CHAPTER-6

FINDINGS, SUGGESTIONS AND CONCLUSION

Based on the various analyses that has been done in previous chapters has given the findings which are categorized here:

FINDINGS:

• When ever a study is made it becomes necessary to classify the respondents through their gender because in this 21st century both genders play equal role in various fields that they work, so researcher also tried the best to get opinion of the study from both genders and finally has come out with majority of the respondents belong to the gender male (51.6%).

• The study has been made with all adult age groups who play the role of buyer and customer. From the study the researcher could see that majority of the respondents belong to the age group of 41-50 years (28.4%)

• Marital status of the respondent plays important to decide what type of customer the respondent is and his attitude also may change some times based on his marital status. So when the researcher tried to find out the majority, it came out with the status of married (74.2%).

• Educational qualification increases to a person means it makes them more refined and it changes the behavior and attitude of the people, so here an attempt is made to find out who is our majority respondents and the results came out in favour of graduates (54.4%) who occupy the majority respondents’ status in this study.

• Occupation decides the style of living of the respondents, so it becomes necessary to find who our majority respondent is and the results came in favour of employed (63.2%) with regarding to their occupation.
• Income of a person will decide his social status, purchasing power etc. so it becomes necessary to concentrate all types of income earners in this study and the findings of the study shows that majority of the respondents belong to the income earning group of RS 10001 PM –RS 25000 PM (62.8%).

• Being members of some organization will bring the respondents some sought of unity which will give them some sought of motivation to fight for their rights as consumer and the study could see that majority of the respondents are members in some organization which is not a consumer orgnaisation(73.6%).

• Service at sales point will describe how to use the product soap and what are the qualities available in that and the various varieties available in that. Only a sales personnel available in the counter can give explanation for that, so what is the satisfactory level of the respondents towards the service at sales point for product soap need to be found and it came out with majority of the respondents (76.6%) are satisfied respondents with regarding to service at sales point for the product soap compared with price or quality or usage of it.

• Usage of the product is going to decide ultimately everything about the product, repeated purchases of the product happens only when the customer is satisfied with the usage of the product, so in case of tooth paste it could be seen that majority of the respondents (62.8%) are satisfied with regarding to usage of the product tooth paste compared with service at sales point, prices and quality of the product tooth paste.

• In case of talcum powder being cosmetic item respondents at majority level (63.6%) are satisfied towards service at sales point for the product talcum powder compared with other factors like price, quality and usage of talcum powder.

• Service at sales point is definitely going to play a crucial role in case of products like dress material compared with other factors because the quality and usage of that is known to the respondents through sales person only, so in this study also majority of the respondents (53.4%) are satisfied with service at sales point towards the product dress material compared with other factors like price, quality and satisfaction in usage.
• Quality of the product some times will bring the customers to do repeated purchases of the product and in case of cosmetics like shampoo it becomes necessary that quality is important and here majority of the respondents (59.2%) have expressed their satisfaction with the quality of the product shampoo apart from other price, service at sales point, usage etc.

• In case of food products the quality and usage satisfaction will definitely play an important role compared with other factors, so this study also majority of the respondents (56.8%) are satisfied with usage of food products compared with other factors like price, quality, usage etc.

• Pharmaceutical products not only going to cure the diseases of a patient but also going to save the life of a person, so among the various factors that put before the respondents like service at sales point, prices, quality and satisfaction in usage, majority of the respondents (48.8%) came out with satisfaction towards the quality of the product pharmaceuticals compared with other factors like prices, quality and service at sales point etc.

• Products like foot wear and all stand last in priority towards quality of that among the customers, here people are bothered about prices lot and in this study also majority of the respondents (54.6%) are satisfied with prices of the product foot wear compared with factors presented before them like quality, service at sales point, usage etc.

• Quality of any product will see that the concern customer is again purchasing that product because quality will give satisfaction not only to him but also to his family as far as Indian customers are concern, so here majority of the respondents (60.2%) are satisfied with the quality of the product washing powder apart from other factors placed before them like service at sales point, price and usage of it.

• In case of products like soft drinks the quality makes the customers to have that repeatedly and they feel that quality alone can compromise them. So here majority of the respondents (59%) feel that they are satisfied with the quality of soft drinks which they have consumed apart from service at sales point, price, usage etc.
When ever any person is dissatisfied with some thing in his life means , there are two possible options that he will use to react i-e he will ignore his dissatisfaction and proceed further or he will recognize his reaction and proceed with some possible action from his side, so here also respondents are questioned with regarding to their reaction towards their dissatisfaction and majority of the respondents (52%) came out with opinion that have reacted to their dissatisfaction by means of proceeding and taking some action against the seller / manufacturer.

Among the respondents who have ignored their dissatisfaction has come out with main reason saying its common character of the sellers (50%) and there is meaning in fighting against them.

When the consumers have said that they have the habit of recognizing their dissatisfaction means, the main response is getting the product exchanged (50%) because that is the safe method for both seller and buyer.

Awareness about some thing shows that there has been some attempt made by them to know about that and when certain Acts are placed before the respondents it could be noted that majority of the respondents have expressed that they are aware about the Acts like Drugs and cosmetics Act 1940, Essential commodities Act 1955, Prevention of Black-marketing and maintenance of supplies of Essential Commodities Act 1980, Consumer Protection Act 1986 etc compared with other Acts.

Apart from having awareness about the Act it is necessary for the respondents to use the relevant Act when problems or issues are placed before them, in this regard majority of the respondents have expressed that they are aware to use the relevant Act for the issues like Excess electricity charged for their usage, forced tickets beyond their destination of travel through public transportation, adulteration in food , adulterated products etc and it looks they are not aware to handle other issues apart from the above.

As far as consumer issues are concern it is necessary for the respondents to know about the consumer courts because the issues can be settled through them.
only and majority of the respondents (53.%) have expressed that they are not aware of consumer courts.

- Forums are said to be the places where the consumers can take up their issues to them and they can get solution for the consumer issues and majority of the respondents (63.4%) feel that they are not aware of the consumer forums.

