth:** The guage measures the depth of the tyre tread typically in millimetres or inches.
- **Assessing tyre wear:** By measuring the depth the guage helps access the wear and tear on the tyre.
- **Determining tyre replacement:** The guage helps determines if the tyre needs to be replaced based on the minimum tread depth requirements.

### Importance

- **Safety:** Adequate tread depth in essential for safe driving as it provides traction and helps prevent skidding.
- **Tyre Maintenance:** Regular checking tread depth maintains tire health and prevent an even wear.
- **Compliance:** In some jurisdictions, tyres with adequate tread depth may be considered illegal or unsafe.

### How It Works

- **Placing the guage:** The gauge is placed on the tyre typically in the centre or near the edge.
- **Measuring the depth:** The gauge measures the depth of the tread and displays the reading.
- **Interpreting the results:** The reading is compared to the minimum tread depth requirements to determine if the tyre needs to be replaced (Setraco,2015).

Owing to the above illustrations, it is obvious that using tyre thread guage, you can ensure tyres are safe and in good condition, which is essential for safe driving and maintaining your vehicles overall performance.

Nigerian consumers lack of knowledge in view of determinism quality tyres especially motorist had over the years suffered so much in the hands of suppliers and sellers of Tokunbo tyres with who they were engaged in trade relationships in terms of supplying substandard goods and services fake and expired products. Fake products in the opinion of Nkanem, Idoko and Kahn (2019) are those goods and services that fail to meet up to promised specifications, conformance and performance quality. They posited that consumer protection became an important area of interest because of the knowledge imbalance coupled with the sophistication of consumer products which made it difficult for consumers to ascertain and distinguished the genuine products from fake and substandard ones.

Consumer protection in the opinion of Larden (2003) is all about "the provision of appropriate and effective mechanism to protect the pecuniary, health, environment, and safety and security interests of all legal persons against misleading, fraudulent and

harmful business practices including ultimate consumers". This issue of consumer protection became relevant since to the rule of "Caveat Emptor"(Let the buyer beware) is no longer an adequate protective measure because the principle is based on the premises or assumptions that the buyer knows what he wants, has knowledge necessary to choose wisely and has adequate contact with the sellers (Landan, 2008).

Contrary to the submission of Jordan, Nigeria is a nation where tyres are not manufactured locally, we depend on foreign investors and they have left the country because of cost of production that are too high premised on inadequate power supply. So Nigerians have no alternative to choose from, it is only Tokunbo tyres that available in the market and that is what they patronize without having knowledge about quality of those Tokunbo tyres. This made it somehow difficult or invisible to claim one's right because public officials too patronize Tokunbo. Nobody can afford the few new tyres available in the liaison stores of old manufacturing industries.

Sequel to the above, the successive Government in Nigeria set up agencies such as National Agency for food and Drug Administration and Control(NAFDAC),the Standards Organization of Nigeria (SON), the national Drug Law Enforcement Agency (NDLEA) and most recently the Consumer Protection Council (CPC) and charged them with the responsibility to protect and safeguard the rights of the consumers against wholesome practice of producers and suppliers of goods and services in the country.

### **Statement of the Problem**

The rapid increase in the consumption of used tyres (TOKUNBO TYRE) consumption in Nigeria has brought attention and serious concerns regarding the quality of services delivery by 'Second-hand' tyres dealers in the society, while 'Tokunbo tyres' have become a primary source of tyres for many motorist, particularly those in semi-urban areas, issues surrounding its packaging smuggling and distribution have raised alarms about public safety on the high way. Several stories and reports indicate that many Tokunbo tyres in Nigeria are often smuggled into the country under illegal conditions resulting in bending of most 'Tokunbo' tyres of note, over the years, Nigerians were subjected to severe exploitation and dealers continuously supplied substandard, fake and atimes expired products. Many dealers and suppliers create artificial scarcity in order to make super profit through over pricing on the part of consumers themselves, they accept and pay for goods without assurance of quality. The government agency and officials responsible for consumers protection seems not to monitor adequately the activities of 'Tokunbo' tyres dealers. All these resulted to the massive exploitation and sudden lost of lives of innocent Nigerians. It is against this backdrop that this study, seeks to evaluate the impacts of Consumer Protection Council in monitoring and regularly the activities of the 'Tokunbo' tyres dealers

### Objectives of the Study

The general activity of the study is to evaluate the impact of consumer protection council in terms of consumption of 'Tokunbo' tyres by Nigerian motorist. The specific objective for this study is to:

- evaluate the activities of consumer protection council in terms of educating and sensitizing the motorist against the danper of using 'Tokunbo' types; and
- Examine the challenges confronting CPC agency in performing their duties.

