CHAPTER 2

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Kumar Ravi et al. (2015)
The actions of consumer groups and emphasized guidelines for smooth operation of consumer parties. Consumer societies have been awarded and respected for the kind of work they have done to advise the people towards their privileges and spread alertness to create a healthy civilization for the sake of every user. Some of the guidelines discussed were-A consumer establishment should affirm that it is non-political. The establishment should reassurance that it has nothing in conflict of any individual. Determinations should be made to discrete issues from behaviour. All consumer campaigners should evade loose talks. Eavesdropping to loose talk and momentary ahead it plunders the main objective of consumerism. Under all circumstances, forcefulness should never be resorted to. The customer activist should systematize his performance and head one after the other without resorting to risky responses. Before determining on any deed, the activist should work out whether such act would get the wanted outcomes. The futuristic should do and advise the associated consumers to respond themselves when challenge with manipulation. If the disappointed person could not react himself, he can barely expect another to fight for his basis. The consumer activist should struggle unnecessary tolerance, blame, postponement or the helplessness to transfer directly. He should be time alert perceptive, easy going and develop ability to learn and wisdom false. They should work gently ducking all promotional. Publicity may enforce a person as the front-runner and the other activists may counterattack such moves. It may lead to jealously and dislike and the work will get hurt in the end. An activist should not get terrified by the enormity of the problems around him. If the problem is controlled out and supported out methodically, even a big problem would crack out to be small. It is important for the activists to be organized to meet the magnitudes. They should recognize the dangers involved in taking the action projected to be taken. They should also be watchful not to give wrong promises and vague information to others. They should take care that the objectives and purposes of their organisation are real. It should be made vibrant what kind of management and help the organisation is likely to give in unravelling the problems. It should be clearly published in the organisations leaflet and any consumer seeking help from the establishment should be given a copy of the same to explain its
position. It has enhanced the confidence of the consumer societies and made the seller more profound towards the consumer rights.

Mohiuddn Waseem (2015)
The need for the enactment of the legislation of the Consumer Protection has been discussed were by the whole act with the meaning of the consumer and how different forms of councils at three stages are been made. The work of these councils, the members their jurisdiction authorities and other things have been discussed. It has also pointed that the consumer courts are flabbergasted and underfunded. The government smears very glowing statistics were by near about three fourth of the cases averagely are solved at the councils but it does not specify the time period in which this cases are disposed of and the number of the cases which are in the support of the consumer.

Security and prosperity of the consumers have been a vital factor to the procedure creators in quickly growing and rising countries like India. But regrettably the consumer's welfares do not obtain more devotion and status that it deserves. The area of gorgeous access of goods and services to consumer and mark-down of poverty and disparity cannot be achieved by overlooking the consumers, it is clearly exposed from their findings that even the consumers from advanced revenue group in India are scattering their expenditures on different sorts of branded as well as non-branded merchandises and retail setups. It was founded the significant heterogeneities in the perceptions of consumers, choices of goods and performance of shopping. Spending behaviour of the consumers in India is a composite to justify a simple supposition of their liking of foreign retailers is always to domestic retailers. It was also accomplish that even than the numerous kinds of laws meant for the fortification of consumers against some unfair performs of trade, false and incorrect commercials are still going on to exploit the consumers. Guideline of health and children linked advertisements would be better by execution, educative advertisements, self-regulation by manufacturing independent controller etc. Ex post facto laws with poor enforcement are the major lacunas to control advertising. For a supportable, expressive and healthy life of future consumers in India, the women, adolescence and environment must be housed in any planning. Prompt, low-cost and simplest redressal of consumers grievances, contained in the Consumer Protection Act are actually exclusive and having few matches in other side of the
world. We need more alertness of the consumers through training, activities and teaching by the government, activists and establishments to make a success movement of consumer protection in India. Different platforms in televisions have begun confidently to discuss about problems to protect the consumers, actions of consumers. Ministry of Food and Supplies has formed a discrete cell for consumer protection. To appeal the interest and form up the consumers trust, the natively produced products should be high in quality and sure standards should be enacted by the government for the promise of quality of national as well as imported products.

Nishanth M (2016)

In a vibrant world, we find no time to nurture our voice against wrongdoings. If we get cheated by lack of knowledge is permissible. But, if we get cheated expressively, it is awful. Consumer bodies are emerged to create alertness among the consumers. We should identify our rights and duties in the civilization. The constitution has promised us different rights namely Fundamental, Political, Human, Economic and Consumer rights but among all these the rights as a consumer is most protuberant. Although we have Consumer Protection Act 1986, the ability to speak of consumers are not solider throughout the state. The minutest number of people are only concerned in consumer matters. If we do not care about all illicit activities of the merchants, we would be cheated. If we materialise to meet any loss while acquiring goods, the consideration of the authorities concerned should be claim for compensation. Community Workers can play as intermediaries between consumers and consumer establishments. Lawful provisions, however do not always toil, unless the public insist that they do. The Administrations should also edify the public about consumer rights and consumer acts which are sanctioned mainly for the well-being of consumer through all Medias.

Pandya Kamlesh (2013)

In the age of E-Commerce, the Banking Segment has been the leading service sector. In India which is a developing country the literacy rate is lower than any other underdeveloped country. One cannot do without Banking Operation in present-day. The Banking sector requires resourceful staff and infrastructure and qualitative facility to satisfy the customer. The client many a time shades blubbering on account of inadequate services of Banking sector. However, there are many patrons working for the interest of the Banking Clients. In spite of all the laws regarding the rights of
Consumers in Banking Sector, we can see that the consumers do not feel to have adequate services in this sector. The major problem faced by the customers of the banks are- All the languages of the schemes or guidelines or announcements are in English Languages, so the patrons cannot follow the same. That creates a lot of trouble to the consumers. · In case of request, the Banker in many cases does not hear the consumer. · Most of the users are not aware of KYC and they know only when they find their account has become inoperative/dormant. That creates a lot of difficulties. · R.B.I. has inculcated to have Nodal Officer in the Bank. But clients are not having noble experiences with the same. All the schemes and strategies including Announcements should be explained into regional languages in Banks. Some staffs should be fixed to monitor the queries of the consumers in Banks. The Bank should organise workshops for the consumer cognizance in banking sectors in urban and rural areas in India.

*Patidar Suresh (2015)*

The development of globalization along with the mounting liberalization route has increased the number of consumer related issues. Consumer safety has received an important place in the civil, financial and public agendas of many nations. To protect the customers/clients the Indian Government has made various legislation. The representation of The Consumer Protection Act, 1986 can be seen one of such stride. This law was largely based on United Nation’s Guidelines for shelter of rights of consumers worldwide. In last 25 years many improvements have taken places and refined methods of the sales and marketing of goods and services came in exercise. These promotion practices more or less move the interest of the consumers. Since at the phase of enactment of the Consumer Protection Act, 1986 the lawgivers did not imagine these practices and their consequence on interest of consumers. One of such practice is multilevel advertising, which was widely used in recent past by the manufacturers and service providers. Though all multilevel advertising practices are not critically affecting the interests of the consumers but most of them are impacting the customers. At present in India there is a space in law for regulating multilevel marketing or pyramid arrangements. Therefore it is a pressing need to have building for regulating multilevel marketing or pyramid arrangements in India. By having the proper regulatory device for regulating multilevel marketing and pyramid structures, thoughtful and non-serious players can
be discriminated and interest of the consumers can be secured from the fly by night players in this field.

**Pawar Ashok et.al (2012)**

Consumer Protection Provisions are to offer the final consumers support in their market dealings either by aiding or precluding orremedying market failures. The welfare of the consumer is the benchmark of the Consumer protection provisions. The ultimate aim of the market players is to make a profit but it should not be at the cost of the health and safety of the consumers. In the developed countries like UK and USA the consumers have more sense of right and wrong but in a developing country like India due to lack of education, poverty, knowledge and power they do not know how to utilise their rights which are conferred by the legislation. To make the CPA which is unique if compared to the other countries of the world is possible only if the government takes initiatives at different of education system and give backing to the poor and needy and the exploited consumer.

**M Revathi and P Raja (2015)**

The vision of the consumer integrity system in our country appears to be optimistic in view of the pre-emptive policy, schemes / drive adopted by the Government. However, the present scheme and direction need to be accompanied by adopting diverse channels of redressal. And there is a calamitous need for the State Governments to give eligible priority to Consumer welfare and gear up themselves to encounter the challenges thrown up by market frugality. Engrossment of trade and industry, civil society establishments and above all consumer themselves are vitally important for betterment of consumer welfare in the years to come .As per the Premeditated Plan of the Department of Consumer Affairs, the idea is to protect the rights and wellbeing of consumers, to spread awareness about consumer rights, duties and responsibilities and to support consumer welfare by support consumer movement in the country. Active contribution of State Governments, academic and research associations, faculties and voluntary administrations will be sought to create a lively consumer movement in the country. Strict factors regarding consumer products will be established and enforced along with regular observing of prices to ensure the dominance of consumers.

**Kumari Archana (2014)**

In the age of practical expansion all peoples are indulge in the rapid development of a digital economy which affect the marketable transactions. This gives Internet to
extremely important for commercial growth. Internet is universal and signifies a unique market place in terms of market practicality. By the computer anyone all over the world connected to the internet & can access a website and may carry out an electronic deal through e contract. As e-commerce will grow promptly and the number of both commercial (B2B transactions) and consumer contracts (B2C transactions) can be done by the Internet will rise, the legitimate charter governing both the Internet and e-commerce is of certain importance. To make that business via the means of computer and electronic way there is need of Consumer protection policy is key in building consumer confidence and bring about a stable relationship between businesses and consumer in transactions. Electronic contract is at a mounting stage and to warrant more consumer participation. The first step to activate customers shall be to provide a comprehensive, trustable arrangement for transacting techniques and as the Internet has become the need of modern occupation so or this there should be innovative consumer protection in modern business not in the structural but in the extensive form also. To attain this purpose many countries have made laws in this regard. They have made not only law but also launched a consumer dispute resolution system to resolve the disagreement arose at the time making e contract for the transaction.

