

Consumer Awareness Towards Consumer Protection Act

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Received Date: 25 November 2022

Revised Date: 27 November 2022

Accepted Date: 29 November 2022

Abstract: According to the Consumer Protection Act of 1986, a buyer is defined as someone who purchases anything after making a decision, regardless of whether they are paid, typically guaranteed, or through a transparent yielding technique. People just consider their rights and obligations as clients, as we all convert into customers in the end. Since 1990, the Consumer Protection Act has been actively used. The Consumer Protection Act of 2019 would then be in charge of protecting consumer rights in India. To replace the Consumer Protection Act of 1986, the Consumer Protection Act of 2019 was proposed. The new Act has a number of provisions that take into account the difficulties faced by contemporary, technologically dependent customers. The Act also includes a number of clauses aimed at advancing and defending consumer rights. It is very necessary to bring awareness in public as well as in domestic appliances industry because of the following reasons: The existence of fair trade practices which would ensure physical safety while using the product. It is very difficult to effectively organize consumers in county as India. The backwardness of the people is further a hindrance to consumer protection. Poverty, Lack of education, Lack of information, traditional outlook is the reasons suffering due to an unscrupulous business man exploiting consumers in India.

Key words: Consumer, Awareness, Consumer Protection Act.

I. INTRODUCTION

According to the Consumer Protection Act of 1986, a buyer is defined as someone who purchases anything after making a decision, regardless of the price, payment method, or other guarantees. People merely think about their rights and obligations as clients when they contemplate that we all change into customers. The Consumer Protection Act has been actively used since 1990. Following this, the Consumer Protection Act of 2019 in India is in charge of overseeing consumer rights protection. The Consumer Protection Act of 1986 was replaced with the Consumer Protection Act of 2019. The new Act has a number of provisions that take into account the difficulties faced by contemporary, technologically dependent customers. Numerous organisations and customers began working effectively to defend consumers. The Act supports consumer advocacy group's endowment to establish the general, open, and improvement of experts the sale of buyer inquiries. Consumer protection is evolving in the nation as tests are changing, rules are being upheld, and clients are successfully referencing. Therefore, in order to deliver more desirable family members and hold out for the consumer, it is essential that strong professionals have re-established and palatable knowledge and care for the Consumer Protection Act of 1986.

A. The Consumer Protection Act, 2019

The main objective of Consumer Protection Act, 2019 is to protect the interests of the consumers and to establish a stable and strong mechanism for the settlement of consumer disputes. The Act aims to:

- Prevent the selling of goods that endanger property and human life.
- Educate consumers about product attributes such as potency, amount, standard, purity, and pricing to protect them from deceptive business practices.
- Create Consumer Protection Councils to safeguard customers' rights and interests.
- Whenever feasible, guarantee that customers can access a supplier of goods at reasonable costs.
- Speak out against dishonest business tactics or the sly exploitation of customers.
- Protect consumers by designating authorities to handle and resolve their concerns in a timely and adequate manner.
- Define the sanctions for violations of the Act.
- Listen to complaints and disputes, and make sure that the welfare of customers is given the proper consideration in the proper forums.
- Educate consumers about their rights by offering this service to them.
- Provide quick and efficient handling of customer concerns through alternative dispute resolution procedures.

B. Consumer Awareness

The act of ensuring that a buyer or customer is aware of the information on products, goods, services, and consumer rights is known as consumer awareness. In order for a buyer to make the best purchase possible, consumer knowledge is crucial. Customers have the right to safety, information, and the ability to make informed decisions.

In a free economy, the consumer is in charge. However, he was never given the respect he merits. He is a "slave" in a nation like India rather than the sovereign. The consumer's welfare is determined by whether his reasonable and expected expectations for the products and services he requires are met. Concerns concerning the supply of products and services include its timeliness, quality, quantity, cost, and pricing.

1.1. Consumer Rights

According to the 2019 Consumer Protection Act, consumers have six rights. In accordance with Section 2(9) of the Act, consumers have the following rights:

- A consumer's right to protection against the marketing of products and services that are risky and harmful to life and property.
- The consumer's right to know the calibre, quantity, potency, purity, standard, pricing, and other information about the goods, products, or services in order to be protected against unfair business practice.
- The right of a consumer to obtain a wide range of goods, services, and products at reasonable costs.
- The right to complain against unfair and constrictive business practices in the appropriate forums.
- The right to acquire proper restitution or consideration from the appropriate consumer forums in the event that the vendor has harmed them.
- The right to obtain consumer education.

1.2. Consumer Responsibilities

Ask Yourself!