- Apart from consumer courts, consumer forums there are some organizations in every place which not only looks in to local issues but also consumer issues too and in this regard majority of the respondents (66.8%) feel that they are not aware of any other organization apart from consumer organization which could fight for the rights of the consumer.

- When ever any problem occurs means it need to be represented some where to get a solution and this is the normal course of life, so when ever the respondents faced any consumer issue means what they have done is a question and it could be seen that majority of the respondents (93.2%) have not represented their grievance any where in their life.

- As individual every one knows that they have some human rights in their life similarly as a customer they have consumer rights and it becomes necessary to know if the respondents are aware of that and it could be seen that majority of the respondents (50.2%) are aware of the consumer rights.

- There are rights like right of safety, right to choose, right to be heard. Right to be informed etc and among the various rights which the respondents are much aware need to be found out and the results show that majority of the respondents (77.4%) know the right to choose better than other consumer rights.

- Majority of the respondent’s attitude is to have strict measures towards false advertisement, Complaints are not settled by consumer forums/ courts as expected, courts need more empowerment, standardization and grading needs more control, Packaging and labeling the essential commodities to be improved, existing weights and measures to be changed to handle incorrect measurements, complaints on adulteration should be taken seriously by the concern authorities etc.
When gender comparison is made with regarding to the reaction of the respondents towards their dissatisfaction it could be noted that Male members (58%) tend to recognize and react more in case of any dissatisfaction that they face because of any product/service than female members, where as majority of female members (54%) do ignore the dissatisfaction that they face due to any product/service.

Who is aware of drugs and cosmetics Act among the genders means it could be Female members (53%) who have more awareness towards drugs and Cosmetics Act compared with male members (48%).

Food adulteration affects any one who consumes it but who knows about that in a better manner than other means it could be Male members (49%) have more awareness towards Food adulteration Act compared with Female members (42%).

MRTP Act aimed to avoid monopoly in any trade and even though some amendments and replacements has been done in the Act after introducing liberalization in trade in India but the need to know this law will make the consumers to be alert to see that monopolies don’t target them by hiking the price, here both male members and female members do not have much awareness towards Monopolies Restrictive Trade practices Act. But comparatively male members (36%) know little more than the female members (31%).

BIS is going to determine the quality of products when ever a customer makes purchases and customer can believe the product when it has BIS certificate in India with regarding to quality, so how many really has realized the importance among the two genders need to be found out and the results say that both Male and female members do not have awareness about Bureau of Indian standards Act. Here male members (49%) have comparatively more knowledge than females (45%) about Bureau of Indian standards Act.

The main objective of standards of weights and measures Act is establish standards of weights and measures and regulate interstate trade or commerce in weights and measures of all goods sold or distributed by weights, measures
and numbers, so when genders are compared for the study it could be seen that Male members (51%) have more awareness towards Standards of weights and Measures Act compared with female members (40%),

- Essential services play their role in every day’s life and if we are disturbed by that means we feel that our mind is disturbed and also it takes away our valuable time and energy, so in this case who is having awareness about the Essential service maintenance Act among the genders need to be found out and from the result we could see that both males and females have more awareness towards Essential services maintenance Act but when a comparison made between the genders it could be found out that awareness of male members (60%) is comparatively more than female members (56%) about the Essential services Maintenance Act.

- Black markets develop when the Government places certain limitations on the production or provision of goods and services. During such situations, black markets take advantage and buy and sell these prohibited commodities illegally. The transactions are done under hush-hush conditions, necessarily in the dark, hence the name black market, so who knows better about the Act among men and women came out with both male members and female members have expressed their awareness towards Prevention of black-marketing and maintenance of supplies of essential commodities Act but females (52%) have little more awareness than male members (51%).

- House hold electrical appliances play a part of the role in every home, it becomes necessary for every one to know its safety, its proper usage method etc, so concern Act is also important for the purpose of knowledge sake for both men and women, so here both Male and female members have claimed that they do not have awareness about House hold Electrical Appliances Act and here too when we make a comparison among the genders, we can say that male members (49.6%) little more than female members (47%).

- Trade mark generally helps to 1. It identifies the product of its origin 2. It guaranties its unchanged quality 3. It advertises the products & 4. It creates an image for products. So it is the need to know about the Act to develop a good
identity when ever purchases is done by the respondents, so here when both male and female are questioned and they have claimed that they lack in awareness of Trade mark and merchandise Act, but when we make comparison male members (43%) have little more than female members (36%) towards Trade mark and merchandise Act.

- Agriculture and agricultural marketing need to be re-oriented to respond to the market needs and consumer preferences, how many know about the Agriculture and marketing Act among the male and female? The answer is irrespective of gender both male and female members do not have awareness about Agriculture and marketing Act. When a deep comparison is made we could see the awareness level of male members (37%) more than female members (33%).

- Consumer protection measures Act wants to protect the Indian consumers from all frauds and cheats against them but how many really know about the Act among men and women? The answer favored females and they (55%) claim that they have more awareness towards Consumer protection measures Act than male members (51%).

- Consumer courts play great role in solving the issues of consumers and they are said to be fastest courts in settling the issues compared with other courts which handle civil or criminal issues for years together, so here among the genders Male members (53%) know about consumer courts more than female members (40%).

- Consumer rights are said to be the basic rights that every one should know at the time when they carry on their purchases, so who knows those rights better than others means it is Male members (57%) have expressed their awareness towards consumer rights in large number compared with female members (43%).

- Expired pharmaceuticals create harm to health and life, how far the respondents have knowledge to use the relevant law to handle the situation means, both male members and female members have expressed their inability to handle the issue expired pharmaceuticals through proper law and here too
when a comparison made among the gender states that male members (38%) are comparatively better than female members (36%) in knowing the way to handle the expired pharmaceuticals through relevant law.

- When any one faces the issue of food adulteration during their consumption of any food products means how they will deal it? Do they know to handle is issue when it enters their life? Who could handle it better? Is it male or female? For all the questions the answer cam in favor of Both male members and female members have expressed their awareness towards handling the issue food adulteration using relevant law, when an inter comparison is made regarding the level of knowledge among the gender; we could see that male members (54%) have more knowledge than female members (52%).