K. Revathi and R. Ganapathi (2012)
The plight of the Indian Consumers have been discussed were by due to unavailability of goods the consumer is liable to buy goods of inferior quality or pay higher price. Lack of operational competition among the vendors chiefly in rural areas, the feature, overhaul and price of the goods are prejudiced highly. Eventually it will affect the consumers. Many merchandises with which consumers in progressive countries are quite familiar are still novel to a very large section of the Indian consumers. The unaccustomedness of the consumers with item for consumption features makes the sale of substandard, low-grade or even defective products at ease in India than in advanced countries. Due to low learning levels and inadequate information flows, the Indian consumers particularly in countryside areas by and large, are not sentient of all their rights. This encourages reckless and deceitful business approaches and tactics. It has been said that the legal course in India is relatively time unbearable and cumbersome. This disheartens the consumers form trying to find the redressal of their grievances by means of the legal process. Consumerism in India is not well prepared and established. In certain areas the poor
show of the civic sector monopolies has made the plight of the consumer more miserable. Some of them are even accused with biased trade practices. For instance, electricity consumers are obligated to pay service charges for the service they never or scarcely receive. Such is the plight of the telephone consumers also. In State – owned road passage corporations, it is common that passengers who have paid fares for extravagance or prompt services are compelled to travel in normal coaches. Though there are a number of Acts to defend the concern of consumers, they are not successfully applied and enforced to accomplish the objectives.

G. Rekha and B. Kanagaraj (2015)

Cloistered labels have come a long way over the last three eras. Private labels are started with want to offer inexpensive alternatives for the manufactures brands. The study has attempted to analyse the consumer awareness about private label brand clothing. It was found from the study that the consumers are aware about private tag varieties for years. The individual factors age, conjugal status, livelihood and monthly family income and the study factor Opinion about the key aspect of an apparel brand have a important relationship with consumer responsiveness about PLB gears.

Kousalya P et al., (2013)

Online errands access to online shopping has truly transformed and influenced the people as a whole. This use of machinery has opened new doors and prospects that allow for a more suitable lifestyle today. Variety, quick facility and reduced rates were three significant ways in which online shopping swayed people from all over the world. However, this perception of online shopping led to the risks of fraud and privacy battles. Unluckily, it has shown that it is possible for lawbreakers to manipulate the system and entree personal data. Luckily, today with the modern features of tools, measures are being taken in order to stop hackers and crooks from unsuitably accessing private records. Through concealment and security policies, website creators are doing their finest to put an end to this unprincipled practice. By doing so, the public will carry on online shopping, which will permit it to remain a great success in the future.

Jamuna S (2014)

A extensive range of consumers pay their tough – earned money to buy several produces, but in certain circumstance they do not get the correct value for their money in terms of the right feature or magnitude of goods and services bought or if they are made incorrect promises, they are supposed to stand beside their deceit.
Somewhat often, they are either heedless of their rights or incompetent to raise their opinion against exploitation. So, they need shelter against misconducts and deceit by vendor. Consumers need protection from various kinds of misuse at the marketplace. Rural respondents do not there with their rights and responsibility. They should be polished and trained towards their own benefit. Every end user in own interest has to understand the role and prominence in the right angle. In a reasonable economic setting, the consumer has to exercise the choice either in support of or in contradiction of the goods and services. The choice is going to be vigorous and concluding. One would have to comprehend the importance and formulate to exercise their rights with obligation. The consumers in society get a locus in the market subject upon what they do or not. The government should take abrupt action on the devious traders by revoking their licenses when the alleged charge on them is evidenced and action should be taken against them.

Vanishree D (2013)

Media in all its practice, print or electronic, reflects of the times and the world we live in. It links us to the world and the world to us. Media is an primary part of our life. In today ’ s world, where one’s community circle is mostly just work operated related, based on some or the other self-centred reason, we tend to trust and depend more on the media for every type of material. Media thus has fantastic impact on the way a culture conducts itself in the current, as well as the shape it would take in the yet to come. It impacts people of all age cluster. Media also plays a very valuable role in setting up good or harmonious relations between merchants and shoppers. The campaigns of fair trade practices, founding code of conduct for entrepreneurs are the task that media alone can assume. The concept of beliefs in the economy relates to decency, beliefs, proficient and structural ethics. Each productiveness has its own plans for the ethical desires. But on the four main requirements for presentation communications are lawful, decent, truthful and ingenuous. Through the media’s help we can create awareness among the masses how political pressure is created, can also deliver all-purpose information as a public education can also counter widespread

Jayasubramanian P and Vaideke A (2012)

The study shows that consumer protection events are not aware to over-all community because of lack of proper communications. So in this background it is necessary to say that facts should reach that each and every distinct consumer. It
further discloses that government conveys out lot of dealings to protect consumer, but the user are not using it properly. On the part of the vendors they still remain as dominators of the souk even though many laws come to protect patrons. So it could be said as helpful efforts on the part of users, industry and the government is necessary to protect consumers. A disciplined consumerism makes the government approachable and active and also for a truthful and vibrant business inventiveness. Consumerism is not going to be a hazard but only a better prospect for better commerce. However consumer awareness through end user education and engagements by the government, consumer campaigners, and connotation are needed the most to make consumer program a success in the country.

**Kalidoss K and Gridharan B (2014)**

With the liberalization of our country large number of Cosmopolitan Corporations has entered India. Some of them may embrace all sorts of unfair trade practices and try to abuse the Indian consumer. So a vigilant consumer is need of the hour. Consumer Tutoring has become an primary part of official education therefore all universities, colleges and school education sector should make basic step to acquaint with consumer teaching in their curriculum at all levels. The following activities should be implemented to increase consumer awareness:-Formation of Resident Consumer Clubs in every learning institution, providing consumer education to rural crowds through Womenfolk Self Help Groups / Panchayat Level Alliances and through Occupants Welfare Associations / Apartment Possessors Associations in Urban areas, creating awareness through workspaces / seminars, publication and scattering of periodical, promulgating consumer awareness correspondences through Radio / Television Media and short video films.

**Sharma Vinod Kumar (2011)**

It was noticed that broad casting and enlightening associations play an effective role in user awakening and conveying information regarding organizations working for the consumer’s interest. It also suggested that volunteers who are particularly commanding; who are chivalrous, audacious and straightforward, concerned in consumer protection movement from the educational institution and NGOs should be sought after. Societies, NGO’s, institutes and agencies linked to consumer movements should gladden administrative advocacy in setting consumer clashes. Government should enter into playhouses with various countries in order to ensure extra regional operation of the act. Government should be upbeat towards the...
perceptive policies of MNCs to exploit the consumer. A substantial sum should be taken from the global companies in the form of security money at the time of their formation and incorporation. Government should make exertions to create a harmony for ‘global consumer policy’ in India.

**Arora Reeta et al., (2014)**

It has been elaborated on the need of the consumer how he should become a smart buyer whether he is shopping online or offline their findings indicated that the teenagers while buying the products do not pay much attention to quality assurance marks on it. Mostly they only check the information like manufacturing date, brand name, expiry date etc. But other than the brand name and good packaging no more efforts are put by them. Overall, the teenagers are not aware of what consumer rights are. Their research also indicated that male teenagers were more aware of their rights as user as compared to female teenagers. If the teenagers are made aware of their rights from early stage they can protect themselves from exploitation. If this could be achieved there would be transparency and accountability by the manufacturer and the provider of service. So in short it could be summed up that the teenager consumer are ignorant of their rights, so there is a need of making them aware of their rights. For this awareness could be created by Government by organising seminars and workshops at secondary, higher secondary and college level.

**Dhairu Jafaru Usman et al, (2015)**

Various studies have confirmed at the global level that a core problem of developing nations is the lack of consumer awareness of their rights. Consumer ignorance has a very great and profound effect on protection of consumer. The UN has also declared out of eight consumer rights, consumer education is one of the rights. The study was mainly undertaken to study the challenges faced in Nigeria for consumer protection in deregulated electricity sector. If the consumer are educated there would be minimization of their exploitation. The government’s primary goal must be to adopt a system which will to educate the citizens of the country.

**Bryan David**

In his book “A straightforward guide to the rights of the consumer” has explained the various rights of the consumer while entering into a transactions to purchase the goods from the seller. Those who buy the goods are many times not aware of their rights when they encountered with a problem. The consumer credits, hire
agreements, food safety and general hygiene are some of the rights that the author has talked about general issues of the consumer such as travel insurance, mobile phones, dry cleaning, dealing with banks and private sales. Pros and cons including the festival of Christmas subjects have been also undertaken. The consumer has many rights but his ignorance is the main issue where the author has tried to show ways to overcome the problem by explaining the situation whereby the customer can read the book and increase his knowledge. Not only the consumer but also the seller must be aware of his responsibilities. It is the seller who has to look that he does not exploit the consumer. In short the author has tried to discuss that general education is the need for the consumer to make him realise the paramount importance of his rights.

**Gupta Sweety (2013)**

The rural population amount to nearly about seventy five percent of the total population in India. The revenue brought by this population is also larger as they constitute the majority of the consumer. More than half of the country’s income is dependent upon this consumer. It has tried to show the behaviour of rural people towards brands of daily required goods. It has been studied that there is an increasing trend of awareness among consumer for their daily needs. The people in the village are also conscious about their daily needs. The people in the village are also conscious about their health and other aspects of life. The rural people also pays high rate of the branded goods if they are for their health and for the beauty aspects. Some of the usage is also direct link between the brand and status symbol. The status symbol awareness has opened new markets for the suppliers. But the need of the consumer is that though he uses this branded products he must be aware regarding the rights while making the choice of the products.

