

# A Study of Awareness of Consumer Right

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## ABSTRACT

In a country like India, where the majority of consumers are poor, vulnerable and disorderly, and governments have given eight consumer rights to their citizens, most uneducated people have no knowledge of their rights. In addition, the Indian market is typically a market for salespeople and innocent customers can be duped very quickly. It has now become clear that a typical customer is neither educated nor competent. It needs support from a scrupulous seller and defense. A user is unable to put the civil court before him.

The development process, together with the increasing process of globalization and liberalization, has raised the number of consumer problems. In the political, economic and social plans of many countries, consumer protection has gained an important place. In India, the Government has taken numerous steps to protect consumers, including legislation. A rising customer is now being fooled in different ways. The government provides us with a range of consumer protections, consumer regulations, consumer legislation and consumer laws to protect consumers. In 1986, a "the Consumer Protection Act" was introduced by the Central Government to protect consumers.

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## 1. Introduction

Training usually means a course that improves the ability to perform a particular job and raise more funds to acquire a body of knowledge or skills. For a long time, the more liberal definitions of education, in which the development and refinement of the personality is understood, without necessarily having an eye for economic benefit, were out of use and only scissors in the practice of education can be found with such objectives. Education today is a critical part of life. A happy and satisfied life cannot be lived without schooling. A healthy and educated society requires educated people, who can ultimately form a wealthy, prosperous and powerful country.

When we open the history pages of India, we can see that their people have not been so informed in recent decades. Only after the 19th century was Indian society educated. The educational rays began to spread in the twentieth century and by the end more than half of its population was educated. Various programmes, including the National Literacy Mission and Sarva Shiksha Abhiyaan, have been started for education in the Indian society. The national literacy campaign started to educate our country's adults that eventually contributed to the increase in literacy.

Now there's the question why our adults should be educated? The bulk of its population lives in rural areas in a democratic country like India. In areas such as farming centres, highways, community centres, education, communication and safety, these rural areas are most likely backwards. Science and technology are unfamiliar to people in these areas. You don't know what is happening in the outside world. We have numerous rights, responsibilities and duties in our government, but they are not recognized by our people. Our culture is predominantly agriculturist, almost a fourth of which are alphabets. Our main producer, that is to say the farmer, is cheated here in our country in many respects. If our farmer works as a producer, he will be cheated on the market, and if he is the consumer of goods, he will once more be cheated in different ways. Our uneducated, illiterate society is the primary reason for this. The government gives basic rights and duties to protect its people, i.e., the consumer rights and obligations are granted to us. The truth is, however, that only if they are educated will people be made conscious.

We have a right to education in our constitution. From the point of view of human rights, education is not simply a means

to achieve other goals but an end in itself. Some economists like Alain Mingat have defined education as the "effective production of human capital and its goal is, in that case, to structure the provision of skilled persons over a long period of time so that the proliferation of the resources will be more aligned with economic requirements." Consequently, the policies that adhere to the principles of equity, quality and efficiency emphasize the education of privileged people who live in poverty.

As an active customer a human being plays an important role today as a result of industrialisation and the advent of materialization. The presence and influence of the market in consumer lives in the 20th century grew dramatically. We started to buy products for a price from the market. Eventually, mass production and industrial production began, creating an entirely new layer for the world of consumers. Have you ever noticed how the economy depends on urban consumers to meet just their basic needs? This excessive dependence on the market and the underlying incentive for profit in mass production and sales have given producers and distributors with good reason to use consumers. As a consumer, you should always know how market products are of lower quality and are not subject to the quality standards set by quality control agencies. Not only do customers have little value for their money, but they also often experience market manipulation losses and inconveniences.

## 2. Review of literature

RSL Ipsos (2000) The 1519 residential consumers had been distributed from England, Scotland and Wales. The department investigated these residential consumers' perception of the extent of consumer rights. As a method for conducting studies, a questionnaire was used. Different research results indicate that the awareness of the elderly, the lowest levels of social security and those who work in rental housing is the lowest and that low annual incomes are lowest. It also showed that women and lower social ranks have generally tended to be less sensitive than the average, but are more likely to take into account and make better use of rights as important.

