

The price of the distribution box does not match the advertised price

Article Overview

If the price of a distribution box does not match the advertised price, you are generally entitled to pay the lower advertised price, and the retailer may be required to honor it.

Understanding Price Discrepancies

A price discrepancy occurs when the final price at checkout differs from the advertised or displayed price, which can happen due to system errors, typos, outdated promotions, or additional fees not disclosed earlier . Retailers are expected to display a clear, unambiguous total price, including taxes, duties, and unavoidable fees . Misleading or incorrect pricing is considered a consumer protection issue in many jurisdictions .

Your Rights as a Consumer

- **Lowest Price Rule:** In many regions, if multiple prices are displayed, the business must charge the lowest price or stop selling the item until the price is corrected .
- **Protection Against Deceptive Practices:** Federal and state consumer protection laws prevent sellers from charging more than the advertised price, and violations can result in fines .
- **Displayed Price Considerations:** The advertised price must be clear and include all mandatory charges. Optional extras pre-selected by the business must also be included in the total price

Article Content

Aug 21, 2025

Amazon Minimum Advertised Price (MAP): Complete Guide for Sellers

Ever feel like your pricing is a race to the bottom on Amazon—hurting your brand value, upsetting retailers, and killing

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If something is advertised at the wrong price

If something you want to buy is advertised at the wrong price, you may be able to buy it at the lower price. Buying in a shop Your

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Price Matching

Price Matching We strive to maintain low and competitive prices on everything we carry. We constantly evaluate Amazon's prices to

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Letter Template For Product Not As Described Complaint

It can be incredibly disappointing when your purchase doesn't match the description, leaving you feeling frustrated

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Is the Price You See the Price You Pay? Pricing (In)Accuracy in ...

Are businesses required to honor advertised prices? Not always. Learn when retailers and auto dealers must stick to

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What Happens If a Shop Advertises the Wrong Price?

If you believe a business has handled a pricing error unfairly – such as refusing to honour an advertised price or not

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Advertising the wrong price. Do stores have to honour pricing mistakes?

Do stores have to honour pricing mistakes? This article explains consumer rights when shops advertise the wrong price in store and

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Pricing Disputes: You Pay the Lowest Marked Price

Ever gotten into a pricing dispute? You know, when a retailer tries to charge you more than the listed price? Well, just

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Everything You Need to Know About Price Protection

Don't dread post-purchase price drops. Retailer price matches and price-protection policies

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Understanding Distribution Boxes: Your Guide to Power

What are Distribution Boxes and Their Importance? What are Distribution Boxes and Their

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Mis-Priced Items: Your Rights if Shops Refuse the Sale

Pricing errors can occur for a variety of reasons. Some typical situations include:
Labeling mistakes: A staff member

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Misleading pricing – what is it, and what are your rights?

Different advertised prices, checkout scanning errors and hidden fees are just some things to watch out for. CHOICE

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Key Considerations for Minimum Advertised Price (MAP) Policies

They do not usually extend to private negotiations, “in-cart” pricing (e.g., the price that appears to a consumer after

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Does a Minimum Advertised Price (MAP) Policy Violate the Antitrust

Unlike a resale-price-maintenance agreement, a MAP policy does not prohibit a retailer from actually selling below

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A Roadmap to Minimum Advertised Price Policies

Run a Google search for the phrase “minimum advertised price policy” and you will find hundreds of sample policies, posted on a

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MAP Pricing vs. MSRP: Key Differences & Benefits | Pattern

Learn the key differences between MAP pricing and MSRP, and discover how they impact your business strategy. Gain insights into

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Price Discrepancy: Definition, Causes, Examples & How to Fix Billing ...

What is a price discrepancy? Learn the definition, common causes of pricing errors, billing discrepancy examples, and

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Promotional savings claims

Using scored-out future pricing is likely to be considered misleading unless the ad makes it explicitly clear that the price is the

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Minimum Advertised Price Violations: A Comprehensive Guide

A Minimum Advertised Price Violation (MAP pricing violation) occurs when a retailer or seller advertises a product at a

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Product does not match the sample, description or demonstration model

Unavoidable differences The guarantee that products will match any sample or demonstration model applies even if

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What Happens If a Shop Advertises the Wrong Price?

If something is advertised at the wrong price, UK law usually lets shops correct mistakes before sale, but your rights

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Product does not match the sample, description or demonstration model

Information about the consumer guarantee that goods will match a description, sample or demonstration model; and

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Price displays | ACCC

"Drip pricing" is when a price is advertised at the beginning of an online purchase, but then extra fees and charges (such as booking

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The price must be right: your guide to legal price

The price must be right: your guide to legal price compliance in retail Keeping every price tag accurate is a

Mar 12, 2026

Advertising the wrong price. Do stores have to honour pricing mistakes?

The following guide explains what your rights are regarding pricing errors both before and after purchase, as well as what your rights

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