### Conceptual Clarifications

#### Consumer Protection Council (CPC)

The federal government of Nigeria through Decree No. 66 of 1992 laws of the federal Republic (under the federal military government) established the Consumer Protection Council (CPC) on the 23rd day of November 1992 when the institutional framework for it take off was put in place. However Decree No. 66 was amended to Act 25 of 2005 by the Nigerian Legislature in 2005 and it became an act of parliament. Historically, in the early stages of Nigerian's economic development, consumer protection was marked informal and rudimentary. As the nation embarks on it journey towards industrialization and economic growth, the regulatory framework for protecting consumer interest was relatively under developed. The concept of consumer rights was not well established, and formal mechanism to address consumer grievances or ensure product safety was largely absent. During this period Nigerian's economy was predominantly agrarian, and many transactions were conducted in local markets where informal practiced governed trade. The protection of consumer rights is minimal, relying on traditional trade practiced and local customs rather than formal regulations. The lack of specific protection laws meant that there were no dedicated institutions to oversee safety enforce standards or handle consumer complaints.

General trade regulations were in place, but they were often insufficient to address the complexities of consumer protection effectively. For example, while there were laws relating to trade and commerce, these regulations did not explicitly cover issues as product safety, quality standards or misleading, advertising , which are central to modern consumers protecting (Eze,2022). This absence comprehensive legislation meant that consumer had limited mechanism in cases of defective products or inferior products. The informal nature of early consumer protection was characterized by a lack of standardized procedures for grievances address. Consumers need to resolve their issues, such as negotiating directly with sellers or seeking assistance from local community leaders. This system was inconsistence and often ineffective, leading to widespread dissatisfaction among consumers who faced difficulties in obtaining redress for their grievance. The following represents the invested to the Consumer Protection Council (CPC) by the laws establishing it

- ❖ Apply to court to prevent the circulation of any product which constituted an imminent public hazard.
- ❖ Compel manufacturers to certify that all safety are maintained in their products
- ❖ Cause as it deems necessary, quality tests to be conducted on consumer products on regular basis.
- ❖ Demand that products should bear date of production, place of production, manufacturer, and labels giving adequate information about the products as well as certification of compliance.
- ❖ Compel manufacturers, dealers and services companies where appropriate to give the public information regarding any health hazard inherent in their products.
- ❖ Ban the sale, distribution, advertisement of product which do not comply with safety or health regulations (courtesy of CPC Act of 25 of 2004 as amended).

### **Functions of the Council**

The Council function includes the following:

- I. The council provides speedy redress to consumer's complaint through negotiations, mediations and reconciliations
- II. it seeks ways and means of removing or eliminating from the market place hazardous product and causing offenders to replace such products with safer and more appropriate alternative.
- III. Publish from time to time lists of product whose consumption and sales have been banned, withdrawn, severally restricted or not approved by the federal government or foreign governments.
- IV. Causing offending companies, firms, trades associates or individuals to protect compensate provide relief and safeguard to injured consumers or communities from adverse affects of technologies that are inherently harmful violent or highly hazardous.
- V. Organize and undertake campaigns and other forms of activities as would lead to increased public consumer awareness.
- VI. Encourage trade, industry and professionals to develop and enforce compliance in their obligations under the Act
- VII. Encourage the formation of voluntary consumer group or associations for consumers well being.
- VIII. Ensure that consumer's interest receive due and adequate consideration at appropriate forum and to promote redress to obnoxious practices or the unscrupulous exploitation against consumers or individuals.

- \* Encourage the adoption of appropriate interactive measure to ensure that product is safe for either intended or normally safe use
- \* Perform such other functions may be imposed on the council in pursuant to this Act 25 (CPC Act 25 of 2004 as amended).

**Tokunbo tyres:** conceptualizing Tokunbo tyre's relates to all tyre's that have been condemned, worn, expired, overstayed in the store or warehouse unpurchased before the expiring date atimes accident vehicle tyres . These tyres are disposed based on inadequate tread depth or remove from vehicles that have been parked in the garage for so long, they are considered inappropriate for use based on strict adherence to consumer protection regulations prevailing in the country where there is ultimate protection of lives against hazard. These tyres are either exported or smuggled into African countries where purchase of new tyres has become difficult and invisible based on high cost and poor compliance with established regulations in terms of standardization. Tokunbo tyre's could be second -hand, third -hand or history not traceable often time taxi drivers have turned roadside vocaganizers to tyre dealers where they get cheapest tyres at the rate of # 3000 - #4000 depending on the physical grade value.