**Goowala Horen (2013)**

It was noticed that near about ninety percent of the people are exploited by the seller at one point of time or other. Near about seventy five percent of the people in the given region of Assam were not aware of the different provisions of the Consumer Protection Act. It was suggested that the consumer should be made knowledgeable regarding the different provisions of the consumer Protection Act with the help of the media. They should also be informed regarding the procedure for filing of the complaint which is very simpler and easier. It was also recommended that all the shops in the vincity should display a copy of the CPA. The initiative should be taken
by the party in ruling to declare and grant funds for at least a certain period in the country as Consumer Awareness Year. Special programmes on television in form of short videos by known personality should be undertaken. Drives by various NGO’s and educational institution should also be done regularly.

Kishtwaria Jatinder et al, (2013)

It was noticed most of the marketing operations is done for making high level of profits. For this they may follow some practices like mixing of inferior goods with superior goods and advertisement which are lucrative but does not guarantee the product as promised. Some of them also follow defective weights and measures and huge loses have to be borne for this by the consumer. The buying behaviour of the end user is mostly influenced by the advertisement. The males in the given region are more responsive of different legal terms and rules as compared to the female. An efficient and fast knowledgeable role can be played by mass media and education imparting establishment to make the youth of the nation regarding consumerism.

Jaswal Sultan (2014)

The government of India, Ministry of Consumer Affairs started with a consumer programme known as “Jago Grahak Jago” to waken up the consumer who are ignorant and lethargic towards their rights. Though consumer is called the king of the market he is exploited the most by the manufacturer and the service provider. For this it was recommended that the customer should be educated about his responsibilities. Strict measures should be taken against shopkeepers and producers and service people if they try to deceit the public. Huge fines or confiscation of their licences should be undertaken. The people of the country should be made attentive of their different forums and councils which are made under the act. The government should also give financial assistance to various establishments which are linked with different consumer movements. The consumer should be made aware that he is the strongest party in the universe and he can enjoy the benefits of the same.

Gandham and Rama Krishna (2008)

Customer relationship management and Total value management were the two concept which have been discussed for consumer awareness level programmes. CRM provides the needed customer communique, dealings, gaining, holding, diffusion and revival. A traditional approach is overcome by the CRM were efforts are channelized and focused on the customers need and satisfaction at its optimal. Total value management also promises better quality control so can provide service to the
customer. The consumer has become a prey of the blood sucker trader. In the present lavish world the producers exploit the consumer as the consumer have no time to fight against any injustice done by them. As they feel lot of time and money will be consumed in the trivial fight so they ignore their responsibilities and so only the manufactures take advantages and produce goods which are harmful and deceitful and injure the health and safety of the ruler.

G Ganeshkumar Rai (2014)
It was pointed out by the author that the consciousness level regarding the Consumer Protection Act is moderate among the people of the AP. The different standards which are assigned to different goods for their quality and assurance by the government the knowledge is moderate among the people. But the actual awareness regarding the filing procedure for a case in the court/consumer forum was minimum. Many of them showed positive response regarding getting to know about their rights through the newspaper. Though the government has made various legislation for the protection of the user among which CPA is one of the revolutionary in the whole world.

Channa Savi (2014)
There is an excessive need of making the patrons aware about their rights. In general the consumers are unconscious about their privileges. The Regime is also not making sufficient tries to make the consumers aware. Definite rules and conventions are still desirable to protect the consumers. The court techniques take a very long time and money is one of the vital. The consumers often overlook to obtain a cash memo from the purchaser. If we all unite to beware of pitiable quality, poor amenity and poor later sales care etc. Emerging targeted consumer edification and mindful campaigns. Devoting effort to detect different methods of evidence, regulation and universalisation of procedures for the use of rights, in specific from the point of view of obtainability and approachability of material or inventive practices. Certifying access of all consumers to elementary goods and services and taking events to well regulate the postponement or cut-off of such facilities. More care given to the digitalisation of amenities, businesses, promotion and consumer info tools. Partaking of national policy-makers and consumer thespians in international exercise on consumer law and policy.

J. Deepika and D. Ratna Kumari (2014)
Consumer protection entails of laws and administrations intended to ensure the rights of consumers as well as fair skill assistance and the free flow of honest material in the bazaar. The laws are intended to avert businesses that participate in deception or specified unfair practices from attainment an advantage over contestants and may provide extra protection for the weak and those incapable to take care of themselves. Consumer protection laws is an arrangement of government regulation which wish to protect the privileges of consumers. Consumer welfares can also be endangered by promoting competition in the markets which unswervingly and incidentally serve consumers, reliable with economic competence, but this topic is treated in competition law. Consumer protection can also be declared via nongovernment organizations and individuals as end users.

The need for enablement of consumers as a group cannot overemphasized and is already well recognized all over the world. The level of acquaintance of the consumer can be taken as an indicator of the progress of a country. With liberalization and globalization and grander plunge towards privatization attended with keen awareness on account of improved availability of evidence and media exposure today’s consumer has changed deeply. However, in spite of best exertions during the course of intake a consumer may encounter many problems. This study is emphasis on women consumers’ awareness level in rural areas of Coimbatore. Most of the respondents are having only high school level learning and low level of wakefulness about various consumer protection acts and supplementary consumer protection measures. Most of the respondents are articulated that the mass media like TV, Radio and Newspaper are the most vital sources for creating consumer protection alertness. Whereas Journals and Magazine are the slightest sources among the rural respondents for making consumer protection cognizance. Moreover, outdoor advertisements are also partaking the some bearing on consumer protection awareness

Thapa Shalini and Verma Sikha (2014)
Green marketing refers to the process of marketing products or services based on their environmental aids such as the involvement to reducing conservational pollution and prevention of deprivation. Such merchandises are manufactured, packed and promoted in an ecological friendly method and process. Green marketing has arose as one of the most significant selling techniques in the present global commercial
environment. Consumers now have doubts about the future situation of the world and as a result of this mostly prefer environment friendly produces. In respect of these worries of consumers, companies have on track to make their marketing strategies more appealing by proposing environment-friendly products and campaigns. Combination of suitable marketing tools beside with products and packaging can have a multiplier and hastening effect in the maintenance efforts. Today most of the corporations adapt green marketing as environment protection tool the customers are fetching more eco-responsible and customers are anxious about environmental issues in new market the price understanding shows that the green merchandises are safe, secure and affordable and consumers are also ready to pay premium price if it is pertinent. The environment consciousness proves that the green invention is the tool for environment protection.

A. Ramasethu (2014)

In a competitive economy like India, it is the patrons who decide the triumph or failure of business, moreover by purchasing or not purchasing the product. This idea highlights the perception of ‘consumer sovereignty’ which is acknowledged as modern marketing concept. This is imitated in the well-known assertions of modern authors, such as ‘Consumer is the king’, ‘Construction of business is to create the customer’, ‘Creation is the means and consumption is the end’ and so on. But in run through, it is not so, as the consumers are oppressed in every available way by the business community. Consumerism stresses the direct relationship between the individual user and business firm. As consumerism is a surfacing concept, there are no believed lists of various planes of the said relationship. Protection against clear-cut manipulations, provision of adequate facts about the products and services and fortification of consumers among themselves are the areas providing scope for reviewing consumer movement. Of late, consumerism is protracted even to protection against environmental pollution and alongside declining quality of corporeal environment. Let-down to provide adequate info to the consumers about the features of the merchandises is one of the important explanations for the lack of alertness of the consumers about their rights. The concentration of the study was on the Impact of consumer protection rules on consumers as women in Madurai district. From the observation of difference parties dealing with the Consumer redressal machinery, it is concluded that the Consumer Redressal Mechanism is functioning effectually and efficiently in spite of some squat comings. The short comings may be
ascribed to the inborn nature of the legal system and it could be tide over by taking the educative steps by the monitoring authority. The awareness of the consumers about their privileges and legal protection is not quite inspiring. If appropriate steps are taken mutually by the Consumer Organisations and Government in teaching consumers to make them realize their rights and inspire them exercise these rights, definitely the consumers’ interests will be secured and at the same time unscrupulous and unfair trade practices take on by the unprincipled business will definitely be checked and restricted.

**Chithra T and Kothai S (2015)**

Television stand-in as the king of the advertising world plays an important role in every individual’s view. In the internet era, television is static holding the largest place in the part of marketing activity and comforts the large cluster of audience to obtain the information about the variety of merchandises at their door steps. Hence it turn out to be the duty of the promoters and the producers to deal the excellence products and in building faith about their products that are being presented in the television. It was concluded from the present study that, with the assistance of evolving the belief among the consumers’, it is possible to entice the attention and creation of wish about their products that are promoted in the television. All these reference may benefit the advertisers/sponsors as well as the consumers in building a optimistic relationship among them.

**Shetty Dayand (2014)**

The Consumer Protection Act, 1986 was enacted to provide a humbler and rapider access to redressal of consumer complaints. It is a social advantage oriented legislation focused towards achieving public benefit. With the industrial uprising and the development in the global trade and commerce has led to a multiplicity of consumer merchandises partake appeared in the market to supply to the requirements of the customers and a multitude of amenities have been made obtainable to the customers like insurance transportation, electrical energy, accommodation, entertainment, finance and banking. There has been a flow in the services available leading to cases whereby facilities rendered suffer from deficiency. The several court judgements have expanded the scope of the services thereby protecting the interests of the consumers. The broadening of scope of services shall confirm that the service providers come under the purview of the Consumer Protection Act, 1986 resulting in answerability. The Supreme Court has held that
having regard to the arrangement of the Act and the resolution sought to be achieved, specifically, to protect the importance of the consumer better, the provisions are to be deduced broadly, certainly and persistently.

