CHAPTER VIII

SUMMARY OF FINDINGS, SUGGESTIONS AND AREAS OF FUTURE RESEARCH
Summary of the findings, suggestions and areas for future research

This chapter presents a synoptic account of the findings suggestions and areas for future research.

8.1 Findings

1. In India, consumer exploitation is rampant. The morality of the provider of the services has come to lower ebb. The most common types of exploitation generally noticed are: adulteration, over-pricing, profiteering and black marketing, under weighment, poor after sales service, false advertisement, hyperbolic advertisements, hazardous products, and unfair practices adopted by big businesses for luring the innocent public. The incident of exploitation is equally common in public sector also. The most prevalent complaints with regard to public utilisates are excessive bills, inadequate functioning of government department undue interference in the government oriented agencies, and rampant corruption in distribution agencies.

2. The concept of consumerism has changed over different years. Various definitions have been given at different times by various writers. Consumerism is viewed from two points of view. It indicates high rate of consumption in the economy. Secondly it signifies protection of consumer interest from the marketing abuses viz deceptive advertisement, false and fake products, poor warranties, sale services and poor quality of products accompanying high priced products. With the passage of time, emphasis shifted from individual to societal interest. But the ultimate role of consumer movement remains the same i.e monitoring of exchange system to improve the quality of life of individuals and public at large.

3. The origin of consumer movement is found in the development which took place in American economy 1773 onwards. It was further intensified by the writings of various authors between 1900 to 1920. The sporadic efforts were made by various governments in consumer protection in their countries. Consumer movement gradually took place in different countries. In Britain, the main consumer realities
which intensified consumer movement in 70s were skepticism, knowledge and professionalism, market practices, technological change and social development. In America, Ralph Nader and Rachel Carson played a significant role in giving proper direction to consumer movement. The establishment of IOCU was first step in the field of consumer movement which helped in spreading the movement in different countries. It acted as a catalyst where from affiliated countries could avail the services of this organisation on various issues.

4. The practices in Indian market are not conducive to consumer welfare. The following main factor responsible are viz excessive dependence on agriculture sector, perennial scarcity, traditional market practices, lack of initiative toward modern industry, chronic poverty, complicated licensing and permit restriction, complicated legislation, faulty tax system and prevailing redtapism in the government departments. The activities of marketers are confined to selling concept. The role of marketing in India is still confined to urban areas. The businessmen show low level of social responsibility. Advertising has brought consumer revolution in case of certain items. Indian market still continues to be deficit market. Consumers have restricted choice and are often cheated by mischievous activities of traders and manufacturers.

5. Government has passed a plethora of laws and regulations to protect the interest of consumers. The major laws are contract Act, 1872; Sales of Goods Act, 1930; Prevention of Food Adulteration Act, 1954; Essential Commodities Act; 1955; Standard of Weight and Measures Act, 1956; and MRTP Act 1969. But none of these legislations is perfect. In 1986 government enacted Consumer Protection Act, which is a comprehensive legislation with the main thrust on giving speedy redressal and compensation to the consumers. Besides legislations, the government plays an important role in consumer protection by running of public sector units, controlling cooperative sectors, dictating administrative pricing, ensuring product testing through its own laboratories and giving due importance to consumer cause through mass media. But these proved to be partial effective and in most of the cases they are becoming burden to the economy. For the encouragement of the consumer activities and consumer organisation, the government has made special provisions for funds for the running of consumer organisations, and a national award was instituted for consumer protection.
6. The business has also taken initiative for improving consumer welfare by self
regulation. Various business groups viz FICCI, ASCI, AIEI and ASSOCHAM and
CFBP have attempted to regulate the activities of their members. Consumer Business
forum (CBF) was established under the aegis of FICCI in order to create congenial
atmosphere among the consumers and business community. A standard model
warranty was also prepared for smoothing the pitfall in existing warranty contract.
ASCI has prepared a code of conduct for its members to check the unethical practices
in advertisement. Some companies have opened consumer affair department (CAD)
for resolution of consumer complaints. Some companies have installed complaints
boxes at the MRTP premises. Quality circles have been introduced by some
businesses for maintaining the quality of their products. Awards were also sponsored
by CFBP and Business India for businesses who work for consumer protection.