- Have you had any difficulties as a consumer?
- Have you ever voiced a complaint after encountering such a challenge?
- Do you realise that you can enlist a consumer organisation to defend your interests?
- Be Critically Aware
- The duty to be more vigilant and to inquire more about costs, about the quantity and calibre of things purchased and services utilized.
- Be Involved
- The obligation to be forceful in order to make sure that you, as a customer, receive a fair offer. Keep in mind that if you are inactive, you could be taken advantage of.
- Be Organized
- The obligation for consumers to band together, speak up, fight as a group, and build the power and influence necessary to advance and defend consumer interests.
- Practice Sustainable Consumption
- This refers to the obligation to consume in a way that meets needs rather than wants and to be conscious of how your actions affect other people, especially the weaker or more vulnerable groups.
- Be Responsible to the Environment
- The obligation to comprehend and be conscious of the environmental effects of our consumption is known as "being environmentally responsible." In order to preserve natural resources and save the planet for future generations, it is our individual and collective obligation.

1.3. Unfair Trade Practices

Section 2(47) of the Consumer Protection Act, 2019 defines the term 'unfair trade practices' which include:

- Creating fake products or offering subpar services.
- Not issuing cash memos or bills for the things purchased or services provided; producing fake goods or rendering subpar services.
- Refusing to accept the goods or services back or withdraw them, and not returning the payment that was made for them.
- Making the customer's personal information public.

1.4. Consumer Redressal Agencies

The Consumer Protection Act provides for a three tier redressal system. Based on the cost of the goods or services or the compensation, this system is as following:

- District Commission: If the cost of good/service/compensation is less than Rs 1 crore.
- State Commission: If the cost of good/service/compensation is more than Rs 1crore but less than Rs 10 crore.
- National Commission: If the cost of good/service/compensation is more than Rs 10 crore.

II. NEED FOR THE STUDY

It is very necessary to bring awareness in public as well as in domestic appliances industry because of the following reasons: The existence of fair trade practices which would ensure physical safety while using the product. It is very difficult to effectively organize consumers in county as India. The backwardness of the people is further a hindrance to consumer protection. Poverty, Lack of education, Lack of information, traditional outlook is the reasons suffering due to an unscrupulous business man exploiting consumers in India. A majority of the population is illiterate and ignorant. The march of science and technology has increased the difficulties of the consumer long with his opportunities of selection from a wide variety of goods.

II. OBJECTIVES OF THE STUDY

The objective of the study is to study the impact of the Consumer Protection Act and its awareness on domestic appliances.

- To study the awareness of the Consumer Protection Act.
- To study the utilization of Consumer Protection Act.
- To offer suggestions and recommendations for providing better facilities for consumers.

III. RESEARCH METHODOLOGY OF THE STUDY

A. Sources of data *Primary Data*

For the present study, the primary data is collected from 50 respondents by administering a structured questionnaire.

B. *Secondary Data*

The secondary data is collected from journals, magazines, articles and official websites.

C. *Sample size*

A sample of 50 people was taken for this study.

D. *Sampling method*

The convenience is the sampling method used in this report for data analysis

IV. LIMITATIONS OF THE STUDY

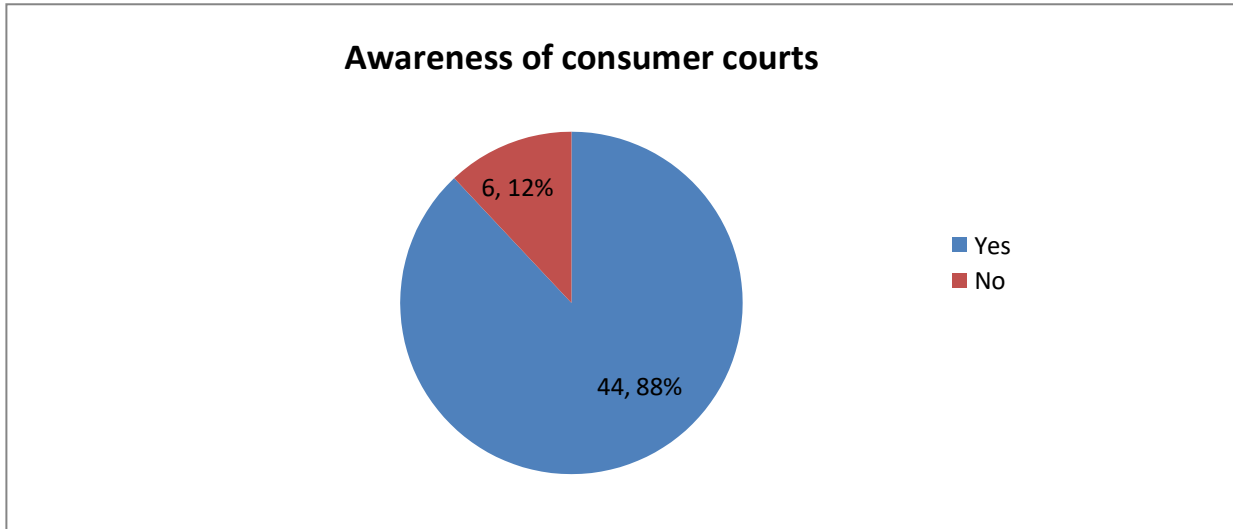
The sample size is restricted to only 50 respondents. The data have been collected from consumers in Nizamabad only. The study was conducted within a small time frame. Results are based on the opinions and responses of the respondents. So, hidden information and lack of interest on the part of respondents cannot be easily identified.