- Postal delay in India has become a common problem and it has also come to the level of people accepting the problem as part of their life and here Male as well as female members have expressed that they do not know how to handle the issue postal delay, so when an inter comparison is made among the genders, we could see that male members (35%) have little more knowledge compared with female members (29%).

- Irrespective of gender both males and females do not have awareness about the handling the issue air conditioner not operated in cinema theatres even after paying for that. An inter comparison among the gender, male members (47%) have little more knowledge compared with females(42%) to handle the issue when air conditioner not operated in cinema theatres through relevant law.

- Who can handle the issue better when ever any one is forced to get tickets beyond their destination in public transportation because this problem happens normal course of life due to increase in number of people who could use the public transportation for their daily travel. Male members (64%) know how to handle the issue forced tickets beyond the travel destination through public transportation than female members (49%).

- Incorrect measurements issue occur not only in products that is to weighted at the time of sales but also in packed products which is already measured by the seller in advance, so here Both male members and female members do not
know to handle the issue incorrect measurements through appropriate Act and here female members (45%) comparatively better than male members (44%) in handling the issue of incorrect measurements.

- Guarantee is a word of promise that is used by the seller/manufacturer to sell their products but do all the sellers/ manufacturers keep up their promise in full filling the guarantee that they have given at the time of sales? When they do not keep up their promise means how do male and female handle the issue? Do they know the relevant law? Here both male and female members have expressed that they lack in knowledge to handle the issue guarantee not full filled by the seller / manufacturer. An inter comparison among the genders also brings out that male members(41%) are better in knowing the relevant law to handle the issue guarantee not full filled by the seller / manufacturer than female members (29%).

- Product adulteration happens in all types of products in various forms and now days it happens in more technical way which becomes difficult to identify and in case when the respondent is affected by product adulteration means who knows to handle the issue better? Is it male or female? The answer is in favor of Male members (54%) know to handle the issue product adulteration than female members (46%).

- Wrong treatment by physician cannot be compensated by any means in one’s life, so how to handle the issue when the respondents were questioned regarding the issue. Who can handle it better? Men or women? The results came out that majority of male and female members have expressed their inability to handle the issue wrong diagnosis and treatment by the physician. When gender comparison is made to find out the best among the least means it is male members (49%) better than female members (46%) in handling the issue wrong diagnosis and treatment.

- Excess bill levied for the usage will make the concern person get irritated and make him to react for that. Here we could see that both majority of male and female members know to handle the issue excess electricity charges levied to them, when a comparative is made among the gender it is found out that
females (56%) have more knowledge to handle the issue than male members (53%).

- When ever any person gets in to trouble means he likes to represent that to some one in order to heal his pain and in case of consumers where do they represent their issue? Do they approach consumer court or forum or organization or write letter to news papers? But the situation here is Irrespective of gender, majority of male and female members have not represented their grievance anywhere in the life and best among the worst can be females because 91% of them has not represented their grievance and where as the level of males is 95%.

- Consumer protection measures Act has been passed in India after studying various issues in India. So does it require any changes? Even though amendments are done from time to time, what could be the opinion of the respondents? Here both males and females has come out with same opinion that existing law would be enough to tackle the consumer problems and implementing the existing law properly by the authorities would benefit the consumers. When we make an inter comparison it could be seen that males (49%) are dominating in their opinion than females (45%).

- What could be the reaction and attitude from men and women when they could see false advertisements through various Medias which give an urge to the customers to purchase that? Both the genders feel that false advertisements should be monitored carefully and more strict measures should be taken for that. Here females (66%) have voiced more than males (56%).

- What is the expectation of the respondents with regarding to the settlement in consumer court cases? Are they satisfied? Here both Males (50%) and females (50%) both equally think that complaints are not settled by consumer forums/courts as expected.

- What is the empowerment that consumer court has at present? With the present position do the courts can solve the consumer issues? So majority of males (56%) and females (55%) think that the consumer courts are to be empowered more and here also males have voiced more than females.
• Standardization and grading is the process of developing and agreeing upon technical standards. A standard is a document that establishes uniform engineering or technical specifications, criteria, methods, processes, or practices. Some standards are mandatory while others are voluntary. So majority of respondents feel that standardization and grading needs control and the strength of females (74%) is comparatively more than males (70%).

• Packaging and labeling is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. Every one feels that packaging and labeling the essential commodities needs improvement and here females (84%) dominate males (83%) more in their opinion.

• In India even though Act specifically says what type of weights and measures to be used but in practice even very old methods and inappropriate measuring tools are followed to weight the products and here both genders have the same feeling towards existing weights and measures used in the markets should be changed. Here males (80%) have voiced more than females (79%).

• Complaints will be there when ever seller / manufacturer fails to satisfy the customers through their products and here male and female both of them have same level of feeling that the complaints are not viewed seriously and the authorities are not ready to direct them in handling the issues.

• How the educational qualification of a person makes them to react towards the dissatisfaction that they get when ever they make any purchases or get any service , here majority of respondents from various educational back grounds tend to show their reaction when they are dissatisfied towards any product/ service. Among them respondents belonging to “ others” category (60%)who have educational qualification like diploma, doctorate degree tend to react more compared with other educational qualification groups.
- Does educational qualification have given knowledge about drugs and cosmetics Act? Here respondents with various educational qualifications has expressed that they are aware of drugs and cosmetics Act and among them it could be graduates (53%) and school level educated (53%) dominate in knowing about the Act compared with others.

- Food adulteration is a common problem which every one knows but how about the food adulteration Act? Who is aware of that? Either highly educated people or not? So here Graduates (53%) have out thrown all other educational qualification respondents about knowing the Food adulteration Act.

- Monopoly in any trade will bring danger to the price and quality of the product. So who knows the MRTP Act better? respondents from various educational back ground have expressed their inability to know about MRTP Act and best among the worst could be graduates(35%) and post graduates(35%) are comparatively better than other educational back grounds about knowing the MRTP Act.