Generally; Tokunbo tyre's devoid the following criteria required as for tyre's safe for driving condition such as

- \* New or near-new: Tyres with thread depth of 10/32 (7.9mm)
- \* Good condition: Tyres with thread depth of 6/32 (4.8mm)
- \* Fair condition: Tyres with thread depth of 4/32 (3.2mm)
- \* Worn or Bald: Tyres with thread depth of 2/32 (1.6mm)or less.

Consumer awareness is a function of the level of understanding and knowledge that consumer has regarding their right, the safety of product they purchase and the roles of regulatory bodies like the CPC in ensuring product quality.

### **Theoretical Framework**

The theoretical Framework is disconfirmation theory developed by Barsky in 1992. The theory postulate that consumer satisfaction is related to the size between consumer expected performance and actual performance. Performance refers to the value received according to the needs of the consumer. Presupposing, consumer confidence is related to the rate or size of customer satisfaction. This implies that when the activities of CPC compel marketer to offer value that is equal to or higher than expectations, consumers derive satisfaction on the marketer offering and CPC activities which will restore consumer confidence on consumption. It will produce these consumers deposition of acquiring, using, disposing of waste after usage and bearing if associated perceived risk of the offering. A satisfactory implementation of the four activities of consumer protection council would lead to confidence on the

consumers purchase while poor implementation of same causes regret, put fear, increase consumer apathy or lack of interest.

Adding a similar opinion to the discourse on consumer protection in Nigeria, the assumption is that if the theory is that consumer minimize perceived expected utility which is a function of price and quality of their service (Kinsman 1999). Consumers are therefore, protected when the tradeoff they made in purchase of services offer effectiveness or value of their money. The strength of the theory lies on the fact that consumers that accurately perceived price-quantity tradeoff always get the best satisfaction and are protected while the weakness lies on the fact those who could not perceive price quality tradeoff accurately suffer exploitation. Be as it may, theory of disconfirmation expressly indicate that consumer buying as effectively enough because it increases their satisfaction.

In the contrary, Nigeria consumer is continuously supplied with substandard goods and services, coupled with the lack of information and limited choice in the market. Thus, necessitating the government intervention to ameliorate the problems of consumers in Nigeria in view of establishment of CPC, but it is obvious that consumer protection is more effective in the developed world. Consumer awareness is a function of the level of understanding and knowledge that consumer have regarding their right, the safety of product they purchase and the roles of regulatory bodies like the CPC in ensuring product quality.

### **Methodology**

This section of the study deals with discussions in terms of how the aforementioned function of CPC really impacted amelioration or reduced supply of substandard tyre's in the country. It also discussed the theoretical Framework in terms of strength and weaknesses as well as discussion in the study include the historical antecedent and function of CPC

### **Discussion of Strategies (Methods) for Achieving Objectives**

Strategies adopted in order to accomplish the stated objectives against the backdrop of the similar or related studies and the set of objectives of which the study sought to evaluate the activities of Consumer Protection Council against the increase in use of Tokunbo tyre's by Nigeria motorist; examine the challenges confronting the agency in performing their duties.

The study employs survey method to explain the role of the Consumer Protection Council (CPC) on protecting the consumer while interviews should be granted to CPC officials, Civil Society Organizations (CSOs) and other stakeholders. Focus Group Discussion (FGDs) was conducted among illiterate drivers at ten different centers from Ekiti, Ondo and Osun states to elicit their own opinion on the service of the Consumer Protection Council (CPC).

## Discussions

Interviews with the CPC Officials was followed logically, the data gathered as it concerns the activities of consumer protection council with the regard of the first objective of the study which is to find the extent consumer protection council redress consumer compliant has instilled confidence on consumer purchase or using product in Nigeria "it is stated by the officials that the activities of redress obtained by the CPC in the automobile sector is over #22million in that few decades (consumer protection council 2016 maiden annual report). Further that one of the empirical received asserted that the activities of redress of consumer complaints gives hope to consumer for engaging in the purchase of goods and services. However, apathy in reporting in abuses by consumer still persists. In this vein, quickly settling consumer complaints increase satisfaction consumer received which result to confidence on purchase ( Nwazngbo and Ogbunarkwor 2013).