Chauhan D. (2002) Consumer security was studied in a constitutional context, a research was carried out about the functioning of consumer forums. This structure has revealed in

the field study that education, qualifications and consumer rights awareness need to be guaranteed in order to protect the consumer. According to a study, most consumers knew their rights, but consumer awareness programmes were still needed. Most buyers were not happy with most goods. The majority of consumers said that they suffered due to incorrect maintenance, faulty goods, etc. Indian consumers were also not used to keeping a record of transactions. The success of consumer movement therefore depends on consumer participation and government co-operation. It can be concluded.

Carole J. Makela (2004) Market education research: knowledge building among teenagers. For this analysis, a data collection questionnaire has been used. Answers were received from 3107 students. For the purposes of evaluating frequencies and core patterns, descriptive statistical analysis was used. Chi-square tests were calculated to examine class, level and school status relationships between variables. 2/3 of the students have correctly defined the rights and obligations of customers. Women students identified consumer rights and obligations more often than men.

Kishtwaria J. et al (2004) Public awareness of regulatory and consumer rights law agencies has been investigated. This research was carried out. In order to pick a sample field, a multi-stage random sampling approach was implemented with household layering. The study showed that the customer courts and forums knew 48% of men and 20% of women. Among men, friends and colleagues, print media became the primary source of information among females. In terms of market understanding, both men and women were extremely conscious of the laws regulating weights and measures, as well as less conscious of the regulation on household electric appliances. There were substantial gaps in the perception of the male and female respondents of consumer protection law.

Nielsen A.C. (2004) he studied customer consciousness. Many customers in both classes may recognize specific consumer protection policies, legislation and laws, e.g. the Consumer Guarantees Act, the Fair Trade Act, and Health Standards. No one in any group was aware of the legislation or what it covers about Product Safety and Energy Safety. During this study, most consumers in all categories were unaware of relevant consumer protection legislation. This includes the right to file grievances and the ability to fix damaged goods or services for the retailer. The study showed that the consumers of all classes believed their consumer rights were "morally recognized." Most of them were not conscious of their constitutional involvement in their consumer rights.

The Estonian Consumer Protection Board (2005) A research with the Economic Research Institute has been carried out to obtain an overview of consumer security situation. The same research was conducted in 1998. The study has explained the most common violations of consumer rights and how often the consumers are aware of their rights. There were most infringements of consumer protection law on both markets (42%) and small businesses (41%). Many of these infringements related to foodstuffs (51%). Clothing and footwear were problematic for 38% of consumers. The study also represented an idea of rural awareness that about 43% felt they had no knowledge of consumer rights. Requests for electronics and household applications were 20%. The majority of complaints related to services were telephone services, other communications (27%), catering services (26%) and services (25%).

King-long Lin (2006) A study was carried out to investigate consumers. A survey questionnaire has been drawn up on the basis of five consumer, consumer, law and government and consumer protection themes. The survey was conducted to understand the consumer's internal views. The responses were coded and evaluated using Factor Analysis, One-way Manova, and one-way ANOVA after collecting 170 questionnaires.

There was no evidence to conclude that there was no distinction between gender, age, education and living region, and that there was a very little awareness of consumer right.

Garman E.T. (2007) Public awareness and legal rights measured by the analysis of the largest random sample in the United States of 1.305 elderly adults. The sample is divided into 5 age groups: between 25 and 49, between 50 and 64, between 65 and 74, between 75 and 84, and between 85 and 94. A total of eight questions were asked to discuss awareness and protection of consumer rights. Customer experience was not gender-specific and weak. Their awareness score declined with the age of the respondents. Those married or married before went higher than other parties.

Mason, Roger B. (2007) The research has been conducted in particular among deprived consumers with the knowledge about consumer rights in South Africa. The literature shows that the degree of economic growth and awareness of consumer rights is highly correlated. The more a country is created, the more its people become aware of their consumer rights. The less a nation grows, the lower the consumer's knowledge of consumer rights, the more it does. The research included a literature review and an observational analysis into the effect of a group of Durban consumers on the perception of consumer safety. A good, positive relationship has been formed between customer knowledge, income and education.