- The study's sampling region has been limited to the neighbourhood. Respondents appear reluctant to provide accurate information.
- The study's conclusions are based on the presumptions that survey respondents disclosed.
- The main limitation was time.

V. DATA ANALYSIS AND INTERPRETATION

A. Are you Aware of consumer Courts?

S.NO	Particulars	Total	Average
1	YES	44	88%
2	NO	6	12%
Total		50	100%

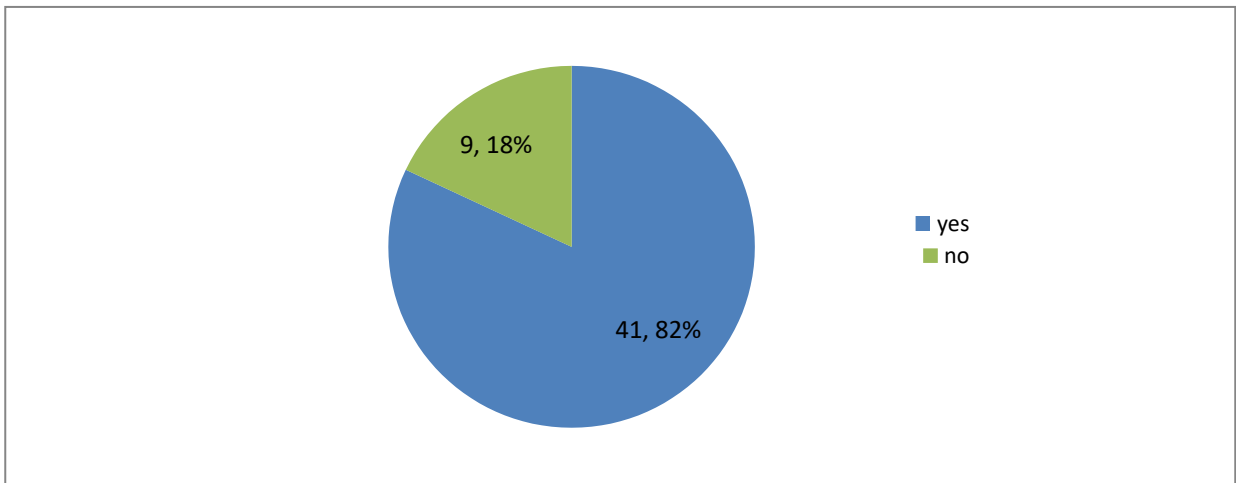


Interpretation:

From the above data, out of 50 respondents, 88% of respondents are aware of consumer courts and 12% of respondents not aware of consumer courts.

B. Awareness of consumer protection Act 2019

S.NO	Particulars	Total	Average
1	Yes	41	82%
2	No	09	18%
Total		50	100%

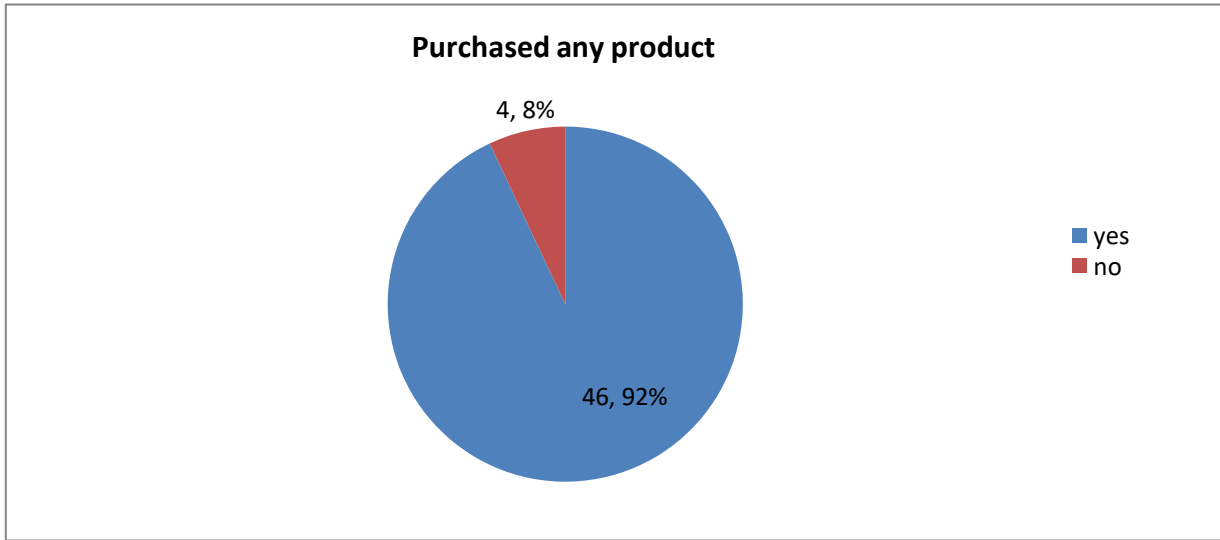


Interpretation:

From the above data, out of 50 respondents, 82% of respondents are aware of consumer protection Act 2019 and 18% of respondents are not aware of consumer protection Act 2019.