2. The literature pertaining to the study of role consumer organisations in India is
inadequate and scattered. In the present work, the whole literature has been studied
under two headings viz consumer movement in India - its history, role of government
regulations, departments and agencies engaged in consumer protection and attitudinal
studies on consumers; and consumer organisations - its roles, functioning and
development etc.

3. Most of the literature on consumer protection includes investigations and
comments on the general themes of consumerism. There is no evidence of any
comprehensive research on the study of activities of consumer organisations. The field
remains largely unexplored. The present study has been conducted to study the
emergence of consumer movement in India, to appraise the performance of consumer
organisations with regard to consumer protection, to analyse the attitudes of
complainants towards various activities undertaken by consumer organisations for
protecting their interest, to examine the perception of consumers, consumer
organisations and business organisations towards the role of consumer organisations,
to provide appropriate suggestions for improving the functioning of consumer
organisations and to identify the areas for future research. In view of research objec-
tives certain research questions were framed. Information were collected through
three questionnaire which were administrated on a sample of 110 COs (out of this 71
Consumer Organisations provided complete information), 600 Consumers
complainants out this 80 questionnaires were found complete in all respects and 400
Businessmen (58 questionnaires were complete), selected at national level. The survey was conducted from August, 90 to July, 91. A list of complainants and complainees was acquired from various consumer organisations. The following places were personally visited COs situated in cities of Madras, Pondicherry, Cochin, Bengaluru, Hyderabad, Ahmedabad, Jaipur, Lucknow, Calcutta, Patna and New Delhi. Certain data were also collected from secondary sources. Analysis was carried out with the help of statistical techniques.

4. The history of consumer movement in India goes back to ancient times. In Kautialya's times necessary regulations were in force for protection of consumer interest. Mahila Upbhokta Sangathan, the first Consumer Organisation established in Lucknow. The major consumer organisations which are shouldering made impact on Indian consumer movement are Madras Provincial Consumer Organisation (1949), Consumer Guidance Society of India (1966), Consumer Education and Research (1979), Consumer Unity and Trust Society (1984), VOICE (1983), Common cause (1981) and ABGP (1975). Government is also taking keen interest in protecting the existence of these organisations. Despite various problems (financial, shortage of dedicated workers and lack of effective leadership), the consumer movement is gaining solid ground.

5.1 Consumer organisations are engaged in various consumer welfare activities such as consumer awareness and education, product appraisal, providing information for the protection of consumers' rights, handle consumer complaints and redress their grievances and carry out research in consumer field. Besides this, they act a mouth piece of the consumers.

5.2 Majority of COs (60.91 per cent) are registered as co-operative societies and 23.64 per cent exist in the form of trust.

5.3 About one half of COs operate from the residential accommodation of their members and one fourth COs have their own accommodations developed by them or donated by the public.

5.4 38 per cent of COs have opened their branches in rural areas and 62 per cent have branches in urban areas. Whereas the average number of branches per COs in rural areas is more than urban areas.
5.5 Ordinary membership is more popular as compared to other types of membership in COs. There exists a great variation in the number of ordinary members among various organisations.

5.6 About half of COs have employees ranging from 1-4 and only a few (13.95 per cent) organisations have staff more than 10.

5.7 Almost all COs give equal importance to public as well as individual cause.

5.8 In most of the cases, COs dealt with services rather than consumer goods.

5.9 The incidents of exploitation were more pronounced due to weights and measures, food adulteration, poor quality, sale services, hoarding, black marketing and abuse of monopoly position as compared to other types of exploitation-viz. deceptive advertising, costly spare parts, hazardous products, dubious hire purchase system, immitated goods and misuse of colouring matter.