**Singh Virendra et al. (2014)**

Medical profession was included under the preview of Consumer Protection Act 1986 from the year 1995. Since then great number of patients and consumer establishments are impeding the consumer courts for the redressal of their complaints against doctors and hospitals. The current study was directed to know responsiveness about CPA and medical negligence among medical and surgical experts working in Private and Govt. Medical Colleges. It was found that the awareness about CPA and medical negligence among the therapeutic as well as surgical specialists was unsatisfactory. It was founded that surgical specialist encounter more medical negligence as compared to medical specialist. The negligence by the medical practitioner is mainly due to the failure towards the duty of care towards patient dereliction in duty of care damage to the patient which is foreseeability and the direct relation between the care and damage.

**Saranya .B and Sathyap (2015)**

The present-day electronic product markets show admirable business structure and offer diverse varieties and models to the consumer market. However the domestic market complete create an influence on consumer durables the LG has its own principal role in the minds of consumer. This particular study discloses that the real situations of the company LG in Indian market with more consumer support. The researchers have expanded more knowledge on electronic creation market and also have more exposes on consumer durable market so this study gives a complete knowledge on market survey.

**Rai Naveen (2015)**

If any person or firm or company desires to make profit for himself he has to satiate the consumer's needs first, by providing excellence goods and services. There is a win win situation for the seller and buyer, only if the quality of products or services increase. Consumers are sentient about their requirements now and they get the best from the market because of the competitive race. For persisting in the market for longer period, the sellers conciliate the consumers by giving quality merchandises, services at competitive prices. Commercials, publicity given through media, satisfied consumers etc can take the companies to newer peaks. Hence
consumer is definitely the king. Corporates who have implicit this funda satisfy consumer essentials and also increase their kitty. Consumer is certainly the king in the world because the establishments are giving most important priority to to the consumer. Before hurling a product they do the market study regarding customer preference then they introduce in market. Moreover the consumer forum in the urban part are well developed and a large number of consumer are aware of veracity of consumer forum.

**Khurana Shashi and Khurana Praveen (2012)**

Consumerism/Consumer Alertness in India is rising day by day. Consumer Associations, Business Connotations and Government Statutes are working to safeguard the interests of the consumers. The consumer protection Act 1986 is the munificent social legislation intended to protect the large form of consumers from misuse. It has become vehicle for enabling consumers to secure speedy and inexpensive redressal of their disputes. It clearly stipulate the concept of goods, services, defect, deficiency etc. It also explains the procedure for filing complaint, relief obtainable, appeals etc. It is waged as a three tier system (District, State, National) as a quasi-judicial mechanisms. The survey clearly showed that all the respondents are having broad awareness in relation to consumer protection. They are well-informed with the term ‘Jago Grahak Jago’ almost in all detail. Quality factors/standards like ISI, ISO, Agmarks etc. are also not novel for them. But in compare to these the procedural awareness or applied implication are showing some different result. All the respondents have face the situation of consumer exploitation in one way or other. Study shows that a very minimum respondents have approached to the consumer forum for impartiality. No one have approached the National Consumer Helpline. Another surprising finding was that local newspaper/cable network were not giving due weightage to this idea. Same follows for Consumer Association also. To overcome this ignorance it was thereby suggested that though huge amount is being spended by the government for producing awareness, but the technical part is not being shown in the ads. Special advertisements should be generated to educate the consumers regarding procedure for filing grievance, where and when to file complaints, etc. Newspaper, cable-operators should also come forward for this noble cause to educate the consumers on these points. NGO's/Consumer Association must also come headlong to work more and more to aware the consumers to raise opinion against mistreatment. Last
but not the least; the patrons must educate himself/herself about his/her rights and obtainability of redressal mechanisms.

Kasulkar Arti et al. (2016)
In last decade, public consciousness about various laws related to medical profession has improved resulting in increase in amount of litigations against medical professionals. The attempt to evaluate the awareness of CPA in medical professionals. In the present study, even though most of the participants were aware about reality and presence of doctors in CPA, very few were really having knowledge. Very few doctors had knowledge about time limit for filing a complaint in consumer court. It was indeed surprising to note that a handful were aware of the location of Consumer Dispute Redressal Forum in their own area. Consciousness in para clinical doctors as compared to clinical doctors was marginal. This might be due to the experience leading to an increase in knowledge and awareness. Regarding the need to discuss numerous aspects of CPA in CME, workshops or discussions, must be undertaken along with orientation programme.

Sharma Vijaykumar (2012)
Analysis of the several judgments of the Consumer Courts divulges that they have not only been bestowing the price of the things or services for the defect and deficiency in facility but also the reimbursement for the mental anguish and annoyance. It is seen that in these cases contrary to the unfairness consumers problem against the bank. Many cases have being filed by the consumer against the banks, to name a few-refund of bank deposits, non-credit of cheque collected, default by banks agent, wrongful dishonour of bank draft, non-issuance of proper receipt, payment of lower rate of interest, interest amount not paid on excess amount deposited in violation of PPF rules. But the justice seems to have prevailed under the support of the Consumer Protection Act. It has been found that there is a affirmative justice to the consumers against the faulty banking services.

Fernandes Daphne (2015)
The brand responsiveness in rural areas mainly in respect of beauty care and health care merchandises is showing a growing tendency. (Most of the people mutually from illiterate & literate groups desire branded products with the trust that quality is assured as the manufacturers are reputed establishments.) People are not concerned about the price of the product. They are displaying willingness to spend higher value when they understand that they can afford to spend. Since the practise
of branded products of reputed enterprises will raise their status as well as stature in that village. This alteration in the attitude to spend more on the highly priced branded products amongst high income groups in rural areas clearly indicates that there is a plenty of scope for such products to capture the markets in these areas by amassed the supply of these merchandises. The marketing organisations are recommended to conduct health awareness agendas by educating the people about the necessity to use the health care products. These products can be made more prevalent and conventional among the rural people.

Chakraborty Debarun

A consumer’s consequence to buy a product is the result of interchange of many factors. The market is now commonly consumer driven. Consumer have been given many options to decide also. The study tosses light on various features that the producer should focus on to attract the potential buyers. The purpose of the research was to examine the consumer awareness, the level of preferences and satisfaction measurement. Results reveal that the dimensions which effect the fulfilment level of customer’s are: quality, price & size. Further results show that there is a noteworthy relation between the brand name and the fondness of customers. Hence, it has been recommended that the establishment should emphasis on brand awareness, appropriate supply & distribution of the product. In order to increase customer contentment and drive them to be brand loyalists, manufacturer is reinvigorated to develop aggressive promotion programs.

R. Manimalar and S. Sudha (2015)

Consumer awareness headed for CSR initiatives are measured by means of multiple regression. In order to understand consumer replies to CSR, establishments need to consider not only exterior outcomes, such as Purchase Purpose, but also interior ones such as consumers’ awareness, assertiveness, and attributions about why businesses are engaging in CSR activities. This is mainly important in the face of increasing creation differentiation and heightened competition. The results of this study show that consumers are more alert of the term CSR. Consumers have started considering CSR as an important factor while buying the products. From the analysis it revealed that there is an association between the CSR and Consumer Responses. It means there is a moderate association between the two dependent and independent variables.

Nayak Naresh and Rao Abhishek (2014)
India is a country with long history and witty cultural heritages. It has plentiful tourism resources and a wide variety of tourism amenities, making it one of the most renowned tourist destinations in the world. However, the ongoing development of the tourism industry and its conflict with eco-friendly protection has become a problem for many countries. Emerging of green hotels could be one key to the problem. However, consumers' accepting of green hotels is fairly limited. It was established that consumers were not clear about the features of a green hotel. Various categories of consumers have different views about a green hotel. Consumers hope to boost and increase green consumption while hotels hope to support management and sales of green hotels. This Study analysed the responsiveness of the people about Environment-friendly plans in hotels and notch to which such programs influenced customer’s hotel choice.

**Spencer Weber Waller et al (2011)**

In the study state that American buyers are protected from treacherous products, swindle, deceptive advertising, and discriminating business practices through a assortment of national, state, and local governmental laws and the survival of many private rights of activities. These public and private rights both safeguard consumers and, at a recognized level, train them with the information they need to protect themselves. Although U.S. machineries for consumer protection often exist distinctly from each other, what the whole scheme lacks in centralization, it advances in depth and variety of safety. Its forte is the array of governmental actors, official legal rights, and remedies shielding consumers. Its feebleness lies in the incapable reality of who has admittance to the government and the courts.


In their study state that consumer privileges are of petite importance if they cannot be imposed. The European Union has continually engaged great significance on the purchaser being competent to attain redress, whether it is by means of courts or out-of-court difference relevance. By launching essential EU Directives and articulating Green Credentials with respects to consumer safety and presence in continuous message with the member states, admittance to impartiality and redress is constantly an imperative aspect

**Kamarudeen Babatunde Bello et al (2012)**

In their study state that the level of consumer awareness in Nigeria is tranquil relatively low and Nigerian consumers are incessantly confronted with substandard
things and services, lack of material and limited choices in the market. The talent to enforce the laws concerning to consumer protection will deliver the necessary energy for upkeep the rights and safety of consumers in Nigeria.

**Mohammed Solaiman et al., (2012)**

In their study state that in Bangladesh, consumerism programme is still in initial stage. However, Government of Bangladesh has espoused some legislative dealings in order to protect consumers from the dereliction of the deceitful businessmen/marketers. The important legislation with regard to this include

(a) The Patents and Design Act, 1911,
(b) Trade Marks Act, 1940,
(c) Prevention of Adulteration Act, 1954
(d) Pure Food Ordinance, 1959
(e) Bangladesh Drugs Act, 1982, etc.