C. Purchased any product.

S.NO	Particulars	Total	Average
1	Yes	46	92%
2	No	04	8%
Total		50	100%

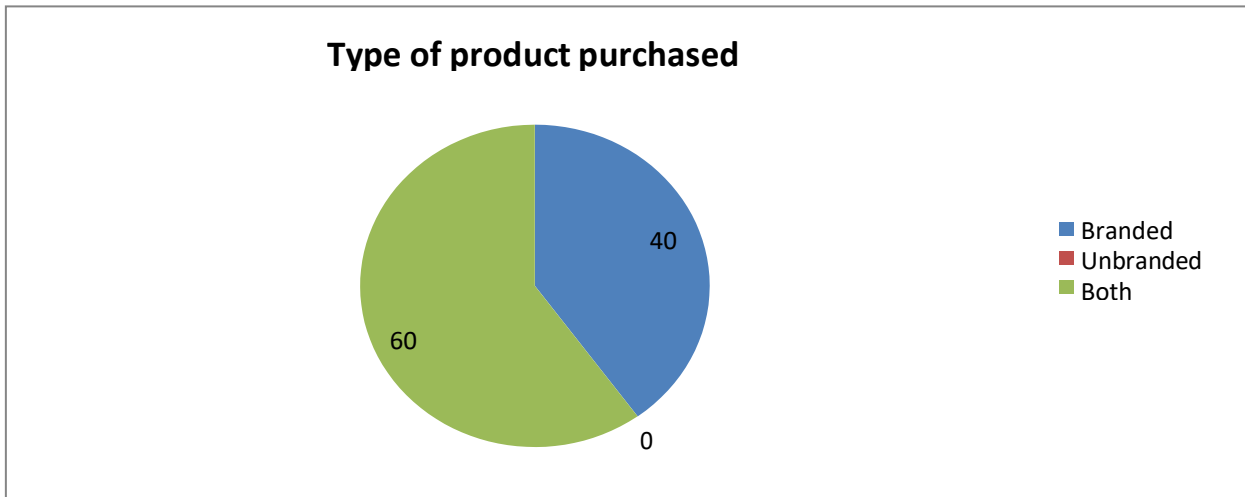


Interpretation:

From the above data, out of 50 respondents, 92% of respondents are purchased product and 8% of respondents are not purchased any product.

D. Type of product purchased

S.NO	Particulars	Total	Average
1	Branded	20	40%
2	Unbranded	-	-
3	Both	30	60%
Total		50	100%

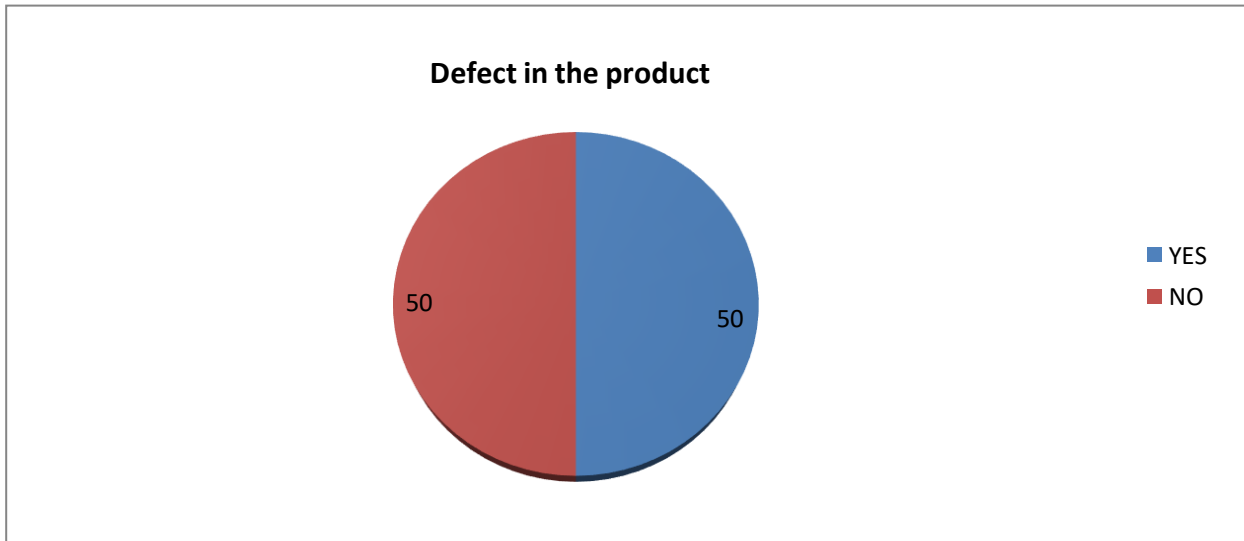


Interpretation:

From the above data, out of 50 respondents, 40% of respondents are purchased Branded products and 60% of respondents are purchased both branded and unbranded products.