Going to the second objective which is to examine the challenges confronting the CPC in performing their duties

Revealed in the data gathered from CPC officials were poor funding, lack of modern equipment, inadequate personnel and consumer themselves constitute hindrance to their intended decision on issues of infringement. Maybe because of low level of education of some consumers. They complained about complexity of the process by which vital information are obtained from affected consumer. They atimes decide about what they will do after experiencing dissatisfaction. According to Day, 1984, and Fornel and Webrook 1994, some factors may likely influence the consumer complaints behaviour process undertaken by dissatisfied consumers. Further that, Nigerian consumers do not take time to study the labels and products instructions before buying and as a result, they may not likely have full information about the product they buy.

Moreover, most consumer are indicated the languages or the term used to describe the product are too technical for them to understand compiled with to the fact that consumers awareness of the laws meant to protect them is generally low, resulting in the absence investigation against suppliers and sellers even in cases of obvious infringement of their rights. Nkammbé, Idoko and Kalu (2009) corroborated by saying that the average Nigeria consumer has not been exposed to the type of product sophistication and proliferation he is now experiencing since customer do not care to study label attached to product they buy, which is not unconnected with the low level of their awareness of consumer protection laws.

However, in services, the Council encouraged consumer to seek for clarify when are not sure of the terms of the service providers and possibly they must demand for the copy of the terms as well as making sure that the service providers stick to the terms, obtain receipt of payment and finally do not hesitate to make immediate complaints to the council if a derailment is noticed.

In other words, total consumers need to seek for clarification when not sure of the terms of service providers and possibly the government and consumer must also be involved in the investigation. Therefore the consumers have the following responsibility to:

1. Be aware they must be alert to quality and safety of goods and services
2. Be aware that they must gather the necessary information and facts available about product as well as abreast of changes and innovation in market
3. Think independently they must take decisions about well considered needs and wants
4. Speak out they must inform manufacturers and government of their needs and expectations
5. Complain they should inform businesses and other consumers in a fair and honest manner about their dissatisfaction and satisfaction with goods and services (products)
6. Be an ethical consumer they should be fair and never engage in dishonest practices which will cost all consumer money
7. Respect the Environment they should avoid waste littering and contributing to pollution. It is hoped that as consumer become aware of their rights and responsibilities and report un remedied infringement to the council, the dynamics of free market economy would be triggered off to generate better, sustainable, thriving graving economy in the country, such would remove wasteful expenditures, reduce poverty as values for money get assured (CPC website [www.cpc.ng](http://www.cpc.ng) last accessed 25/6/2025).

Interaction with members of Road safety corps on the use of substandard tyre's (Tokunbo tyre's). They remarked that the issue of using new tyres by motorists is no more fisible. New tyres are really found with both private and public vehicles they are left with the popular Tokunbo tyre's. Further that member of their organization do not have the moral justification to punish offender based on using Tokunbo tyres because most of them use these kind of tyre's for their private vehicles, even government vehicles make use of "Tokunbo" Tyres. They are allowed them to go freely because of the number plates that indicate government own vehicles.

Interview with Mr. Olabode whose job is a dealer of tyres claimed that the requirement for good tyres are rarely found in the "Tokunbo tyre's available for sales in the market. It further analyze as follows;

A tread depth gauge is a precision instrument used to measure the depth of tread on heavy duty machine such as;

### **Applications**

1. Industrial machinery: Tread depth gauge are used to measure the depth on industrial machines like gearboxes and engines
2. Construction equipment: They are used on construction

Equipment like Motor Cranes, excavator, Bulldozers. Wheel loaders, Tyre rollers, Dumpers

3. Small engines; Tread depth gauges are used to measure depth of tread on small engines like found in mower or generators.
4. Power tools; they are used on power tools such as drills, sows, or sanders
5. Automotive repair; Tread depth gauge are useful in automotive repair shops for measuring tread depth on car parts like engine blocks or cylinder heads.
6. DIY protects; They can be used by DIY enthusiastic for various projects that require precise tread depth measurements.

He concluded by enumerating benefits such as, accurate measurements, if tread depth gauge provided precise measurement, reducing error and ensuring that component fit together, correctly increase confidence of users in the quantity of their work and it guarantees time saving by reducing the idea of trial-and-error fitting. By using a tread depth gauge on light -dirty machine, users can ensure that their project are completed with precision and accuracy.