Crafford S. and Eli B. (2008) South African Consumer Organization recognition and expertise researched. Roughly half (53.9 per cent) of respondents reported being aware of customer organisations. Just less than one-half of those organizations (46.1 percent) is unaware. More women (74.7%) were known to these organizations than males (64.6%) and almost all those who cared about them were 26 years old and older (94.7%). The Faculty of Education was the category of customers (88.5%) most well educated. A further result of this research showed that, in order to protect their customers' interests, most respondents (58.4%) were optimistic about entering a consumer organisation. Over half of the consumers were aware of their rights, the results pointed out.

### 3. Consumer

Every of us is actually a customer, and we want our products and services to be fully fulfilled. The term "consumer" has been described separately for "goods" and "services" for the purpose of the Consumer Protection Act. A person of the two categories is a customer for the purpose of 'goods.' Consumers in the first group are those who buy or plan to buy any goods for a price paid or agreed or charged partially and partially expected or by any deferred payment program. Any user of those goods other than the person who actually buys the goods shall be included and shall use them with the consent of the buyer. If a individual purchases products for commercial or reselling purposes, he is not a customer. The term 'business' does not involve, however, the use by customers of products that they have purchased and used for their sole purpose, by autonomous work.

"Customer" means for the purposes of the service a person, one who, for the consideration paid or promised or paid partly and partly promised or under any departed payment form, hires or uses any service or services. This requires any beneficiary of the service other than the person who directly employs or benefits of the service and those services are available for consideration with that person's approval. Under the 1986 Consumer law, any consumer who purchases goods and any person who uses goods with a buyer's consent is defined as the consumer. Consumers can also be defined as someone who buys personal goods.

#### 4. Consumer Rights

The Indian Constitution gave us eight consumer rights in compliance with this act. The rights that ensure protection of someone who purchases a good for personal use or to a customer can be described as those of the user. Six consumer rights were originally envisaged to protect the public interest, namely:

- Right to Safety
- Right to Information
- Right to Choice
- Right to be heard
- The Right to Redress
- The Right to Consumer Education

Such rights have been conceptualized in the consumer sense of the developed world, where consumers are wealthy and completely dependent on the market to meet their needs. The facts of a developing country like India have to be redefined. Thus, two very significant rights have been included, namely:

- The Right to Basic Needs and
- The Right to a Healthy and Sustained Environment.

The stock of food grains in India stood at around 60 million tons in September 2001, yet one third of the population in India is living below poverty and consumers are often hungry or severely malnourished which lead to poor health. There have been recent deaths from hunger in Orissa. The idea and existence of consumer rights has as a very crucial objective to ensure that consumers have safe and continuous food supplies, and basic living facilities, such as sanitation and drinking water and power supplies. This law gives access to food, water and shelter, which is covered by the right to basic necessities which form the basis of the life of any user. Life cannot survive without these essential amenities.

The need for protection of the environment is now considered a critical safeguard against world-wide degradation of quality of life. We are all victims of contaminated food, water supplies, chemical food, adulterated milk and shocks from vehicle exhaust fumes. Owing to polluted environments and living conditions, valuable resources and man-days are wasted. Consumers must understand that their consumer rights can only be assured by a secure climate. The other right we have to guarantee a safe environment is also false.

To order for citizens to live a safe and healthy life, the government ensures us full value of our money while buying goods and recruiting workers. Nonetheless, some cases suggest that customers are not fully aware of their rights and are thus robbed. An example of the same is a case seen in 2002. A passenger who found a metallic wire in Indian Airlines' food was complaining in 2002. The passenger's gum was injured during the chewing process. He was entitled to Rs.2,0000 for the same award. The right to health protects a customer against such faulty products. It includes all possible forms of consumption and all goods and services. The right to protection is now a requirement for quality for all goods and services in the light of the modern global environment and rapid technological changes affecting the industry. For example, some Indian products carry the ISI-mark, symbolizing a product's good quality? Likewise, the basic quality of the food items symbolizes FPO and the AGMARK. The industry has long led us to believe that we can protect their health through the consumption of processed food or mineral water. This theory has repeatedly been proven false by the rampant food adulteration in consumer goods. The right to food safety is an important consumer right because it directly affects consumers' health and quality of life.