- BIS determines the quality of the product and which ever product holds the BIS mark proves that it is good in quality compared with others. So does educational qualification has given knowledge about the BIS Act? Here respondents from “others” educational category(53%) consist of diploma , doctorate degree holders etc dominate in knowing the Bureau of Indian standards Act compared with other educational qualification respondents.

- Standards and weights are important for every customer who makes purchases and who wants to have a worth over his money, so here respondents from all educational back grounds have expressed in a majority manner that they are not aware of standards of weights and measures Act and among them “others” category (50%) which consist of diploma holders, doctorate degree holders etc seem to be better.

- Supply of Essential commodities in time keeps every day life normal, so if respondents are affected because of some issue regarding essential commodities means it comes under essential commodities Act. So who knows better to deal with that? It could be “Others” educational category (62%) and
graduates (60%) dominate in knowing about Essential commodities Act even though majority of the respondents have expressed that they know about Essential commodities Act.

- Essential services are needed to have a smooth conduct of life and in case if respondents face any interruption in essential service means do they know the accurate Act which deals with that? Does education help them to do that? Here all most respondents from all educational background have expressed that they lack in knowledge in a majority manner about Essential service maintenance Act and among the best regarding some awareness about the Act means it could be “others” category (48%) which consist of diploma holders, doctorate degree holders etc.

- Black marketing will ruin the economic condition of an individual as well as a nation, so who has awareness about the concern Act among the various educational background people? It could be School level educated (53%) and Graduates (53%) have given their majority opinion that they are aware of black marketing and maintenance of supplies of essential commodities Act.

- Electrical appliances need to be safe in operation and quality also, how does education provides them a knowledge about electrical appliances Act is studied here and it has come out with findings that “Others” category educated respondents (53%) consisting of diploma holders, doctorate degree holders claim more awareness about house hold electrical appliances Act than other educational back ground respondents.

- Even though majority of respondents have expressed that they are not aware of trade mark and merchandise Act and among the various educated back ground respondents it could be school level educated (47%) are better in that compared with others.

- Agriculture and marketing of that play an important role in every day living and how many educated are really aware of that is tried over here and the results came that majority of the respondents feel that they are not aware of agriculture and marketing Act and among them post graduates (39%) are better in knowing about the Act.
• Consumer protection measures should be known by every one because all the respondents are consumers and buyers so when various educational background people are questioned in this regard to find out which educational background respondents have more awareness compared with others, here irrespective of various educational qualifications, all the respondents have expressed that they are aware of consumer protection measures Act and among them post graduates (59%) steal the show.

• Consumer courts are the places which could give solution for the issue of various consumer problems, so it becomes necessary to know if Awareness about consumer courts has not spread in large level among all educational back ground respondents or not and here graduates (49%) and post graduates (49%) are comparatively better among them in knowing about consumer courts.

• Consumer rights also come under basic human rights and every respondent should be aware of it and who has the highest awareness wave regarding the consumer rights among the various educational qualified respondents means it is graduates (54%) who steal the show by knowing about the consumer rights in large manner compared with other educational qualification people.

• Expired pharmaceuticals are great threat to human life, it cannot cure the diseases but add more complications to the existing diseases, every one should know how to tackle the issue and here a verification is done to see if education brings any change in having a knowledge to deal with the expired pharmaceuticals, here majority of the respondents irrespective of educational back grounds has expressed that they are not aware to handle the issue expired pharmaceuticals and among them graduates (42%) are better to handle the issue of expired pharmaceuticals.

• When a problem like food adulteration is placed before the respondents means how they are going to handle? Do their educational qualification going to help them to handle the issue? Here post graduates(59%) dominate in knowing the relevant Act to handle the issue food adulteration compared with others even though majority have expressed that they know to handle the issue.
• Postal delay is said to a issue which almost every Indian should have faced in his life, so do the respondent really know the relevant law to tackle it? Does education has helped them? Majority of the respondents do not know the relevant law to tackle the issue postal delay and among them “others” (37%) with educational qualification of diplomas, doctorates etc are better.
• When air conditioners are not operated in cinema theaters even after paying for it means what could be the reaction from the respondents based on educational qualification? Here majority of the respondents have expressed that they are not aware of relevant law to tackle the issue; here graduates (46%) are comparatively better in handling the issue.
• Do respondents with more educational qualification will deny when they are forced to get tickets beyond their destination of travel? Here It is graduates (61%) who have expressed that they could handle better when they face the issue like forced tickets in public transportation beyond the destination than other educational respondents.
• Majority of the respondents have expressed their feel that they do not know to handle the issue incorrect measurements using relevant law and it could be “others” (48%) educational back ground with diploma holders, doctorate degree holders fair better than others to handle the issue incorrect measurements.
• Irrespective of various educational back ground people , majority claim that they are not aware to handle when the seller / manufacturer could not full fill the guarantee given to them at the time of purchases, here “others” category (40%) fair better.
• Product adulteration could not be noticed easily and how the respondents have reacted when they were asked about their attitude regarding product adulteration? 56% of graduates dominate others to have knowledge to handle the issue product adulteration compared with other educational back ground respondents.
• When ever any patient suffers from wrong diagnosis and treatment by the physician means what could be his reaction? So this has been put before the
respondents and 51% of graduates agreed that they know to handle the issue wrong diagnosis and treatment by physician than other educationalists.

- Electricity bills were hiked in spite of lesser usage by the respondents means what could be his attitude means here majority of respondents from various educational levels have expressed their feel that they can handle the issue excess electricity charges levied to them and in that it is “others” (72%) which comprises of diploma holders, doctorates know better than other educational respondents.

- Majority of the respondents have not represented their grievance to anywhere in their life when they are affected because of a product/ service, in that post graduates (9.4%) have complained about their grievance to consumer organization “others” (6.7%) category educationalists consisting of diploma holders, doctorates etc have complained through news papers and magazines about their issue and these two category of respondents fair some what better compared with others.

- What about our existing consumer law in India? Is it enough to handle the consumer issues or not? Here respondents of School level education (61%) feel at majority level that existing consumer law is enough to tackle the issue compared with other educational back ground respondents.