E. Defect in the product.

S.NO	Particulars	Total	Average
1	Yes	25	50%
2	No	25	50%
Total		50	100%

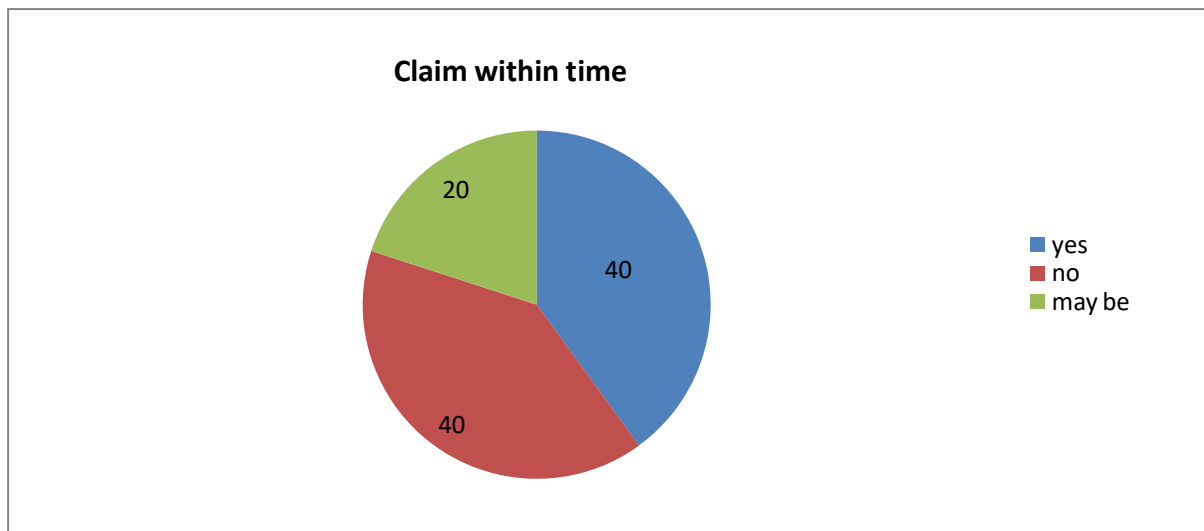


Interpretation:

From the above data, out of 50 respondents, 50% of respondents are found defect in the product and 50% of respondents are not found anydefects in the product.

F. Did you get the claim within time?

S.NO	Particulars	Total	Average
1	Yes	20	40%
2	No	20	40%
3	May be	10	20%
Total		50	100%

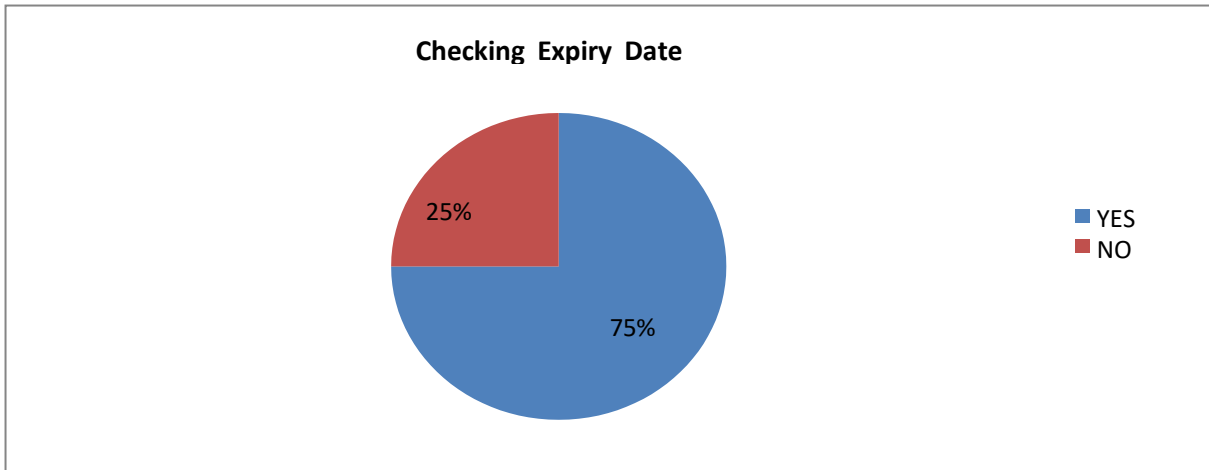


Interpretation:

From the above data, out of 50 respondents, 40% of respondents are got the claim within the time and 40% of respondents do not go the claimand 20% of respondents are specified as may be.