5.10 A major chunk of finance is coming from donations as compared to subscriptions. Despite a large number of membership income from subscription is meagre. Apart from this, the average financial aid from state government is less than the central government grants. It is also inferred that the most of consumer organisations are not getting grants either from central government or state govt. Further, the grants from government is not regular.

5.11 The annual budget provision of majority of COs (88.76) was below Rs one lac. and remaining (10.24 per cent) of COs have budget provision of Rs one lac and above. This shows that most of the organisations have limited provision for the running of their day to day activities.

5.12 Seminars/conferences and workshops were preferred to other activities such as T.V. interviews/serials, competition and audio-visual aids for consumer awareness and educational programmes.

5.13 Consumer organisations were deploying various activities for consumer education such as seminars/conferences/workshops, public meetings/street plays. In these activities personal contact and face to face interaction was maximum. Moreover, it is noted that frequency of application of a particular activity was not necessary in accordance with the importance attached to them.
5.14 The majority of consumer organisations were providing counselling type of services instead of other services viz. 'educating the consumers about their rights', 'precautioning the consumers about the harmful effects of products', 'increasing knowledge of consumers on how to use the products' and 'providing comparative knowledge about the products'.

5.15 For choosing a particular consumer awareness activity, more than one factors were taken into consideration. It is further noticed that media availability in case of radio talks, T.V.interviews, newsletters, periodicals, and magazines; level of literacy in case of social movements, demonstration/exhibition, audio-visual and competition/debate; density of population in case of public meeting, resource availability for advertisement and time factor for audio-visual activity were the basis for selecting a particular consumer awareness activity.

5.16 51 per cent of consumer organisations spent less than Rs. 5000.00 on consumer awareness programmes and another 49 per cent consumer organisations spent above Rs.5000.

5.17 The services of consumer activists were most frequently used. a majority of COs (89.23) found easy availability of experts. Some organisations failed to avail the services of experts due to lack of funds, poor responses of experts, self centred attitude and less interest in the consumer movement.

5.18 Letters was most popular method as compared to newsletters, surveys and personal interaction etc. for getting feedback about awareness programmes from the consumers.

5.19 For improving the effectiveness of consumer awareness programmes,COs are found coordinating with other voluntary organisations and government agencies; repeating the consumer awareness programmes and seeking the cooperation from sister organisations.

5.20 Most of the consumer organisations were not sure about the impact of consumer awareness programmes on "Rationality in Consumption". Majority of consumer organisation visualised moderate impact of consumer awareness programmes on "improved business practices ", "Responsiveness to consumer needs", "Development of healthy societal environment", and "Regulation of business".
5.21 "Mass consumption products" was the main consideration for selecting products for product rating and pricing. Whereas "widely advertised products" and "new products" were the main types of products selected for product testing.

5.22 The established standards were most popular among the consumer organisations for product evaluation.

5.23 The average number of products rated, priced and tested by 25.92 per cent of COs were only 6, 24 and 17 respectively.

5.24 Most of the problems relating to product pricing, rating and testing were with regard to experts' attitude and their non-availability; and lukewarm attitude on the part of consumers. Besides this infrastructure facilities were the main problems.

5.25 Most of the COs did not have adequate knowledge about various laws pertaining to product rating/testing and pricing.

5.26 Majority of COs (84.62 per cent) were unsatisfied with the product rating, testing and pricing activity. They advanced suggestions with regard to cooperation on the part of government, improvement in the legislation and its strict implementation were emphasised.

5.27 The main recourse followed in case of product testing, product rating and product pricing were replacement of product, injunction and warning/precaution respectively.

5.28 The main basis preferred was "consequences of consumption" for seeking a particular recourse in case of non-compliance with the norms.

5.29 The majority of consumer organisations implemented "replacement of product" and least used method of recourse was "injunction" in case of defective products.

