

New Consumer Shopping Guidelines for Mail Order and Online Shopping

Just in time for the holiday shopping season, the National Mail Order Association (NMOA) offers these 10 tips to help guide consumers when shopping through direct marketers.

October 22, 2007 (FPRC) -- National Mail Order Association (NMOA), a 35 year old professional organization for the direct marketing industry, announced today the posting of a new on-line consumer information department that gives ten detailed ordering tips when shopping through direct marketers.

The new department also offers detailed suggestions and procedures of what to do if something goes wrong with your order, and what to do if you have a complaint about an uncooperative or deceptive marketer.

“We want consumers to have an enjoyable shopping experience this season,” says John Schulte, President of the NMOA. “Whether someone orders on-line, by phone, fax, or by mail, there are certain procedures every consumer should keep in mind. That’s why we put these shopping tips together. Anytime a consumer is left cheated or unhappy because of one bad direct marketer, it gives a black-eye to the industry and to all of the good businesses selling direct.”

Among the subjects covered are; what to do before you order, how to pay for your order, when you should get your order, what the company must do if your order is delayed or lost, canceling or returning your order and getting your money back, dealing with “of-the-month’ clubs, when you can keep something for free and who to contact if you have irreconcilable problems.

The new consumer department also features 33 quick-link categories to hundreds of specialty catalogs that can be requested, offering consumers thousands of shopping options for this holiday season and beyond.

All information is available immediately via the NMOA Web site, <http://www.nmoa.org/consumer.asp>

Contact Information

For more information contact John Schulte of National Mail Order Association, (NMOA)
(<http://www.nmoa.org/consumer.asp>)
612-788-1673

Keywords

[mailorder shopping](#)
[Internet web shopping](#)
[catalog shopping](#)

You can read this press release online [here](#)