- Most of the advertisements tend to pull the customers to purchase their product by giving false information in that. Who has strongly reacted and said it should be controlled means it is School level educated respondents (73%) feel that false advertisements should be monitored strictly and they feel that they get cheated because of advertisements.

- What is the feel of the respondents with regarding to the settlements done by consumer courts? Do education makes any difference in the opinion?Both graduates (60%) and school level educated respondents (60%) dominate in their feeling that complaints are not settled by consumer courts/ forums as per their expectations.

- What about the present power and status of consumer courts? Does it need any improvement? What could be opinion of various educational qualified
respondents? Majority of graduates (58%) have a feeling that consumer courts are to be empowered more to tackle the various consumer issues compared with other respondents.

- Grading and standardization which is followed at present in India is perfect or not is the question that arises and when it has been questioned to the respondents, majority of graduates (74%) think that standardization and grading needs more control compared with other educational background respondents.

- 87% of others category educationalists consisting of diploma holders, doctorates etc have a feel that packaging and labeling the essential commodities needs improvement. Here majority of respondents from all category of educational qualification also express the same feeling to improve packaging and labeling.

- School level (84%) educational respondents agree in a majority manner that changes are needed in existing weights and measures followed in markets and shops, here also all the respondents have given same feel as their majority opinion irrespective of their educational qualification.

- Do the authorities really consider whenever complaints are given against adulteration in India? What could be the opinion of respondents from various educational background? Majority of post graduates (92%) think that complaints on adulteration should be viewed seriously by the concern authorities compared with others.

- Earnings of a person may change his behavior and in case of consumer issues also if they are dissatisfied with any product or service then they can have a difference of opinion in their reaction. Respondents belonging to the monthly income group of RS 10001- RS 25000 PM (57%) tend to recognize their dissatisfaction and react for that in a majority manner compared with other income group respondents.

- It could be respondents with more income have the habit of purchasing more cosmetics and spending more amount in that, the results also favored for the respondents belonging to the monthly income group of more than RS 25000
PM have expressed their majority awareness towards Drugs and cosmetics Act compared with other income earners.

- Food adulteration could be seriously viewed by every one and which income group respondents have more awareness about the food adulteration act means it is the income group of RS 10001 -25000 PM (10.3%) have expressed on large manner compared with other educational respondents that they are aware about the food adulteration Act.

- MRTP Act was passed in India in order to curtail the monopoly in trade, so who has more awareness about MRTP Act based on their income generation? Majority of the respondents from all income categories have expressed that they do not know about Monopolies Restrictive trade practices Act. In that respondents having monthly income below RS 10000 PM (39%) fair better than others.

- BIS is said to the institute that fixes the standards of the products in India and which ever products that carries the BIS stamp is said to be genuine in its quality. so how about the awareness of various income generating respondents towards BIS Act? Majority of the respondents from various income categories have expressed that they may not be aware of Bureau of Indian standards and in that respondents with monthly income of RS 10001- RS 25000 PM (49%) are comparatively better than other income category respondents.

- Who is bothered lot about the weights and measures that is followed in India by having awareness about the standards and weights measures Act? Majority of respondents earning monthly income below RS 10000 PM (51%) feel that they are aware of standards of weights and measures Act compared with other income earning respondents.

- Essential commodities are important in every one’s life and it is necessary to know about the Act in order to have more knowledge about the commodities. When various respondents were questioned based on their monthly income it could be noticed that respondents with less than RS 10000 PM (60%) dominate in knowing about essential commodities Act compared with other income earners.
• Majority of the respondents from all income category stated that they may not have much awareness about Essential service maintenance Act and it would be monthly income earners between RS 10001-25000 PM (49%) are comparatively better among the other income earners in knowing the essential service maintenance Act.

• Black marketing will spoil the nation’s economy and individual’s spending capacity, so does income earning has shown any difference in the opinion of the respondents? It is the respondents with less than RS 10000 PM (55%) as monthly income dominate in knowing about of Prevention of black-marketing and maintenance of supplies of essential commodities Act.

• Who is very careful by having awareness about house hold appliances Act? Does income has any role for awareness towards house hold appliances Act? Respondents with below RS 10000 PM (51%) as income have expressed more awareness about the house hold appliances Act compared with other income earning members.

• Respondents from all income categories are not aware of the trade mark and merchandise Act and most of them claim that they have not heard about that. Among the least it could be respondents who earn income below RS 10000 PM (41%) are better compared with other income earning respondents.

• Agriculture and marketing plays vital role in every one’s life and who has more knowledge about the Act compared with various income groups means we can say that majority of the respondents irrespective of their various incomes earning category have expressed that they are not aware of the agriculture and marketing Act, to get the best out the worst it could be respondents with less than RS 10000 PM (39%) as monthly income.

• Consumer protection measures Act has age of more than 20 years in India and almost in every part of the country some contributions are there towards the Act by various organizations, Government etc. when income levels of the respondents are compared with the awareness about the Act it could be seen that Respondents having income between RS 10001-25000 PM (57%) have
more awareness about consumer protection measures Act compared with other income group.

- Awareness level could be more in case of consumer courts/forums based on the earning level of the consumer? When an attempt is made it came out in favor of Respondents with income of Rs 10001-25000 PM (50.3%) have more awareness about consumer courts/forums compared with other income earning respondents.

- Consumer rights could be known to every one because it is just basic rights of any individual but when a cross check is made keeping income earnings of the consumer as base it could be seen that 56% of respondents with income between Rs 10001-25000 PM have more awareness about consumer rights compared with other income earning people.

- Which income group of respondents can have better knowledge to handle the issue of expired pharmaceuticals? It could be surprise to see that majority of the respondents have expressed that they are not aware to handle the issue expired pharmaceuticals but among them respondents earning monthly income between Rs 10001-25000 PM (39%) have little more knowledge than other income earning respondents.

- Which income group of respondents has more worries about food adulteration and also have knowledge to deal it with relevant Act when they face such an issue means respondents earning income below Rs 10000 PM (64%) have more awareness about food adulteration compared with other income earning respondents.