5.30 Majority of consumer organisations (83.33 per cent) agreed that consumers utilized the information regarding product rating/testing and pricing "only to some extent".

5.31 Majority of consumer organisations (98.21 per cent) held the view that the establishment of good relationship with other agencies was essential for effective functioning. Moreover, most of the organisations had links with more than one organisations.
5.32 It is found that "providing complimentary services" such as product rating/testing and pricing was the most effective way for improving co-ordination among different COs. "Guidance and counselling", and "Sharing information" were considered less effective ways for improving co-ordination.

5.33 Among government agencies, COs has established relationship with Consumer Protection Councils, and Weights and Measures department. In case of business agencies, contact with FICCI was most frequent and at international level most of the consumer organisations had established links with IOCU. Whereas contact with parallel organisations was more pronounced in case of voluntary agencies.

5.34 Direct correspondence is most frequently used channel for contacting with other agencies.

5.35 Consumer organisations assisted other consumer organisations through consultation, by supplying of data/information and also provided moral support.

5.36 Consumer organisations had representatives in various organisation (other than consumer organisations) in different positions as nominees, vice-presidents, advisory members and conveners.

5.37 The advice offered by other consumer organisations was valued and due weightage was given to them.

5.38 Majority of consumer organisations (64.79 per cent) were not taking campaign activity. This indicates that majority of COs lacked initiative in involving other consumer organisations in designing collective campaigns.

5.39 Most of the campaigns were undertaken in collaboration with of consumer organisations and government agencies. A few campaigns were unsuccessful due to uncooperative partners, corruption, lack of unity of purpose, poor demonstration and lack of consumer education and awareness about their rights. Financial problems were also experienced by many consumer organisations. Besides this, lack of persuasion and motivation was also important factor.

5.40 54.55 per cent Consumer organisations received number of complaints ranging from 0-20 in a month and fewer number of consumer organisations received complaints numbering to over 100 in a month.
5.41 Complaints pertaining to services, public utility and goods were more prevalent in comparison to pricing, financial services and ecological issues.

5.42 The main types of complaints received so far by different consumer organisations were pertaining to consumer goods, public utility, financial matters and other complaints in connection with personal services rendered by doctors etc.

5.43 One third of consumer organisations selected the products for settling the complaints on the basis of "first come first serve". Other main criterion was "mass consumption goods".

5.44 The most preferred methods for the settlement of the complaints were "cautioning the defaulting party", "approaching the relevant agencies" and "filing petition in the court". Where as "pressurising the defaulters through public boycott" and "organising public campaign" were the remote alternatives.

5.45 Most of the complaints were settled by consumers organisations within 3 months and in some cases they took 9 months and in an extreme case it might extend to 2 years.

5.46 Majority (3/5th) of consumer organisations were satisfied with complaints settlement in 70-100 per cent cases. Remaining 2/5th Consumer Organisations were satisfied in 10-60 per cent cases.

5.47 More than 50 per cent of consumer organisations were successful in claiming compensation up to Rs.10,000 for their beneficiaries.

5.48 One fourth of consumer organisations opined that most of the time consumers were ignorant about redressal mechanism and feared from litigation.

5.49 Most commonly used method of persuading the consumers for filing complaints were personal contact/treatment and giving due recognition to him by enrolling him in the organisations.

5.50 96.8 per cent of COs agreed that research was essential for performing their activities. COs perceived consumer research essential for performing their activities and it should be under taken "to a large extent".

5.51 31 per cent consumer organisations were actively involved in research work.
5.52 Interviews were most frequently used for conducting research in comparison to questionnaires and observations.

5.53 The field of research in majority of COs was restricted to local level.

5.54 Research findings were mainly utilised for providing consumer education and feeding information to government.

5.55 31% of consumer organisations were actively involved in research work. Most of the researches were voluntarily sponsored by consumer organisations. Only a few researches were sponsored by other organisations.

5.56 Assistance provided by various agencies to the COs varied from a very nominal to huge amount running into lakh of rupees.