**Mukhtar Halliru (2012)**

In the study state that the CPC was recognised Via the Consumer Protection Council Act of 1992 in edict to enforce consumer rights in the country. The association is charged with the following utilities among others: deliver speedy redress to consumer complaints concluded by negotiations, mediations and conciliations; seek ways and resources of removing or eradicating from the market hazardous produces and causing delinquents to replace such products with safer and more appropriate substitutions; publish from time to time, list of merchandises whose consumption and sale have been proscribed, withdrawn or not permitted by Nigerian government or foreign governments; and basis an offending company or distinct to protect, compensate, provide reprieve and safeguards to battered consumers or communities from adverse belongings of technologies that are intrinsically harmful.

**Suraiya Ishak & Nur Faridah M. Zabil (2012)**

In their study state that awareness is erstwhile to actual consumers behaviours and the awareness of consumers rights aid as soft-control mechanism marking at creating more answerable business society.

**Mark Peacock et al (2013)**

In their study state that consumers lack confidence and inevitability when proclaiming and training their rights if existing consumer law is disjointed, multifaceted and opaque in nature. This will dent their ability to seek reparation and
switch consumption in a way that punishes incompetent, poor-quality productions while recompensing efficient, high-quality trades. This lack of consumer involvement will reduce pressure on dealings to innovate and trail efficiency in order to offer high quality merchandises that are price competitive.

Amrik Singh Sudan (2002)
in his study state that the progression in the disposal of criticisms has been detected to be slow due to part time environment of the faculty members, administrative deferrals and non-clarity about the provisions of CPA.

Cheena Gambhir (2002)
In her study revealed that fifty-four percent of the respondents are alert of ISI mark and forty-six percent of respondents were not cognisant. Supplementary out of fifty-four percent respondents, only thirty percent bought merchandises that had ISI mark and remaining seventy percent even though aware, did not purchase these products.

In their study evidently stated that most of the respondents are mindful of the consumer protection act and scholar concluded that consumer protection is an unsuccessful national problem affecting all section of the society notwithstanding of age and education.

In the study states that even amid the urban and educated multitudes the awareness of the consumer rights has not reached to an anticipated level. The consumer protection thus persist a legend, instead of being a king, the consumer is still a preys of the market force.

SampathKumar, R. (2002)
In his study stated that consumerism is society’s endeavour to redress the discrepancy in the exchange dealings between sellers and consumerism.

In their study state that No pain, no Gain is the right procedure for Consumer Protection. The Consumer need to be aware of his basic rights. The renowned principle of “Caveat Emptor”- Let the Buyer Beware – must be swapped by “Caveat Venditor” - Let a supplier beware – by strong fortitude of consumer side.

In their study state that unconcern, disinterest, unorganized and unrestrained tolerance were recruit in seventy percent consumers. Low publicity of consumer
connotations to the activities, achievements, aims and education programmes is also a key reason for not knowing the consumer movement.

**Tangade and Basavaraj (2004)**

In their study analyses the level of awareness and fulfilment of educated users about the several laws. This study also stressed the noteworthy role of microelectronic and press media in forming awareness amongst the consumers.

**Sardar, S.B. and Fulzele, T.U. (2005)**

in their study found that unless and until the consumer connotations have a mass appeal and public retort, they cannot attract public sustenance and consumer association should accept activities that will upke ep consumer awareness and education of the consumers.

**C&AG (2006)**

According to their survey hired through ORG centre for communal research report that about sixty-six percent of the consumers converse with were not aware of consumer rights and 82 percent were even ignorant of the Act and nearly forty-nine percent of the aware consumers had come to know about the Act only in the last 4 years.

**Lokhande, M.A. (2006)**

In his study “shows that out of 90 respondents, only 33 (36.67%) had protested against greedy sellers while 63.33% of the respondents had not boarded compliant, in spite of accepting that they were cheated. 25 respondent complained to the Grahak Panchayat and 8 had complained to district forum and no one had filed a complained to the State or National Commission.

**Shrimant F.Tangade and Basavaraj, C.S. (2006)**

In their study stated that consumer should establish their rights and contest for their protection by uniting themselves and with the help of redressal agencies recognized by the Government in each district, when majority of the consumers cultivate cautiousness and reactiveness, businessman would be obliged to pay proper attention to the consumer rights for their own endurance.

**Praveen, S. (2009)**

In his study stated that consumer protection and welfare is not the mission of a single entity or the society. Reasonably it is the collective obligation of the state. The consumer must be aware of his basic rights and ought to fight for these rights.

**Shashi Nath Mandal (2009)**
in his study concluded that consumer protection laws are centralized and state statutes governing sales and credit practices concerning consumer goods such statutes prohibit and control deceptive or unacceptable advertising and sales practices, product quality, credit financing and reporting, debt collection, leases and other aspects of consumer transaction.

**Shashi Nath Mandal (2010)**

in his study founded that consular should have acceptable rights and right of remedy to redressal measure counter to defaulting businessman.

**Bhatia Mayank and Jain Amit (2013)**

Recently, worries have been conveyed by creators and customers of the environmental influence of produces. Patrons and industrialists have rapt their consideration toward environment responsive produces that are recognized to be “green” or environs friendly like little power consuming (energy-efficient) electronic machines, organic foodstuffs, phosphate free detergents, lead free paints and biodegradable paper. Indian dealers are also grasping the prominence of the green publicizing perception. Though a multiplicity of study on green promotion has been showed from corner to corner of the globe; small hypothetical research on consumer sensitivity and likings has been conceded out in India. This study delivers a brief evaluation of ecological issues and classifies the green values of the patrons, their level of consciousness about and performs. Extraordinary level of cognizance of green promotion practices and merchandises was instituted among the customers. Green values were also set up to be great among the participants. Exploration has given worthy ideas for venders of the green merchandises and suggested the necessity of conniving the promotion communication movements, endorsing green products due to great green value amid the clienteles. Outcomes of regression analysis revealed that the opinion that whole green values, cognizance about green merchandises and performs and the observation concerning gravity of marketing establishments concerning green marketing had optimistic substantial bearing on buyer inducement to buy and desire green produces over conformist products.

**Mukherjee Kalyan and Roy Smita (2015)**

Consumers are the altruistic group in the market jargon around whom all marketable activities revolve. Any corporate firm in order to make its position in the financial and social environment should put the shove on the protection of consumer. But the image does not tend to be so. The consumer instead of existence in the market as a
king is the victim of unbelievable hardships in the practice of fraudulent advertisement, outrageous prices and a host of other ills. In the light of the overhead malpractices, a need was felt to deliver the consumer safety and protection against the numerous exploitation. Such sentiment of non-protection and consumer desire for transparency has flagged the way for consumerism. Unless the consumers have significant knowledge over their rights on various products that they consume day-to-day, consumer redressal chamber will remain as a futile exercise. In the era of self-governing society, it is desirable to have complete awareness about the likely malpractices and also over the diverse dos and don’ts on the consumption ways of consumer. Since, a good amount of consumers of numerous products are not aware about the different redressal grievances tactics; it is required to inculcate the concept of a number of consumer rights to the consumers. It is also noticed that the nature of the Indian consumer is tolerant and also lazy, the consumer has to be vigilant towards his rights and responsibilities.


This study appraisals the major progresses in the arena of consumer safeguard in India is since 1984, when the legislative requirements for adaptable discriminating trade performs were fused for the first time. Surrounded by the growths pronounced in the paper is the solidification of requirements for consumer fortification through revisions to the Act modifiable confining and anticompetitive trade practices (MTRP Act). Public-sector activities and co-operative cultures have been conveyed in the purview of the Act, and customers have gained the precise to participate in inquest events before the MRTP Commission. Shoppers and their connotations have been set the right to seek out redress of complaints arising out of the desecration of definite portions of legislature, containing the Drugs and Cosmetics Act. The Consumer Protection Act, 1986, was legislated in edict to deliver quick and reasonable reparation of consumers’ complaints. Reparation can now be pursued before any consumer law court also for carelessness or paucity in medicinal facilities. The bureau of Indian standards Act, 1986, has reinforced the dealings for the standardization and excellence control of contrived goods. A consumer welfare Reserve has been established up to offer pecuniary supportive to voluntary consumer groups and for the over-all progress of consumer drive in the kingdom. An emission in volunteer consumer associations in diverse parts of the country can also be detected. Other progresses contain the formation of a distinct Division of
consumer Activities in the Union Government and the set-up of a consumer Produce Testing Laboratory.

**Gul Aygen (2005)**

As for the corporate world, consumerism should be observed as one of the irrepressible variables that institute a firm’s environment” and should be preserved with care so as to yield gainful results both for trade and the society. Manufacturers may consider improvement in product quality and performance standards, aggregate research commitments to better identify consumer wants and needs, evolving owners’ manuals on product use, care, and safety, adapting products for greater safety, ease of use and repair, establishing industry product standards, providing more informative product labelling, and creating new structural positions to deal with consumer affairs in contributing to flourishment of consumer protection efforts in the country.

**Chacko Nisha and Tripathi B. N. (2006)**

They concluded in their study that almost all of clienteles are aware of adulteration and various adulterants found in food. Although they are aware of adulteration 33 per cent of the clients happened to buy adulterated food. Further, it was also establish that in spite of consumers being conscious of existing problems of adulteration they hardly pursue any opportunity to fight against it.