G. Do you examine the expiry date of the product?

S.NO	Particulars	Total	Average
1	Yes	37	75%
2	No	13	25%
Total		50	100%

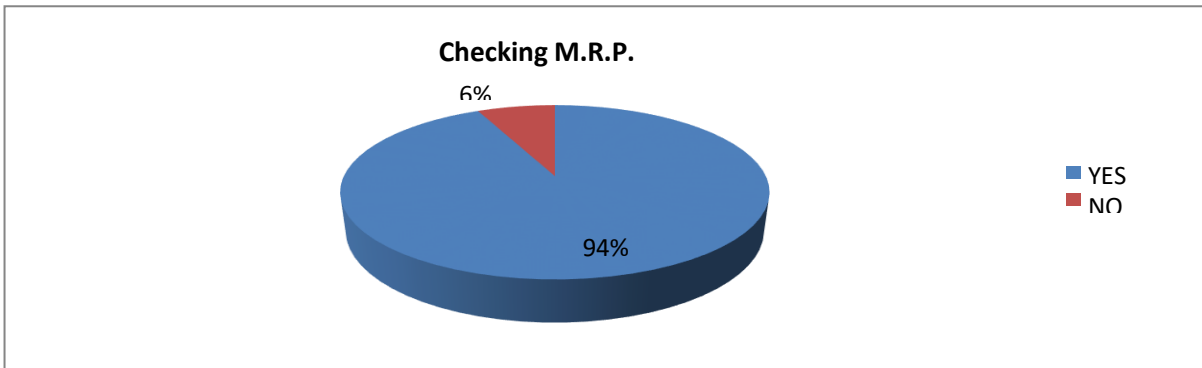


Interpretation:

From the above data, out of 50 respondents, 75% of respondents are checking Expiry Date of the product and 25% of respondents are not checking the Expiry Date of the products.

H. Do you research a product's MRP before purchasing it?

S.NO	Particulars	Total	Average
1	Yes	47	94%
2	No	3	6%
Total		50	100%

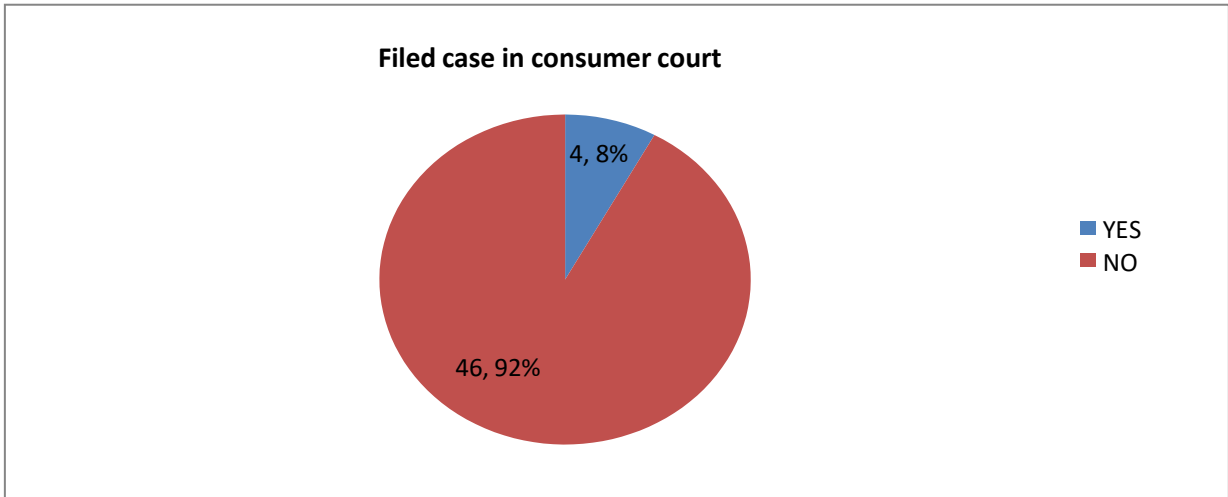


Interpretation:

From the above data, out of 50 respondents, 94% of respondents are checking M.R.P and 6% of respondents are not checking the M.R.P. of the products.