5.57 7% of consumer organisations were providing internship training to consumer activists so they could lead the consumer protection movement.

5.58 The average expenditure on internees varied from Rs.50 to Rs.1000. In addition internship was also provided to institutions.

5.59 The future plans of various organisations depended on their maturity. Some consumer organisations intended to concentrate on consumer education, publicity, extension of library facilities, lobbying in the govt, setting of laboratories and providing internship to consumer activists.

5.60 Most of COs perceived the nature of consumerism as social and also as a combination of various aspects viz. social, psychological, economic and political.

5.61 The majority of consumer organisations felt that the main cause of consumer movement in India was lack of govt. enforcement of consumer laws and exploitation by business class. Other factors which contributed to consumer movement were apathy of consumers, lack of national character and poverty, illiteracy among the masses and lack of consumer education.

6.1 From the survey, it is observed that 45% of respondents did not have any knowledge about the consumer organisations existing at national level and 85% of respondents knew about the local consumer organisations.

6.2 The most common source of information was newspapers/magazines among different income groups of respondents for the first hand knowledge about the consumer organisations.
6.3. Newspapers/magazines constituted the major source of information regarding COs for most of respondents belonging to various educational levels.

6.4. Regarding help received from COs by the respondents, it is noted that most of highly educated consumers utilised COs for getting appropriate compensation and improving awareness about their rights. In case of high school educated respondents, most of them were helped by COs in improving general awareness about their rights. Less educated consumers received help from COs for cautioning themselves about the deceptive activities of the business.

6.5. Unemployed and employed respondents were benefited by way of improving general awareness about their rights. Professionals and businessmen were benefited by way of getting compensation with the help of COs. Respondents from private services were benefited in two ways, first by improving general awareness about their rights and second by securing compensation with the help of COs.

6.6. Mode of help received by consumers in case of various income groups, A very low income respondents got help from COs by way of getting reading material on consumption pattern and knowledge about consumer rights. In case of low income group, the majority of respondents were benefited by way of improving the general awareness about their rights, whereas respondents belonging to middle and high categories were compensated by defaulting parties with the help of COs.

6.7. Among unemployed and businessmen, membership in consumer organisations was more pronounced whereas among employed, professionals and private service holders seeking membership in COs was not popular.

6.8. The main reasons advanced for non membership were in general lack of local organisation cumbersome procedure to seek membership, preference for position rather ordinary membership, high membership fee, shortage of time to do justice with the membership and bureaucratic dealing of COs.

6.9. 53.75 percent respondents were aware about the magazine published by consumer organisations. Whereas, 46.25 percent were not aware of any magazine being published by consumer organisations.

6.10. A significant percentage of respondents belonging to illiterate category stressed improvement in the language of the magazines. Majority of respondents from upto high school education and highly educated recommended inclusion of more cases
6.11. A majority of illiterate consumers used the product rating knowledge "to a lesser extent". Respondents from high school educated and graduate utilised knowledge "to a large extent".

6.12. Majority of respondents utilised the information regarding product rating/testing and pricing whereas, non-users felt that product knowledge was less practical and more technical in nature.

6.13. Product knowledge was used for different purposes such as knowing about the tricks and malpractices adopted by traders; bringing defaulters in the knowledge of community; making the consumers conscious about their rights; building up psychological pressures on suppliers for providing quality product, providing knowledge about the product content; encouraging the rational buying; informing manufactures to improve their quality; keeping check on prices and quality of products and giving moral support to consumers in solving their grievances.

6.14. A majority of respondents (70 percent) filed on an average 2 complaints with the COs.

6.15. In 39.06 percent cases the average time taken for complaints settlement was upto 5 months.

6.16. The tendency of filing complaints was more among unemployment with regard to commercial services; employed for financial institutions; businessmen and professionals for unfair practices and private service holders for appliances.