**Meenu Agrawal (2006)**

The course of development coupled with cumulative liberalization and globalization through the country has empowered consumers to realize their progressively important role in civilization and governance. The consumer movement in India is as old as trade and commerce. In Kautilya’s Arthashastra, there are suggestions to the concept of consumer protection in contradiction of exploitation by the trade and industry, short weighment and measures, adulteration and punishment for these felonies. In a developing country like India, where the frequency of poverty and idleness is very high and the level of literacy is very low, the people face a bulk of problems, particularly in the setting of consumer related issues. This study fetches into focus the role and position of Indian consumers and their problems arising from the given socio-economic set up of our society. An acute appraisal of governmental policies and programmes has also been endeavoured.

**Dwivedi and Shukla (2008)**
They emphasized some important features of CPA, the Magna-carta of consumers and recommended that the representation of the act is a right step in the right direction for shielding the interests of the consumers from manipulation.

Majumder Bhaskar (2008)
It expounds the problem of shielding consumer rights that needs in the first place's being of basic minimum rights as individuals. Secondly, the basic minimum entitlements need official acceptance as rights. In developing countries like India privileges based on institutional methodology is often lacking, either because of unreality or improper functioning of perceptions and because of weak trading power of individuals.

It stated the concern for the path of consumers by participation because the participation uniquely will develop the supremacy and ability to fight and achieve additional work. Overall, author encouraged a holistic tactic that has the cultural, social, mystical and legal aspects of consumerism.

Khanna Rakesh (2008)
It focuses on the vital features of medical negligence and comprehended that the accountant built on negligence based cure that has to be initially determined. So as to try to do this, one wishes to visit the law of torts. Though in this sense, it's not new because the accountant still shields those doctors World Health Organization square measure remunerated directly or indirectly by the shoppers.

It threw some visions from the executive and tutoring facet, from that the certified public accountant is initiate to be terribly cooperative. Hence, support of the Act takes into account to be vital. Also, the existing Act will be created more practical by taking advice from the shoppers.

Passent Tantawi (2009)
The last three decades have seen a reformist increase in worldwide eco-friendly consciousness due to rising indication of environmental problems. Environmental protection is progressively becoming a necessity and part of a better agenda in the urbanizing world of emergent countries. Given the increasing corrosion of the environment, Egypt as in most developing countries ought to prevent pollution and preserve its natural resources. Egyptian consumers are just at the stage of green arising. The Egyptian government and companies should retort to the green contest.
by knowing whether or not Egyptian citizens are anxious about green issues. Environmental insolences constitute a noteworthy part of environmental awareness. Therefore, this paper empirically investigates the brashness of Egyptian consumers towards the environment in overall.

Rajendra Prasad (2009)
This article scrutinises the historical perception of consumer protection in India from the Vedic age to the modern period. It also briefly scrutinises the expansion of consumer law in India. Finally, an endeavour is made to discuss the legal framework of the Indian Consumer Protection Act of 1986 which led to the development of a new legal culture in India. Consumer Protection has its deep origins in the rich soil of Indian civilization, which dates back to 3200 B.C. In ancient India, human values were valued and ethical practices were measured of great importance. However, the sovereigns felt that the welfare of their subjects was the prime area of concern. They exhibited keen interest in modifiable not only the social situations but also the economic life of the people, establishing many trade limitations to protect the interests of buyers.

Matthew Hilton (2009)
The history of consumerism is nearly much more than just shopping. Ever since the eighteenth century, citizen-consumers have disputed against the abuses of the souk by boycotting products and stimulating fair instead of free trade. In recent decades, consumer activism has reacted to the challenges of prosperity by helping to guide consumers through a progressively complex and alien marketplace. In doing so, it has confronted the very meaning of consumer society and undertaken some of the key economic, social, and political issues connected with the era of globalization. Consumer activists accomplished many victories, from making cars safer to emphasizing the dangers of using baby formula in its place of breast milk in countries with no access to clean water. The 1980s saw a setback in the consumer movement's fortunes, thanks in large part to the rise of an antiregulatory agenda both in the United States and internationally. In the process, the definition of consumerism changed, focusing further on choice than on access. As Hilton shows, this change echoes more broadly on the dilemmas we all face as consumers: Do we want more things and more fortune for ourselves, or do we want others less privileged to be able to enjoy the same prospects and standard of living that we do? Prosperity for All sorts clear that by vacating a more idealistic dream for consumer
society we reduce consumers to little more than shoppers, and we reject the vast majority of the world's population the fruits of affluence.

**Suresh Misra and Sapna Chadah (2009)**
The consumers in India have been delivered with various safety processes against their exploitation, still the sellers and makers are hoarding and black marketing the vital goods, resorting pecuniary corruption and habitually unprincipled the consumers. Rural markets are full of inferior goods and duplicity of brand-named goods is another major delinquent in rural areas. As there is no squared on production and sale of such produces in the rural markets, many of these yields have become health threats. The expansion of service sector has added to the problem. Services like insurance, banking, and electricity, medical have lengthened in the rural areas without any payments and balances and the rural users continue to be misused by the service providers. Deficiency in services is a main area of concern. Counterfeit drugs are causing main health hazards. The vulnerable segments are generally women, children and farmers. It is common to find that farmers are provided with sub-standard seeds, tainted pesticides and other sub-standard merchandises. In the rural markets and soqs spurious things are very common. The development of mass media has further given stimulus to consumerism in the rural areas. Therefore, now it is broadly believed that the doom of the consumers cannot be left to the market forces. In view of this the Government of India has taken a numeral of legal measures to protect the consumers by broadening the scope of consumer protection.

**Suresh Misra (2010)**
It analyses the various aspects of consumer clubs scheme emphasizing their working, accomplishments carried out and several difficulties faced by the clubs. The concentration of the present research work was to assess the working of consumer clubs and their protagonist in promoting consumer responsiveness and education. Consumer movement in India has moved presumptuous over the last 25 years, yet it has a long way to go. In a country like India, where the demographic fluctuations of the past decades are showing that it is stirring towards a younger populace, educating the consumers remains a enormous task. Young Consumers, mostly between the age groups, of six years to eighteen years have a vital role in the pecuniary system of a nation because they are the future of our country and economy.
Kottapalle Aparna N. (2010)

Has analysed that in the 20th century the world has perceived the exemplar shift in the privileges and prospects of consumers with the derivation and rise of consumerism. In India also consumer drive began during 1970s. Three tire structures for the redress of the consumer whinges were established under the Consumer Protection Act, 1986 and today we find alertness amongst consumers to a great level in Indian Cities. However, the situations at rural community level are different. Though with the liberalization the global market has extended to villages consumer movement has not yet grasped there. Problems of rural consumers are startling. Poor rural consumers are subjugated due to the surrounding darkness of illiteracy, ignorance of consumer rights and redress machinery they are left to denunciation their destiny. In this research paper the researcher has made an endeavour to investigate and study the position of rural consumers and snags faced by them and also the mechanics followed by the District Consumer Forums in Maharashtra due to which the basic object of launching separate usage for consumer grievances redress is getting frustrated. The researcher has also provided some of the remedial measure to cure the situation.

Chatterjee, A. and Sahoo, S. (2011)

The current era is marked as the era of consumers. No country can eloquently or unknowingly disregard the concern of the consumers. This can be argued on the origin of fast enactment of consumer protection laws in almost all part of the world. Apart from the consumer protection laws in advanced world, we could find the enhanced rate of law-making for consumers in developing countries like Thailand, Sri Lanka, Korea, Mongolia, Philippines, Mauritius, China, Taiwan, Nepal, Indonesia, Malaysia and other countries. India is not an exclusion to this rule. The Consumer Protection Act, 1986, is one of the examples that is to be cured as a milestone in the history of socio-economic regulation to protect the securities of the consumers in India. The main objective of the Consumer Protection Act is to guarantee the improved protection of shoppers. Nothing like prevailing laws which are retributive or pre-emptive in nature, the necessities of this Act are compensatory by itself. The Act is also envisioned to deliver modest, prompt and reasonable redressal to the buyers’ complaints, and respite of a definite nature and honour of compensation far and wide suitable to the customer. The Act has been revised in 1993 mutually to cover its reportage and choice and to boost the influences of the redressal mechanism.
In this paper an analysis has been to reconnoitre the consumer security and consumerism in India. The process of growth coupled with growing liberalization and globalization across the country has empowered consumers to realize their increasingly significant role in society and governance. However, concentration of the market power in the hands of a select few has affected consumers’ activities over time. In a developing country like India where the prevalence of poverty and redundancy is very high and the level of knowledge is very low, the people face a volume of difficulties, particularly in the milieu of consumer related issues. Unlike in the developed world, buyers in these countries have not been able to perform a greater role in the development course.

The influence of mass media encompasses the vast heterogeneous commonalities of the population of the country at the same time. With the support of mass media communications can be sent and received in any part of the world might be rural or urban. Role of media - print media as thriving as electronic media can be noticed as awareness of people. The media and non-government organizations partake an important role to perform in the civil society. The media are the midst the most important cronies to the NGO’s community some means in which the media can be imperative to the NGO’s which comprise writing articles / Telecast - Broadcast Programs that - Generate an environment of administrative pressure, Convey wide-ranging information, aiding as a public education, Counter popular delusion, Remark on an issue providing an substitute view point. In this paper more stress is given on how media can stimulate awareness about NGO’s happenings and also how NGO’s require media to deliver their message to society and government and also to practice public opinion about numerous policies and last of all media and NGO’s can work for improvement of society unceasingly.