I. Filed a case in consumer court.

S.NO	Particulars	Total	Average
1	Yes	4	8%
2	No	46	92%
Total		50	100%

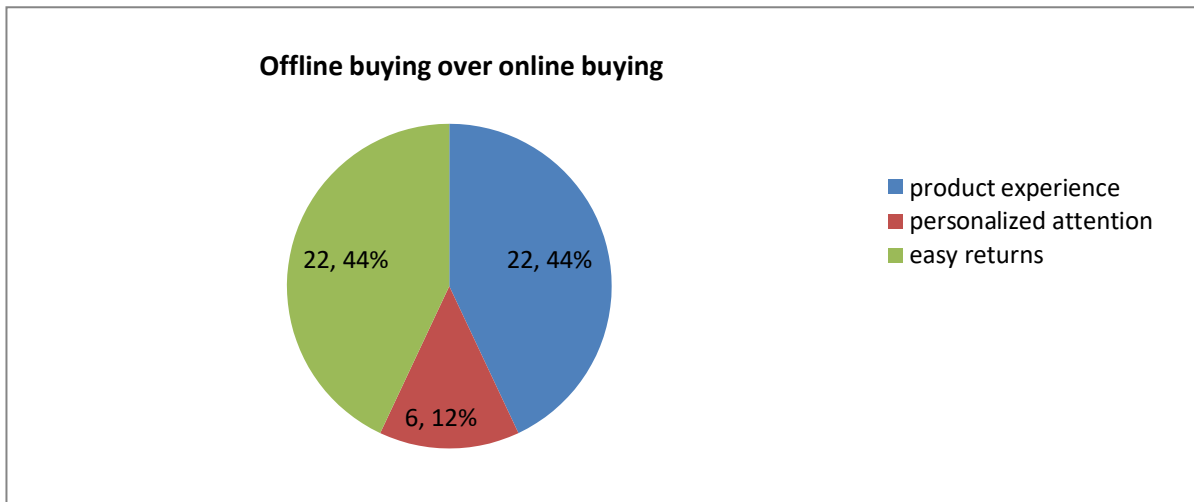


Interpretation:

From the above data, out of 50 respondents, 92% of respondents are not filed any case in consumer court and 8% of respondents are filed case in consumer court.

J. Prefer offline buying over online buying most because.

S.NO	Particulars	Total	Average
1	Product experience	22	44%
2	Personalized Attention	6	12%
3	Easy returns	22	44%
Total		50	100%

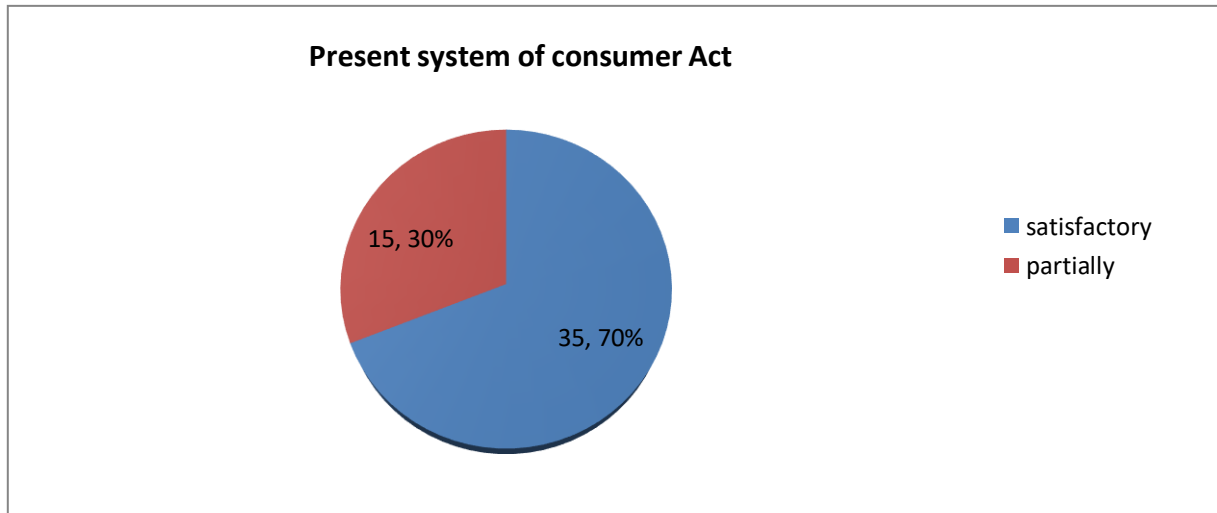


Interpretation:

From the above data, out of 50 respondents, 44% of respondents are preferring offline buying because of product experience and 44% of respondents prefer because of easy returns and 12% of respondents prefer because of personalized attention.

K. Present system of consumer protection Act 2019.

S.NO	Particulars	Total	Average
1	Satisfactory	35	70%
2	Partially	15	30%
3	dissatisfactory	-	-
Total		50	100%