6.17. Majority of respondents belonging to unemployed (60.60 per cent), employed (60 per cent) and businessmen (62.50 per cent) categories were satisfied with complaints settlement "to a large extent". Whereas professionals and private services respondents were satisfied "to a low extent" respectively.

6.18. Respondents from different educational categories (illiterate, educated upto high school and highly educated) were highly satisfied with COs in case of complaints settlement with regard to reliability factor. Illiterates rated confidence, efficiency and helpfulness moderately. High school respondents were satisfied moderately with regard to helpfulness whereas graduate to efficiency factor.
6.19. All the respondents from various income level gave high rating to reliability factor except high income groups. In case of complaints settlement moderate rating was given by very low, low, middle and high income groups to personal interest, efficiency, helpfulness and reliability respectively. Respondents from middle income groups did not express any opinion regarding personal interest and efficiency respectively of COs in complaints settlements.

6.20. Unemployed, employed, businessmen and professionals were highly satisfied with reliability factor in case of complaint settlement. Unemployment and businessmen were moderately satisfied with respect to confidence, employed and professionals with helpfulness; and private service holders were moderately satisfied with efficiency factor.

6.21. Respondents from unemployed category considered various factors (reliability, helpfulness and confidence) equally important; businessmen and private service holders noticed confidence and personal interest respectively and employed and professional found reliability as a major factor in complaints settlement.

6.22. Respondents from unemployed category thought that other consumers viewed COs as supporter. Whereas employed, businessmen, professionals and private service holders were of the opinion that other consumers held encouraging attitude about COs.

6.23. Illiterate respondents opined that other consumers viewed COs both encouraging as well as non cooperative and respondents with high school education thought it to be supportive. Highly educated respondents were of the view that other consumers showed encouraging attitude toward COs.

7.1. COs, BOs and consumers feel a pressing need for under taking consumer awareness activities by COs for helping the consumer.

7.2. Majority of respondents from various groups (63 percent of COs, 66 percent of BOs and 49 percent of consumers) agreed that pamphlets were the most common mode adopted for informing the public. COs and consumers hold very strong opinion about the use of pamphlets in comparison to business organisations.

7.3. The opinion of different groups such as COs, BOs and Consumers for making consumer awareness activity successfully with the help of agencies was found significantly different.
7.4. COs, BOs and consumer did not differ in their opinions regarding the activities of product rating, pricing and testing undertaken by COs. However business organisations were more in favour than COs and consumers.

7.5 All the groups i.e. consumers, COs and BOs held similar view that the majority of consumer organisations did not have testing and other infrastructural facilities.

7.6. Consumers organisations were aware of various standards available for product rating/testing and pricing and also using for product evaluation. The awareness level was significantly higher in case of consumer organisations as compared to BOs and consumers.

7.7 The maintenance of link with various other organisation was necessary. The similar views were expressed by different groups.

7.8. Almost 50 percent of consumers and business organisations were aware of the fact that COs did have well knit links with other agencies and different groups have expressed similar views about this.

7.9. Experience of other organisations was necessary for the resolution of complaints and improving the consumer welfare. Business organisations strongly favoured this opinion in comparison to consumers and COs.

7.10. COs, BOs and consumers did not differ in their opinion regarding the job of COs in respect of providing information to consumers about their rights and consumptional hazards. They agreed that COs also undertook the redressal of consumer grievances.

7.11. Consumer organisations helped the consumers to file petitions in the court or undertook other activities to safeguard their interest. But different groups differed significantly in their opinion towards the acceptance of this fact.

7.12. BOs, COs and consumers did not differ in their opinion that consumer organisations ensured compensation to the aggrieved consumers.

7.13. COs, BOs and consumers were of the view that COs had-to-take research activities besides handling the consumer grievances. Various groups differed in their opinion with regard to conduct of research.

7.14. COs, BOs and consumers differed in their opinion regarding the conduct of
fresh surveys. COs agreed to lower extent in comparison to other groups.