Today, the protagonist of wrapping is more than just helping clients to carry their packages to home; now-a-days, packaging not only articulates them about the product, but also turns as an advertising media. Packaging is a clear-cut good communication mediocre as it gets the attention of patrons & they can relate to the product fluently. Different groups use different packaging traits like strategies, codes, messages, shapes & coalescing colours. So the prominence of packaging as a
vehicle of consumer communiqué and branding is necessarily budding. To have acquaintance about consumer psychology is important; so that makers understand how the consumers retort to their packages. Due to change in the life panaches of consumers, the interest in packaging is increasing among organizations; so packaging performs an imperative role in marketing communications, principally at the point of sale and could be treated as one of the most essential factors influencing purchaser’s purchase choice. This paper reconnoitres the different aspects of packaging, which stimulates the consumer to go for the procurement of specific snacks in Jammu region in the current set-up.

**A. A. Magesan (2008)**

She instituted that the consumerism movement in the universal village aims at the promotion of welfare society. The long run operation of the consumerism culture has to endure in mind not only the current consumers but also the future consumers, our successors. With a strong reason and will to preserve the resources in the beautiful earth, the ensuing are the directions in which the future activities are to be taken:

1. Despondent with consumerism (need-based consumption)
2. Boost use of Energy Saving Products
4. Reduce depletion of existing resources.
5. Diminish frequency of Exhibition and Trade Fairs
6. Give concessions for family planning
7. Use substitute energy resources.
8. Ease consumption of fossil fuels
9. Inspire corporate undertakings to earn Carbon Credits
10. Use bio-fuels.

**Avtar Singh**

In his book “Law of Consumer Protection” concluded that The Consumer Protection Act of 1986 has been significantly amended and its scope greatly widened by the amendment of 1993. The Act now shields all kinds of services. It also covers all varieties of consumer transactions whether made in cash or in kind. It defends the consumer from the encumbrance of restrictive and unfair trade practices. It empowers the Consumer Forums and Commissions to award reparation for not only the amount lost in acquiring defective material or in hiring undersupplied services but also for mental pain, misery and harassment caused by defective goods or services.
A.K.Chandra (2011)
In his article pointed out that it is scrutinised that consumers having their diverse location background, education, livelihood and income have varied difference in the purchase behaviour for aspects like – price, quality, packing and weight concerning non-durable consumer goods. It is also accurate that they have their altered life style on the foundation of the status and have diverse purchasing power beside with their consumption patterns. To analyse the marketers’ idea of view concerning Consumerism and Consumer Protection Act it is observed that marketers have less awareness about consumerism and they are not entirely aware about the provisions of the Consumer Protection Act. Typically they informed that they have overheard about it but they have devour their interest about it. They conveyed that any settings regarding this Act would come, their legal representative will do needful for them.

They pointed out that even though people are conscious of consumer protection measures accessible in India but the usage of the processes is poor. The reason that was establish out was public are ultimately not comfortable with law, rules, court etc. It is the time nowadays that we are supposed to overhaul the system and see that it spreads the public in a smooth method. Majority of the populace which subsists in rural area are pretentious in large manner with concerning to quality and poor service. Too much of procedures to reach the obligatory is there in our system. Either information inculcating or simplifying will help the people. There can be also one help line to call and record the grievances concerning to the complaints in merchandises or services can be also vexed to make the system modest.

George Babu P. and Edward Manoj (2009)
In their article clinched that the predilection of a dissonant individual to accept the new cognition upsurges intercede of time from the time of incidence of intellectual dissonance.

G. Ramesh Babu
He swotted that consumerism should be reinforced in our country so that the tendency to push up the rates could be curtailed and the eminence of services and products ensured. Consumer glitches must be abridged by making those good shoppers through tutoring and implementing various Acts. The consumers themselves have to safeguard themselves through influential consumerism.

They concluded that consumer is the pivotal point of any business. Consumers’ contentment will profit not only trade but government and society as well. So consumerism should not be deliberated as consumers’ war in contradiction of business. It is a mutual realisation on the part of patrons, business, government and civil society to augment consumers’ gratification and social welfare which will in turn be to subsidy all of them and lastly make the society a better habitation to live in. The unprejudiced of consumer welfare and protection can be accomplished in a practical time frame only when all fretful act together and play their role.

‘Jago Grahak Jago’

An Initiative in the direction of Consumer Education and Awareness by Dr. Manmohan Singh Inputs from the Ministry of Consumer Affairs -The multi-media marketing to educate consumers and create the awareness about their rights will have an extensive lasting impression not only on the end consumers but also on the entire industrialised and services sector. It will go a long way in familiarising greater accountability and limpidity in the services provided by the public as well as private sector since the end user i.e. consumer will be cultured and will become aware abundant to ask for best conceivable services in return of his hard earned money. The day is so not far off when the consumers will be truly endowed.


In their article concluded that the buyers are generally accustomed with the products sold in the restaurants but their arrogances and values related to purchase and intake are different.

Jeya Prakash (2008)

Reviewed that several health and fitness mindfulness centres need to be started so that the weight lessening centres will reduce and the ill properties may also be diminished. The establishments need to be advised by the legal bodies about the compulsion to publish the calorie values of the consumption and the ill paraphernalia of the ingredients/ the over dose of constituents like MSG (monosodium glutamate) be clarified. The other kind of unsafe things that are being used in food manufacturing are synthetic sweeteners and the acids to produce artificial tastes. It is chronicled that Sodium Saccharine can deliver the sweetness of about 300 to 500 times of the sugar cane harvest. The companies might get attracted to use some of these supplies which would result in high sweetness which is always a enticing thing to eat and at the similar time this does not match with the absorption of the human
body and they can cause over eating and the calories cannot be seared with ordinary daily accomplishments. The current method of allocating with the challenge of health glitches due to the fast and junk foods are in the prototypical and methods of corrective but this problems cannot be dealt in this medicinal method. The tenacity is that any kind of ill effects develop the lasting effects on the well-being of the children. The major proposal that came out of this investigation is that we pledge with the protection of the little consumers in a precautionary method so that many of the future group get saved from incrustation the ill effects. There ought to be school level committees with some tutors, parents and social helps to increase the responsiveness levels among the students. There should be some communal, village and town level organizations which would do the enlightening of children and parents. We in India are hitherto to excel in the area of consumer well-being and consumer protection.

K. Dhanalakshmi

In her article Focus group interview: Rural consumers towards Consumer Protection in India revealed that efforts taken by the government to spread cognizance through media, Consumer Clubs, Voluntary Associations, and to standardise Consumer Courts through “Confonet Project”, “Integrated Project” marshalling minimum seventy cases each month etc. are far from required. Business establishments should not emphasis making profit as their primary motive; it must also focus on their customers. Consumers of currently are ready to pay high values for the products and services delivered if it fulfils their expectations and conditions. Government alone cannot be responsible or can create marvels in a country with above 100 million populations; it needs support and help from common public and civilization to make Indians as vigilant Consumers.

Kamla Saini et al (2009)

In their article, concluded that instructions and regulations edged by statutory bodies must be stringently followed at all points. Nursing apprentices, during their training period, should be made conscious of the Consumer Protection Act. Enduring nursing education programme through workshops, conferences and in service education progresses to refresh their knowledge and also to create awareness among nurses concerning new technologies in medical sciences, which will be valuable for self-development, to patient and society at large.

K. Chandrasekar P. Saranya (2008)
Observed that there is an urgent and increasing requisite to educate and stimulate the consumer to be aware of the feature of the merchandises, and also the likely deficiencies in the services of the budding sector of public utilities. In short, the buyer should be endowed with respect to his privileges as a consumer. He should be fortified to be cautious with a judicious eye so as to be able to safeguard himself from any unjust act on the part of the dealer. In order to be able to locus the consumer in such a state, there is every prerequisite to evolve legal remedies and to offer reliable and exhaustive material, which he can entree without much effort and expense. Thus there has been an incessant call and effort on the part of every resident to become aware of their rights as a consumer. The systems of legal services and the consumer organizations in this respect are indeed the right and fixed stages which will be a forepart runner to an advantageous marketing environment.

**Leena Jenefa and Kavitha (2008)**

Pointed out that

- Television was the foremost media for both the male and female respondents, which inclined their buying most.
- There occurred a significant difference among the awareness level of the male and female respondents concerning consumer jargon and consumer protection laws.

**Mathur Naveen (2010)**

In his article concluded that agro-commodities will have a great run in the upcoming years as the world passages towards superior industrialization, increasing per capita income and growing consumption patterns.

**Mahida Ferjani et al. (2009)**

In their article pointed out that evolving a more general attitude for reckoning the model when the number of products and attributes is large, simplifying the awareness and accessibility components to relax the liberation assumption and to permit for dynamic marketing – mix result in a game – theoretic locale, and developing new tactic for estimating WTP based on assorted price factors in the utility function.

In their article pointed out that the mainstream of the consumers had never perceived of consumer rights. Print media i.e. newspaper frolicked a great protagonist in this case. Recently, the recommended council of caretaker government sanctioned the Consumer Rights Protection Ordinance 2008. Underneath these law, there is an endowment for constituting a National Consumer Rights Protection Council (NCRPC) which will perform the character of a watch dog. The anticipated NCRPC should have indigenous bodies or voluntary bodies devoted to defending consumer rights through persistent vigilance. They should preserve communication with the NCRPC for instantly reporting any business misdemeanours or crime so that an lawbreaker can be brought to book promptly. If such a system can be established all across the country, the law is likely to produce the desired results.