- Majority of the respondents from all income earning group has expressed that they are not clear about which relevant Act that they should use to handle the issue postal delay but among them respondents with monthly income less than Rs 10000 PM (39%) are comparatively better than other income earning respondents.

- When air conditioners are not up in operation in cinema theatres after paying for that usage means what could be the attitude of respondents keeping income as the base to test it. It is majority of the respondents have expressed from all
income category group that they are not having much knowledge to deal under the relevant law for the issue when air conditioner not operated in cinema theatres in spite of paying for it but among them respondents having monthly income below RS 10000 PM have more knowledge to handle the issue compared with others.

- Who will voice more when they are given tickets by force to travel beyond their destination in public transportation? by looking into the various income groups, it is respondents having monthly income between RS 10000 -25000 PM (61%) know to handle the issue of forced tickets in public transportation beyond their destination of travel.

- All the respondents have come out with majority opinion that they do not have knowledge to handle the issue incorrect measurements and among them respondents having monthly income of more than RS 25000 PM (50%) are in better position to handle the issue incorrect measurements.

- Majority of the respondents have accepted that they do not have knowledge to handle the issue of any seller/manufacturer could not fulfill guarantee and in that respondents having monthly income between RS 10001-25000 PM (36%) are comparatively better in handling the issue compared with other respondents.

- Respondents having monthly income between RS 10001- 25000 PM (53%) have knowledge to handle product adulteration issue compared with other respondents.

- Wrong diagnosis and treatment by physician can be handled by respondents who are having income between RS 10001- 25000 PM (54%) easily with relevant law compared with other income earning respondents.

- When any excess charge is levied for the electric facility that is used by the respondent means it is respondents with income below RS 10000 PM (55%) and between RS 10001- 25000 PM (55%) know to handle the issue excess electricity charges levied to them compared with other income category respondents.
• Most of the respondents have not represented their grievance so far in their life
time to any one when they have any dissatisfaction towards any product/
service. In that respondents who are having less than RS 10000 PM are
comparatively better because in that 10% has represented to consumer forums
and 4% as news to news papers.
• Respondents’ belonging to the monthly income of more than RS 25001 PM
(49%) who are majority in their opinion feel that existing consumer law is
enough to tackle the consumer issues and protect them and where as other
income category respondents do not think the same.
• It could be seen that respondents who earn less than RS 10000 PM have fall
prey to false advertisements and they by 73% who are the majority people
feel that more strict measures should be taken to control the false
advertisements in India.
• Always settlements do not go in favor of the affected parties and that is the
majority opinion of the respondents with monthly income between RS 10001-
25000 PM (58%) do think strongly that consumer courts/ forums are not
settling the issues as per their expectation.
• Do consumer courts work effectively? Do they need more power? So when
respondents are classified based on their income and questioned Majority of
the respondents who are drawing monthly income of more than RS 25001 PM
(60%) feel that consumer courts are to be empowered more.
• 73% of the respondents who form majority in opinion towards making the
standardization and grading more effective belong to monthly income of less
than RS 10000 and between RS 10001- 25000 PM effectively.
• Packaging and labeling system that is followed at present worries a section of
respondents and they feel Packaging and labeling of essential items need
improvement as per the majority opinion of the monthly income group between
RS 10001-25000 PM (85%).
• Existing weights and measures needs any change or not? So here respondents
who earn monthly income of more than RS 25000 PM (85%) feel that existing
protection measures for weights and measures need changes than other respondents.

- Complaints on adulteration is not viewed by the authorities seriously is the feeling of the majority of the respondents who belong to the monthly income group of below RS 10000 PM (89%) and above RS 25000 PM (89%) compared with other income group.

- Service at sales point of the product soap boosts the satisfaction in usage for majority of the respondents (59%). Here service at sales point has impact on satisfaction in usage for soaps. Usually prices play a role for a product satisfaction and here majority of the respondents (60%) are not bothered to pay heavy with regarding to soaps and they are satisfied with usage in spite of heavy cost. So prices do not have impact on satisfaction in usage for the product soap. 74% of the respondents who are majority say that they don’t want to say any opinion with regarding to quality of the product soap but they are fully satisfied with the usage. Quality of soap is not going to decide the satisfaction in usage in case of soaps it is the service at sales point which is the deciding factor for satisfaction in usage.

- Service at sales point will give complete explanation about the product and most of the respondents (68%) do not speak any thing about the service at sales point with regarding to the product tooth paste but they are satisfied with the usage of the product. Service at sales point for tooth pastes is not going to have any impact on satisfaction in usage. 65% of the respondents who form the majority in their opinion that they are satisfied with the price of tooth paste and usage of that product but the relevant test say that Prices of tooth paste will not decide the satisfaction in usage. Majority of the respondents (63%) are not satisfied with the quality of the tooth paste but they are satisfied with the usage and when relevant test is applied it says that Quality of tooth paste has no connection to decide the satisfaction in usage. In case of tooth paste all the three factors like prices, service at sales point and quality will decide the satisfaction in usage for the respondents.
• 55% of the respondents who form majority have expressed their satisfaction at service at sales point and the satisfaction in usage for the product talcum powder but even then Service at sales point in case of talcum powder is not going to decide the satisfaction in usage of talcum powder. Prices can decide the satisfaction in usage for talcum powder? So here majority of the respondents (53%) are satisfied with the price of talcum powder as well as in usage also but relevant test proves that Prices of talcum powder are not going to decide the satisfaction in usage. Majority of the respondents (53%) are satisfied with usage of talcum powder and they are satisfied with the quality also but the concern test proves that Quality of talcum powder has no role in deciding the satisfaction in usage of it. In case of talcum powder all the three factors namely service at sales point, prices and quality of that decide the satisfaction in usage for the respondents.

• 61% respondents have not stated anything about service at sales point for dress materials but have expressed their satisfaction in usage. Service at sales point has no significant role in the satisfaction in usage for dress materials. 53% of the respondents who form majority are satisfied with prices and usage of dress material. Prices do not have any role with the satisfaction in usage for dress material. 61% of the respondents who form majority have expressed their satisfaction in usage about has not expressed any thing about the quality of the dress material. So the quality is not going to decide the satisfaction in usage. Here again the satisfaction in dress material for the respondents are based on service at sales point, prices and quality.

