

## Consumer Awareness in India: A Case Study of Chandigarh

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### Abstract

Every man is a consumer, and ought to be a producer. He is the consumptive expenditure, and ought to be the "Market Master".

This paper has been written to study the general consumer awareness among consumers regarding various acts that have been framed for the protection of their rights. With the increasing competition, every firm is trying to attract more consumers with variety of products. In spite of this variety, number of unscrupulous companies are increasing. It studies the level of awareness regarding the procedural formalities in consumer forums. For this purpose a sample of 100 respondents has been taken. Both primary and secondary data has been collected through questionnaire, personal visit, efforts, and observation. As in the case level, competition is not only the basis of production in the consumer, but in the production of products themselves are not doing well because of limiting the consumers instead consumers are helping firms by providing them opportunity to serve them. Efforts have been made to suggest some measures to strengthen the consumer position.

**Keywords:** Consumer, Consumer Protection, Problems.

### INTRODUCTION

The concept of world as a global village and growing interdependence of the nations, markets have enhanced the importance of consumer rights, protection and promotion. People are demanding quality products and services for the value which they pay. Non-satisfaction of good impact on the quality and safety of goods and services, and the consumers are facing difficulty believe and expenditure made product in many ways like high prices, misleading advertisement etc. Both the government and businessmen should lay emphasis on the satisfaction of the consumer.

### CONSUMER AWARENESS

A person who buys any goods or services for a consideration which has been paid or promised in goods used and partly promised or under any system of deferred payment is a consumer. A person who obtains such goods for resale or for any commercial purpose will not be a consumer. However, if such goods are bought by a person exclusively for the purpose of reselling his stock-in-hand by means of self-employment, then such a person will be considered as a consumer. The consumer awareness is essential in all of the following stages:

# Consumer Awareness In India A Case Study Of Chandigarh

**JS Bruner**



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