Consumers are not now informed despite being entitled to information. Right to information means the right to receive the necessary information for an informed choice or decision on factors such as quality, quantity, power, purity and price of product and service. The right to transparency now goes

beyond preventing frustration and protection from false ads, inaccurate labeling and other activities.

The right to choose can be interpreted in various ways by different interests. The right to choose for established customers in the world is a wide variety of goods. For example For example. Americans are able to select from 25,000 supermarket products, 200 cereal forms and read 11,092 magazines. This preference also creates a sense of comfort and protection for customers and leads them to assume that excess contributes to good living. This line of thought is often perpetuated by ads and commercial jokes. For developed countries, the freedom to choose is very different. The right to choose and other consumer rights will change their attention for a society dependent on the environment for its survival. The primary emphasis will be on choosing best practices such as organic farming and natural heritage restoration. The city must be more clean and secure than polluting means of transportation.

The right to be heard or the right to redress is granted to file a complaint or voice against malpractices. The right to be heard ensures that consumers are able to express their opinions and concerns properly. For example, if you have been robbed at the market or have been deprived of the appropriate quality of service, the authorities should listen to your complaint and give it proper attention. Consumers do have the right to express their view, as in recent revisions to the Consumer Protection Act, as rules and regulations relating to them are formulated. Herstattlers find new ways of hacking and misleading customers every day. Scrupulous business practices lead to consumer homes, breach consumer rights and endanger their protection. Consumers have been given the right to compensation to protect consumer interests. Throughout India, we run at national and regional level a remedy system called the Consumer Courts, which was created by the Consumer Protection Act (1986).

Public education enables consumer rights to be practiced. It is perhaps the single most powerful weapon which can make consumers one of the strengths on the market from their current disadvantageous position. The education of customers is complex, participatory and is primarily obtained by practical experience. For example, a woman making household purchasing decisions and actually purchasing on the market would be better educated about market conditions and best prices than a person who, with the help of newspapers or television, educates himself about the market. It's also not only the market or goods that must be informed about, but also about the profile of the company, government policies and the introduction of new technologies.

In protecting consumers, consumer education can play a critical role. In India, the mobilization of consumers can be decisive for sustainability and traditional knowledge, but they can not be connected to their knowledge base. Consumer education can enter the broken link and renew consumers' access to traditional information. Many examples of consumer education include consumer experiences, information dissemination by public agencies and non-governmental organizations, instruction by educators in the classroom and informal parent teaching.

In 1986, it was known as a consumer magna carta when the Consumer Protection Act (COPRA) was passed. It is necessary today to educate Indians about their rights as consumers or to provide them with an understanding of them. Our Government has established state and central education boards to make the Indian society trained through which every person can live happy and prosperous healthy lives as a citizen and as a customer. Our educational bodies (state and national education boards) are doing a satisfactory job to familiarize or raise awareness of consumers' rights. These boards agree on the curriculum and its implementation in line with the educational goals. Curriculum development is a dynamic

process that takes its best form when it is leavened with the necessary inputs in content and design. Indian boards have adopted consumptionism as part of the economics secondary level in a curriculum in Social Science in order to promote knowledge of consumer rights. The main goal is to raise awareness about their consumer rights among students. Our education authorities are taking a significant step forward because every student is a customer and he or she has to be aware of his or her rights. Training is also the easiest and most successful way to raise consciousness of consumer rights, by making a student or individual a happy customer.

## 5. Consumer Rights Awareness

A marketing word is customer perception. This means that customers have a monetary or undifferentiated understanding of goods or services, their assets and other marketing P's (the place to buy, the costs and the promotion). This can be described as a customer who purchases a product for personal use and is aware of the basic or undifferentiated state of consciousness. Awareness of consumers means raising awareness about consumers' interests.