• Most of the respondents (63%) who are dissatisfied with the service at sales point for the product shampoo were satisfied with the usage of the product. Service at sales point plays its role to decide the satisfaction in usage in case of shampoo. 61% of the respondents who were the majority respondents are satisfied with the usage of the product shampoo but dissatisfied with the price. Prices have impact on deciding the satisfaction in usage of shampoo. Majority of the respondents (57%) were satisfied with quality and the usage of the product shampoo. So quality does not have impact in satisfaction in usage for
shampoo. In case of shampoo it is prices and service at sales point decides the satisfaction in usage compared with quality.

- 71% of the respondents who were majority with regarding to satisfaction in usage for food products that they have purchased recently but they have not expressed towards service at sales point. Service at sales point decides the satisfaction in usage. 60% of the respondents are satisfied with the price of the food products as well as the usage of it. Prices do not have any role with the satisfaction in usage of food products. Respondents who form 66% who are said to be majority are satisfied with the quality and usage of food products that they have used in recent days. Quality of food products decides the satisfaction in usage. In case of food products it is the service at sales point and the quality is going to decide the satisfaction in usage for the respondents than the prices.

- 58% of the respondents who were majority expressed that they are satisfied with the service at sales point but dissatisfied with the usage of pharmaceuticals. Service at sales point decides the satisfaction in usage for pharmaceuticals. 57% of respondents have expressed that their dissatisfaction in usage of pharmaceuticals but satisfied with the prices. Prices have role in deciding the satisfaction in usage for pharmaceuticals. Majority of the respondents (53%) are dissatisfied with quality as well as usage of pharmaceuticals. Quality of pharmaceuticals decides the satisfaction in usage. So the pharmaceutical products get satisfaction in usage from customers based on service at sales point, prices and quality.

- 53% are neutral with regarding to their opinion towards service at sales point for foot wear but they are satisfied with the usage of the foot wear. Service at sales point plays its role to satisfaction in usage for foot wear. 46% of the respondents who are majority claim to be satisfied with the price and usage of foot wear. Prices do not have impact on satisfaction in usage for foot wear. Majority of respondents (54%) are satisfied with the usage of the foot wear and with the quality of foot wear. Quality of foot wear will decide the satisfaction in usage, it could be service at sales point and quality of foot wear decides the satisfaction in usage for foot wear than prices.
- Service at sales point for the product washing powder is satisfied for 56% respondents and with the usage of it. Service at sales point for washing powder will not have impact on satisfaction in usage. 55% of the respondents who form majority are satisfied with price and the usage of the product washing powder. Prices do have impact on satisfaction in usage for washing powder. 51% of the majority respondents who are satisfied with the quality of washing powder but expressed that they are not satisfied with the usage. Quality does not have any impact on satisfaction in usage. So all the three factors namely service at sales point, prices and quality will decide the satisfaction in usage for the product washing powder.

- out of 500 respondents around 141 claim that they are dissatisfied with usage and as well as service at sales point in case of soft drinks, 112 respondents have not commented anything about either the service at sales point and usage while 247 have expressed their satisfaction in usage and service at sales point. Service at sales point decides the satisfaction in usage for soft drinks. 64% of the respondents who claim majority who are satisfied with the usage of soft drinks and satisfaction in prices also. Here prices play role to decide the satisfaction in usage. 51% of the respondents who are majority who don’t have any opinion about the quality of soft drinks claim that they are satisfied with the usage of soft drinks, here quality of soft drinks do not have impact on the satisfaction in usage of it. In case of soft drinks it is the service at sales point and prices decides the satisfaction in usage compared with quality for the respondents.

- Respondents awareness to various Acts like Essential commodities Act (7.20), Consumer protection Act(6.89), Prevention of black-marketing and maintenance of supplies of essential commodities Act (6.80), drugs and cosmetics Act(6.77) are comparatively more than any other Act related to consumer protection measures Act.
• Handling the issue like expired pharmaceuticals did not require the knowledge about Drugs and cosmetics Act and majority of the respondents (63%) aware of the Act do not know to use it.

• There is no connection of having knowledge about the Food adulteration Act and handling the issue of food adulteration. Majority of the respondents (54%) know to handle the issue with the awareness about the Act and the same time by 53% knows to handle the issue with out the knowledge of the Act.

• knowing the Essential service maintenance Act do not have impact in handling the issue postal delay because majority (68%) do not know to handle the issue.

• Knowledge about Essential service maintenance Act does not have big impact when the respondents face the problem of switching off the air conditioners in cinema theatres in spite paying for it. 55% who claim majority has expressed that they do not know to handle the problem when air conditioners are switched off in cinema theaters after paying for it.

• 62% of the respondents who know about consumer protection measures Act also know to use it when they are given forced tickets beyond the destination. So there is a connection about knowing about the Act and acting for the issue like forced tickets beyond the destination.

• 56% who form majority do not know about the Act standards of weights and measures Act and also do not know to handle the issue incorrect measurements. At the same time 54% who know about the Act also do not know to handle the issue of incorrect measurements. So knowing the Act does not have impact on using the Act in case of incorrect measurements.

• 63% of the respondents who know about consumer protection measures Act do not know to handle the issue of seller/ manufacturer not full filling the guarantee given by them during the time of sales. At the same time 67% handle the issue with out having awareness about consumer protection measures Act, so having knowledge about consumer protection measures do not have impact in handling the issue of not full filling the guarantee.
• In case of product adulteration respondents have some knowledge to use the Essential commodities Act. Here 49% respondents have expressed that they know to handle the issue and know the Act also.

• Knowledge about essential service maintenance Act is not going to help the respondents to handle the problem when any physician gives wrong treatment and majority of the respondents (54%) have expressed their inability to handle the issue and also their lack of knowledge with regarding to Essential service maintenance Act for using to tackle this issue.

• There is a connection between the issue Excess electricity charges levied to them and awareness towards Essential service maintenance Act. Majority of the respondents (61%) know about the Act as well have knowledge to apply the Act for this issue.