The Driver Union Leaders were not ready to present themselves for interviews but after so many persuasion they gave brief information about their predicament in the hand of tyres suppliers who have seen themselves as lenders of last resort premised on the fact that aside them, there is no alternative. No manufacturing, industries available in the country. Either we like it or not, good or fair, they have to buy what is available for them and even not aware of any right as regards purchase of substandard products talkless of established body shaddled with responsibility of monitoring or regulating fake products lastly that they have accepted their fate that beggar has no choice.

Focus Group Discussions (FGDs) were conducted in about ten Centres across three states in the south - west. At Ekiti state Terminal where there is high concentration of drivers, Mr. Ojuloge spoke of not having knowledge of consumer rights or even means of discovering of good tyres, while Mr. Musa claimed that no law enforcement agent ever bother to check on their tyres even the road safety corps will only look at the particular of vehicle Driving license, fire extinguisher, C-caution and their things (undefined). The story is the same with the the participants at Akure garage Ondo state where Mr. Afolabi claimed that Government is the cause of their problems for inability to sustain foreign manufacturing industries in the country that left because of poor electricity supply. At Osogbo garage and Ilesa, drivers there refused to talk because of the effects of high cost they paid in the motor parks and not only tyres. Mr Ajayi later volunteered to talk and he said that they cannot, afford new tyres so it is Tokunbo that they will continue to buy, further that police patrol and Road safety patrol vehicles too are using Tokunbo tyres. Ede motor park, where Mr. Shittu claimed that they do not have the knowledge of how to determine good tyres, they always buy the affordable ones they see either good or bad. He said many atimes, they will not use some of the Tokunbo tyre's for a week before it will start bending and that the

threading that attracted them to buy will just remove as if it was gum or glue that suppliers used to repackage the tyres. It was the same story and scenario at motorcycle Riders Park where they too claimed they can no longer afford new tyres but Tokunbo tyres.

### **Conclusion**

The effective operation and implementation of Consumer Protection Council would impact positively on the consumption behavior of Nigerians. The surveillance and enforcement operation, among other ensure that safe and standard product are offered and sold to consumers. It means safe use or consumption of a product for Nigerian citizens. The position of study based on findings is that Federal Government of Nigeria needs to look a way of establishing tyre manufacturing industry in the country or better still encourage foreign industry to establish in the country, so that there will be better alternatives for motorist that depend solely on Tokunbo tyre that are not reliable and can endanger lives of innocent Nigerians. Further, this helps consumer protection enforcement.

Road Safety Corps and other and operating agencies that are concerned must perform their duties efficiently and effectively. Therefore, there is low performance of CPC which is responsible for consumer received low satisfactory value, resulting to insignificant consumer and consumer confidence.

Stakeholders and government agencies regulating standards and product specifications. It is also acknowledged that without standards and conformity of goods and services in terms of both production and supply in the economy, it becomes onus on the part of CPC to guard in order to ensure that collaboration with all the concerned segments of the aforementioned regulatory bodies, Nigerian Custom Service, Road Safety Corps etc. is continuously operate with fairness and performed their duties transparently, CPC imposes into the collaborative attitude it should be adopted always for optimal results among all the stakeholders, particularly the vulnerable public consumers.

### **Recommendations:**

The following suggestions for the improving the operations of Consumer Protection Council towards conforming to its tolerable level by motorists are hereby proffered:

1. The CPC should engage in the frequency of inspection of suppliers of Tokunbo tyres to ensure consistent compliance with stipulated specifications for good tyres.
2. CPC should leverage on both digital and traditional media to disseminate accurate information about tyre quality. Digital platforms can serve as real-time communications channels while traditional newspapers can provide in-depth, fact-checked content to counter misinformation.

3. Consumer feedback should be the rule than the exception. Hence, attitudinal change of the average consumer is expected to enable them access the channels of reporting suppliers abuses from time to time.
4. The level of enlightenment consumer received from various agencies enables them in consumption decision making, so it needs to be strengthened.
5. Prompt consumer reports and complaints (where their rights are infringed) would lead to a fair exchange relationship between producers, suppliers and buyers of goods and services. (Black, 2011) remarked that belief in the system must be reawakened to consumer grievances. There is the need to institutionalize and prioritize complaint resolution process and mechanism. This is the hallmark of company and brand reputation.

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