Neelkanta and Anand (1992) conducted an investigation to find answers to important issues such as consumer awareness of laws and organisations. Throughout their analysis, they used the Survey method with the organized data-collection tool. A total of 150 questionnaires, 120 of them finally selected, have been distributed. A 't' test was used to test the degree of awareness between men and women. The results showed that there were significant differences of awareness between male and female respondents. Men were much more aware of the situation than women. The value of 't' is 3.40. In addition, the results offered an insight into the degree to which customers are not aware of certain realities that are of considerable significance to their own well-being.

As regards knowledge of consumer legislation, the male and female respondents were well conscious of the weight and intervention and were not aware of the electrical appliance order of the household. Such findings have been shown by a further inquiry by Kishtwaria J., Sharma A., Vyas N. And Sharma S. And S. (2004). (2004). You have been investigating consumer awareness of lawmaking and consumer protection law organisations. In Himachal Pradesh the present analysis has been carried out. In selecting sample areas a multi-stage random sampling approach was implemented with household stratification. The study found that 48% of men and 20% of women knew about business and consumer courts. For men and friends and neighbors of women, print media have been the main source for information. The group, the Hyderabad and the Consumer Forum in Mumbai, was only 2 percent males conscious. Consumer protection laws were significantly different for the male and female respondents.

To increase public awareness, our government and non-governmental organizations are now setting up numerous initiatives. JagoGrahakJago, initiated by Indian government, is an example of this programme. In the course of this campaign a number of press releases, print pamphlets, newspaper articles are published. In this way too, the mainstream media plays a significant role. But many of the Indians are unaware of these rules.

We now need to learn why we need consumer rights and education awareness? There are many explanations why this question is asked. It has been noted that the people for whom the Bureau of Indian Standards (BIS) has adopted several schemes do not in fact benefit as expected. Mainly because

these schemes and the advantages are not completely known. In addition, only informed and alert consumers aware of their rights and responsibilities can effectively protect themselves. It is therefore important to provide the public consumers with the training of those most vulnerable to exploitation in rural areas in particular. Once they have been trained and made aware of the schemes drawn up and the available redress platform, various schemes would in the true sense benefit the country's common consumers. It is therefore our responsibility to play our part in spreading numerous schemes together and efficiently to our nation's common consumers. The position of voluntary community groups, consumer advocates, Charities, educational institutions and media cannot be overlooked in this way.

Informing existing and potential customers about products and services enables more informed purchasing decisions through market awareness programs. If customers know they exist, they can't purchase goods and services. For any sector, a lack of market knowledge will harm revenue. If special products and services are known better, they will be on the frontlines of sales. It is therefore important to implement consumer awareness programs that will introduce the products and services of a company and make the target audience aware of them. The use of posters, brochures, TV, radio, guides, fact sheets, information on the website, school curricula and other sources that promote consumer awareness programs according to the subject and the message given.

We need it so that suppliers do not cheat us. This shows that what we buy worth money and will not affect us and the environment. Many people do not know how many others are entitled to protect themselves from exploitation. There seems to be no such abuse by many when a forum for such a redress of complaints is established; and it is unusual. There is also a need for education in order to get a clear picture of the extent of market abuse.

## 6. Conclusion

It is the information age today. There is no existence in the contemporary world without knowledge. Progress, materialism, science and technology all make a customer. It is important that a customer has awareness of the consumer's rights to become a safe and prosperous consumer. In this way, education plays a vital role. Consumer rights consciousness of adults regarding gender and residential areas has been found in the present study. The study reveals that in rural areas where adults do not recognize consumer rights compared to adults living in urban areas, more consumer rights awareness programs should be coordinated. In addition, this research will contribute to an understanding of how much schooling the people receive. The results of this study showed that urban residents are more aware of their consumer rights and that more educated people live in urban areas. On the other hand, men are more conscious of their consumer rights and are more trained and informed than women. This shows that urban residential relationships with men are related to a better awareness of consumer rights.

The study also advises the preparation of special literature programs for women in which information on current issues and their rights can be presented. Given the low level of consumer rights, the teachers will help raise awareness of rural people's rights among rural adults. Changes can be made to the current Consumer Rights curriculum through which students can obtain knowledge of consumer rights. In addition, teachers and students may organize workshops, presentations and plays to raise awareness of rural residents.

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