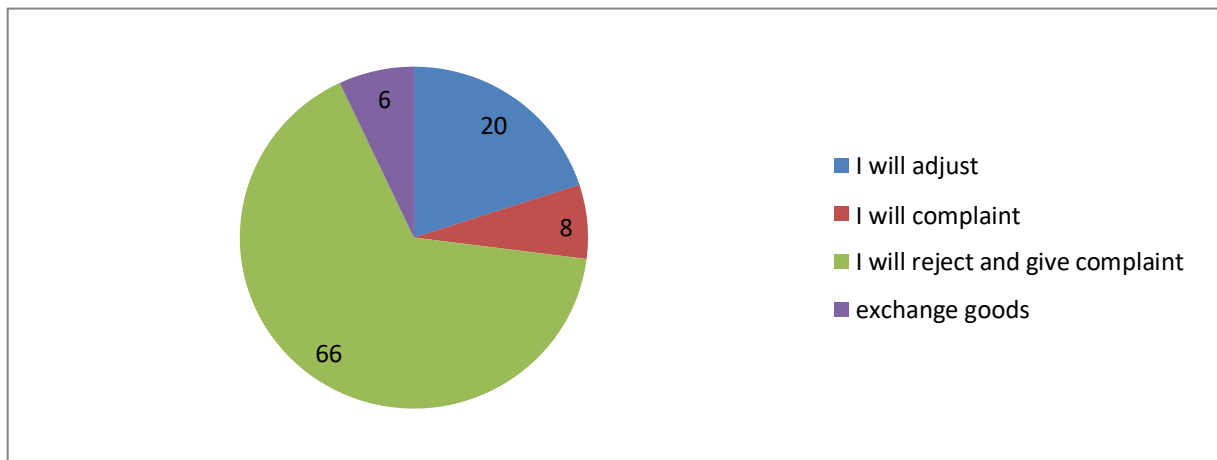


Interpretation:

From the above data, out of 50 respondents, 70% of respondents are fully satisfied with the present consumer protection Act 2019 and 30% of respondents are partially satisfied with the consumer protection Act 2019.

L. Response towards defective product.

S.NO	Particulars	Total	Average
1	I will adjust	10	20%
2	I will complaint	4	8%
3	I will reject and give complaint	33	66%
4	Exchange goods	3	6%
Total		50	100%



Interpretation:

From the above data, out of 50 respondents, 20% of respondents are adjusting with the defective products and 8% of respondents are complaining and 66% of respondents are rejecting the products and 6% of respondents are exchanging the defective products.

VII. FINDINGS, SUGGESTIONS AND CONCLUSION

A. FINDINGS

- It is revealed that majority (81%) of the respondents are aware about consumer protection act 2019
- It is identified that, the majority of the respondents (87%) are aware of consumer courts
- It is revealed that 50% of the respondents have observed the defects in product
- It is revealed that, the 60% of the respondents are preferring to purchase both the branded and unbranded products
- It is identified that 80% of the respondents not complained to any consumer forum and only 20% of respondents complained
- It is revealed that 75% majority of respondents are examining the expiry date while purchasing the products
- It is identified that 87% majority of respondents are checking MRP before buying the product
- It is revealed that 93% of respondents are not filed any case in the consumer court
- It is identified that 68% of respondents are satisfied with the present system of consumer Act

B. SUGGESTIONS

- Consumers should be aware about their rights and responsibilities themselves by collecting as much of information from different sources.
- Governmental and nongovernmental organizations should organize awareness programmes both to rural as well as to urban people.
- Proper publicity should be given about consumer rights and consumer protection acts on mass media such as television, radio, newspapers, magazines, etc. In this era of information technology, various Social Medias and new media's can be used to spread awareness.
- Consumers should check the marks of standard like AGMARK, ISI, and BIS etc. in order to avoid malpractices by manufacturers and traders to an extent.
- Government should take immediate action against malpractices of manufacturers and traders.
- The consumers' grievances should be finalized within time and with reasonable compensation.
- Only purchase things after thoroughly inspecting them, and be sure to check the scales and measurement devices.
- Avoid purchasing fruits and veggies from unsanitary stores. Verify the product's MRP and amount. Check the expiration date, especially for vegetables and medications.
- Whenever possible, pay in full at the time of purchase.

A. CONCLUSION

Consumer protection aims at protecting interest of the consumers from various unfair trade practices. Even though many consumer protection legislations and organizations have been established in India but many Indian consumers are still unaware of consumer protection and consumer rights. Majority of the consumers who are aware that they are cheated by businessmen in different ways do not fight against the malpractices because they do not know how to get justice under the law.

Most of the people think that instead of spending time for approaching court, it is better to solve it with the trader himself. Even though government is playing an important role in protecting consumer rights, if the customer is not aware himself, the problem cannot be addressed well. So proper consumer education and awareness should be imparted to consumers, so that individual consumer will be able to make rational choice and to fight against unfair trade practices by manufacturers and traders

Despite the fact that India has strong and transparent legislation protecting consumer rights, the real situation of Indian consumers may be described as absolutely hopeless. Few customers are aware of their rights or are familiar with their fundamental consumer protections. The Consumer Protection Act of 1986 is the most important of the numerous laws that have been passed to safeguard consumers' rights in India. Everyone is allowed to utilise their consumer rights under this rule, including individuals, Hindu undivided families, businesses, and organisations. As consumers, it is crucial that we are aware of our fundamental rights as well as the legal systems and processes available to us when those rights are violated.

VIII. REFERENCES

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