7.15. Respondents were in favour of consumer surveys conducted by COs and they also viewed these to be helpful to other organisations. All the three groups of respondents differed in their opinion about the relevance of research for other organisations.

8.2 Suggestions

From the above findings it is observed that consumer organisations are undertaking various activities viz. consumer awareness and education, product appraisal, complaints settlement and consumer research. They effectively execute some activities but fail to perform others. A number of forces are responsible for such situation. In view of the requirements of societal and other environmental factors, the following remedial measures may be taken for improving the functioning of Consumer Organisations.

1. Financial management can be improved by taking following steps:

(a) Consumer Organisations should run cooperative bazaars so that economical buying can be made and the produce can be sold to members at nominal profits. Consumer Organisations can meet out its day to day expenses from this profit.

(b) Sale of publications at reasonable rates.

(c) Consumer advocates and representatives of Consumer Organisations be allowed to travel at concessional rates.

(d) Govt. premises may be made available for the functioning of consumer organisations.

(e) Services of legal experts be made available by the government.

(g) Liberal grants may be allowed for rural and women Consumer Organisations by the government.

(h) Voluntary contribution may be had from complainants whose complaints are amicably settled.

(i) Advertisement from Consumer Organisations may be entertained at nominal cost by Doordarshan, AIR and Newspapers.
2. Consumer education needs to be expeditiously spread at any cost. It can be done by way of encouraging, publishing and developing audio visual programmes particularly protecting the interest of vulnerable section of society. Concrete steps are also needed for educating the business about their responsibilities.

3. Barring donations as well as membership from business organisations so that, they may not influence the working of Consumer Organisations.

4. Formal education in consumerism should be provided at school and college level depending upon the required involvement of students.

5. Consumer Organisations should take one cause at a time and concentrate all the activities to this cause.

6. Creation of 'Consumer newspaper' in which descriptive news reports pertaining to consumer interest be published.

7. Consumer Organisations should provide useful product knowledge to consumers for which they have to secure cooperation of various agencies such as utilising institutional laboratories, other consumer organisations, voluntary organisations and government agencies.

8. For strengthening the movement, the coordination with other agencies is of paramount importance. It is to be built up at district, state, national and international levels.

9. Consumers need to be persuaded for filing complaints and resisting exploitation. For this a well knit procedure is required.

10. Evolvement of systematic procedure for contacting the complainants.

11. Necessary steps are required in simplifying the procedures for quick redressal of complaints sought by Consumer Organisations by marking suitable amendments in consumer protection laws.

12. Participation of educational institution be secured by encouraging research and establishing testing laboratories etc.

13. Business must be involved in consumer protection through various activities such as seminars, conferences discussions etc.
8.3 Recommendations for future research

While conducting the present study, certain aspects could not be dealt in detail in view of study objectives and other constraints of time and cost. Besides, findings also provide certain clues on the basis of which the following priority areas can be selected for future research.

1. Historical development of Consumer Organisations in India.
2. Case study of different Consumer Organisations.
3. Indepth study of effectiveness of each activity may be undertaken viz. consumer awareness and education, product appraisal, complaints settlement and consumer research.
4. The nature of cases and their settlement filed by Consumer Organisations under different statutes viz. PFA, MRTP and COPRA etc.
5. Comparative study about the working of major consumer organisations.
6. Comparative study of rural and urban Consumer Organisations.
7. Appraisal of consumer protection measures adopted in different states.
8. Survey for studying the economics of Consumer Organisations.
10. A critical analysis of the strategies followed by different Consumer Organisations in protecting the consumer cause.
11. Evaluation of the impact of consumer organisations on business environment.
12. The impact of pressure groups on the functioning of consumer organisations.
13. Cross cultural study on consumerism.
15. Study of Consumer Redressal Agencies set up under COPRA.
Research in consumerism should not be aimed at examining the activities relating to consumer protection but also act as an instrument of creating awareness about consumption function and educating different segments such as business, government and community about redressal mechanism.

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