**Nilanjan Sengupta and Srinivasa Marappain**

Their article contains that transformation is unavoidable in the current viable scenario. Businesses who have swiftly responded to such deviations “interactively” have endeavoured. Such communications have generated “Intangibles” in the procedure of “Goodwill” and hence have led to progression and sustenance of industry. Consumers seek all conceivable and indispensable Knowledge for constructing conscious decisions at absolutely No Cost. A clear transferral in paradigm from Information is Money to that of Money Streams when Information is Free is being observed. Businesses having consumer engrossed “innovative products” hustled with technical capability which can convey “knowledge” to consumer proximate or at his door pace with adequate “benefits and satisfaction” are likely to prosper. It can judiciously be resolved that the mutual co-existence of overhead in the discussed sectors has expressively boosted consumer awareness. The eventual goal of any business today is to generate a long lasting imprint in the observances of the consumer so that benefaction can be sought on a constant basis to endure and sustain in a competitive business situation. One also needs to reminisce that consumer awareness can be moderately created over services, amenities and promotional approaches. But, the important concern of connectivity with the consumers mendacities in the capability of companies to stimulate good will among them over the human factor. Hence, todays, accent is now also being given on employer classifying strategies so that company employees develop the vehicle for erection of bridges of strong associations for a brand over their relevant
knowledge, assistances and attitude, without which, consumer consciousness cannot become a reality. This in itself can be a major area for those academics who desire to see the human side of the division of consumer awareness efforts. Before the syndicates cross the hump, they, therefore, have to evenly face the above encounters in their un-ending exploration for new ways to attract and preserve customers in an instable and reasonable market. In this sense, generating consumer awareness as a premeditated intent is more of a expedition rather than a destination. The whole game is to make the consumers more cautious buyers so that they make well-versed decisions, in order to get worth for their money spent.

P. Ramesh (2008)
He stated that consumers need grander knowledge, before they can comprehend more facts, and they need the facility to apply this knowledge rationally. They want information that is modest and easy to practise in the daily dietary food consumption. There are many things in the present labelling terminology that can be enhanced. However, as long as consumers lack a basic indulgent of nutritional terms and requirements, the sticky label information will be lost on them. Therefore there is an instantaneous need for better nutrition education and upgraded nutritional knowledge.

Ruki M. Mirchandani (1984)
In her thesis concluded that in an economy of scarcities, the trader has turn out to be all authoritative and the consumer is a target of monopolistic, restrictive and unfair trade practices. The MRTP Act, 1969 deals with firm problems of industrial government in a democratic society. Nevertheless, the Act with its imprecise, cumbersome and extensive provisions has led to incompatible judgments and inconsistent decisions because of different elucidations. The numerous amendments to the Act, which provides so much of a challenge to a reviewer as to call for both interpretative skill and a real acumen not only into applied economics but also into authentic market practices, have scarcely made the Act simpler and calmer for interpretation. The lengthy and mind-bending existing definition of ‘inter – connected undertaking’ lays down the trap as extensive as possible, as is conveyed. It is quite possible that two persons, nevertheless blood relations, may be factual rivals/competitors, and the two undertakings on the panel of which they are, cannot be considered to be inter-connected simply because of their blood-relationship. Blood is not denser than water always.
Rao G. V. (2010)
In his article concluded that it is for the experts and the players to change the risk acuities of the buyer and to create grander awareness of risk acquaintances among them.

R. Christina et al.
Analysed and their conclusion exhibited that there were some variances in how the researched corporations used green promoting. Two of the corporations used their webpage’s and revealed environmental awareness, while two obligated a clear focus on merchandises and its quality. One company had a fitness focus. What also was instituted was that green marketing not only should aim the already green consumers, but as a replacement for aim at the superior consumer segment. To do this, green marketing ought to become more like conformist marketing and not only focus on the product, but also other value aspects. The findings also recommend that the companies could utilise their home and webpage’s to a greater extent than they do today. However a marketing tactic focusing on creating habitué value and relationships has engrossed interest in the last decades.

S.C. Siva Sundaram Anushan and Dr. R. Neelamegam (2008)
They concluded that from the case occurrence of Procter and Gamble it can be seen that how an efficacious FMCG company is able to generate a competitive benefit by being pro-active to consumers social wellbeing. This example will benefit other companies to contemplate consumer movement as a cause of competitive advantage and not a danger to their operations

In their article, pointed out that the frequent floating of social publicity can bring attitudinal and behaviour changes amid the consumers.

In their article concluded that the study findings highlighted the need for public policy makers and business officialdoms to be cognizant of and to be delicate and/or responsive to consumers' attitudes to the marketing applies of firms and consumerism connected issues. However, certain broad observations made by researchers who have discovered such issues should be tolerated in mind concerning the managerial and public policy inferences of the findings of this study as well as further studies in this genre. The study provides novel empirical insights into consumers' attitudes towards the national promotion system in India; it should
genuinely be viewed as fact-finding due to the limitations and restraints already noted. Marketing is the uncovered arm of business and advertising is the utmost exposed arm of the marketing function. Inspection of the marketing observes of firms in general, and publicizing practices in particular, by constitutional bodies, the media, public notice groups, and others is unavoidable as well as desirable from the perspective of larger societal benefit. In order to supplement such imposts by external groups, it might be anticipated for individual firms as well as colonies of firms (e.g., trade associations, chambers of commerce) to accept periodic surveys of consumers' attitudes concerning marketing practices. Such trainings can provide corporations a longitudinal perception of consumers' sentiments to business and business practices.

**V. Mahalakshmi (2008)**

They had examined that there is requisite for continuing consumer awareness drives on a large scale to prepare the populace on basic facets such as Maximum Retail Price (MRP), Gold Hall Marking, Indian Standard Institute (ISI) mark on products, COPRA and expiry dates. As and when, volunteer standards are stretched into the services sector or guidelines are imposed for mandatory acquiescence with standards for causes of health, safety or environment, the pleased of awareness crusades would need to be extended. Once there is a vigorous competition, inevitably quality will progress and when quality recovers the customer benefits. In fact consumer protection will progress once the consumer grows increasingly aware of his rights. Collective and economic justice is enshrined in the Constitution of India, of which consumer integrity and protection is also a part.

**W. Jacobs et al. (2010)**

In their article concluded that the Act is inscribed in favour of the consumer. Various requirements of the Act make inroads into the common-law situation to strengthen the position of the buyer vis-à-vis the supplier. Unquestionably, contractors are facing an onerous task to prepare to fulfil, and eventually endeavour to comply, with the Act. Reviewing existing practices and arrangements and substituting them with new ones embrace a huge cost insinuation for suppliers. Add to that the cost of teaching staff and employing extra staff to impose the Act, as well as more widespread liability insurance. In accumulation, suppliers’ merchandise and service costs would no doubt also upsurge. Such increases would ultimately filter through to the user. From a consumer's point of interpretation, the Act is, however, to be
greeted, as it will contribute to the extermination of many manipulative practices in the marketplace.

Indira Nair (2012)

Any distinct person who purchases goods and services for particular consumption and not for commercial tenacity are called consumers. Consumers form the prime economic cluster in any country. They are the swivels of all economic happenings. The progression of expertise and the initiation of refined gadgets in the arcades and the belligerent marketing policies in the era of Globalization have not only pitched open a wide choice for the consumers but also rendered the consumer susceptible to a plethora of problems associated with such rapid modifications. There is an urgent and aggregate necessity to educate consumers so that they can be secured against the exploitation of the manufacturers and sellers. In spite of the various ingenuities undertaken by the Government to educate and promote wellbeing to the consumers, the exploration of the primary data collected from 758 undergraduates’ students as of six different colleges located in six different talukas of Thane District shown that the level of consumer awareness is restricted. This paper tried to recommend some measures that ought be undertaken by the Government, business houses and end user themselves to protect the importance of the consumers. An progressive consumer is an empowered consumer. An aware consumer not only shields himself from manipulation but prompts efficiency, pellucidity and responsibility in the entire built-up and services sector.

Sewanand (2012)

The study has been transcribed to study the broad-spectrum awareness amid consumer for consumer protection and specifically cognizance of provisions of Consumer Protection Act. It explicitly studies the level of awareness with repute to technical formalities to be accomplished while filing a complaint in consumer forum. It also elucidates the important hypothetical points associated to protection of consumer’s interest. For this purpose a sample of 50 respondents had been taken. Data had been collected through well-structured form. Analysis and elucidation of data had shown very stimulating, disquieting and informative results and findings. At the end some recommendations had been given for solidification of the present setup more operative.

Partap Singh (2013)
Indian market today is subjugated by the consumerism, predominantly after a decade from pecuniary reforms process. It is progressively being transmuted from a predominantly sellers’ market to a buyers’ market where applied choice by the consumers be determined by on their awareness level. Consumer rights can be protected in a modest economy only when right criteria for goods and services for which one makes imbursement are ensured by embryonic a network of institutions and legal safeguard system. Warranting consumer welfare is the concern of the government as every inhabitant of the country is a consumer in one way or the other.

**Manoj S. Kulkarni and M. B. Mehta (2013)**

The consumer is embittered in unrelated means by traders like tarnishing, under-weight of merchandises, marketing produces of substandard quality & replicated goods, alleging greater charges, deceptive announcement in the television, etc. The customer is not certain of receiving qualitative merchandises contrived & conserved in sanitized circumstance and at economical prices. The requirement for consumer security ascends for of the manipulation of customer & the abjuration of consumer’ privileges in the lack of shielding procedures. This study emphasis on the cognizance of buyers rights between management learners & study of purchasing arrays of them. Inspection method and the random sampling procedure were engaged to gather the data. The Key outcomes of the exploration were that utmost of the management pupils were conscious of shoppers rights but they by no means filed the objections against traffickers. So they must to be cultured by consumer groups & government further about the technique of process of complaints and pursuing justice.

**Goyal et al, (2013)**

Has meticulous the duty of business concerning consumers, of providing value goods & services at a rational price, genuine quantity, precise time and precise place as “primary”. It mentions the ancient Indian Law that not only structured trade but social and economic life of people, through human principles & codes of profession practices. It embraces the ancient Indian works, Manu, Narda, Brihaspati- Smriti & Artha Shastra.