• Majority of the respondents have expressed that adulteration is not viewed seriously by authorities (Ranked 5.29).

• Packaging and labeling needs improvement for essential commodities as per ranking point of 5.14.

• There should be changes in existing weights and measures used in the market based on the majority’s attitude ranking 5.04.

• By having 4.61 points in ranking, respondents feel that standardization and grading needs effective control.

• Strict measures should be taken against false advertisements as per the ranking point of 4.27 by the respondents.

• Respondents have a feeling that most of the complaints are not settled as per their expectations by the consumer courts/ forums (ranked 4.09).

• General feeling of the respondents is the consumer courts are to be empowered more (ranked 3.94).

• Respondents think that it could be worth that existing consumer law to be implemented properly and used by the consumers and there is no necessity for making changes much in existing law (ranked 3.64).
SUGGESTIONS:

After this study, it could be seen that there are so many lapses from the side of lawmakers, passing mere Act in law will not reach the people and implementing needs to play its role in strong manner, India being a thickly populated country, we need to educate the people at basic school level it self about consumerism and the importance of that being a consumer. Basically education alone can bring awareness to consumers, so education to all to be implemented in all means and even mobile education schemes can be implemented to see that rural education is improved. When we look in to the Consumer education it should also involve environmental education as it deals with the importance of conserving (natural resources) and sustaining (recycling and reusing) the environment, including the direct health effects of environmental pollution and toxic products on consumers.

The consumption patterns are changing fast and children today are very clear on their choices regarding food, clothing, cosmetics or accessories. Parents are increasingly permitting their children to take decisions when shopping. It then becomes very important for children to check details (for example, labels) before buying products. Children can be taught to shop wisely and a few simple precautions will ensure that they choose the right product at the right price. It is but natural that parents wish the best for their children, and strive hard to fulfill their demands.

It could be seen that many packed commodities lack in their weight mentioned in the label, so consumers can be allowed to weigh the commodity if they have doubt and any seller/manufacturer trying to avoid such consumer by their behaviors means they should be severely punished.

Essential goods should have a quality control system and adulteration in no form should be encouraged. Self help groups has become most popular in the country which gives employment opportunities as well as the products that they produce do have
quality with less cost also. So Governments can encourage more self help groups to improve the quality especially in essential commodities.

People from rural places fall prey to many consumer issues without their knowledge, so Government should conduct awareness Champaign by means of showing them examples, acting through skits, launching advertisements through the Medias like TV, Radio, newspapers etc. When ever any product is advertised it should be strictly monitored to see that how far that is genuine and honest in communicating to the people. So any unethical or false advertisements which will cheat the customers’ means strict action should be taken against it. Similarly consumer who feels that he has been cheated by false advertisements means he can be helped to deal the issue legally. Sellers/ manufactures should be given strict punishment to see that they are not cheating the consumers further. Even canceling their business license can be done if they commit the same consumer issue again and again even after warning through law.

Hospitals are another place where business becomes a sole aim than service mind. So even if the hospitals charge more than the requirement means they can bring under the consumer protection measures Act for taking action.

It looks pathetic to see many respondents are ignorant about essential services, it is not necessary that the consumer need to adjust when there is any failure in essential service, for example in India electricity failures has become a big issue mostly and it becomes common among the people to adjust it but here again it is an essential service and Government should be reminded by means of warning that this type of issue can be brought under essential service maintenance.usally traders use the word guarantee/ warrantee at the time of sales but in practical how far they are implementing is a question, so every shop shall be asked to maintain a record of various products they deal with guarantee/ warrantee and how far they have dealt the complaints of the customers can be recorded there. Publish periodical and product specific booklets, pamphlets, cassettes, CDs, slides, documentary films and other devices of mass communication for promoting consumer awareness in English and regional languages, highlighting the
problem. Periodic interaction with electronic & print media on success stories of consumers. There are some websites that offer the general public opportunities to lodge consumer complaints against products or services utilized. But a familiarity has not reached the consumers even though India has millions of internet users. So these websites can be made popular by giving enough publicity. Interact with national level organizations like NISIET, NIRD, and ASCI etc. to explore possible collaboration and organize awareness programmes for their clientele and undertake research projects.

India needs to improve the standards of its food products to acquire a competitive edge in the global market, says Sanjay Dave, the first Indian vice-chair of the Rome-based Codex Alimentarius Commission (CAC), an international organisation that aims at promoting food safety globally, India not only suffers from poor quality of food locally but according to the statement of Sanjay Dave, it is difficult for Indian exporters to capture the market at international level without the quality. Bringing together the consumer, traders and policy makers to exchange information on mutual interest for better meant of the consumerism.. Bringing together the NGO’s/Consumer activities operating in different areas and equip them with suitable and required information and knowledge to enable them to act as nodal agents of change in rural areas. Coordinate programmes organized by Central and State Governments, State Legal Aid Authorities, Academic Institutes, National and International Consumer Organizations.

Many have a fear that when they approach court means it is time consuming process and that fear should be removed from their minds. The method of approaching the consumer courts should be given wide publicity among general public to tell them that approaching consumer courts do not take much time like other criminal or civil cases.

Government should be very liberal in bringing private participation for certain products/ services in order to eliminate monopolies. At the same time competition will make the sellers/ manufacturers to give good quality at lower cost to the consumers.
CONCLUSION:

Consumers have undergone a lot for exploitation, more so in a developing country with the prevalence of mass poverty and illiteracy. India too is no exception to it. Instances like overcharging, black marketing, adulteration, profiteering, lack of proper services in trains, telecommunication, water supply, airlines, electricity, forced tickets in public transportation etc are not uncommon here. From time to time, the government has attempted to safeguard consumer's interests through legislations and the CPA 1986 and amendments later on is considered as the most progressive statute for consumer protection. Procedural simplicity and speedy and inexpensive redressal of consumer grievances as contained in the CPA are really unique and have few parallels in the world. Implementation of the Act reveals that interests of consumers are better protected than ever before. However, consumer awareness through consumer education and actions by the government, consumer activists, and associations are needed the most to make consumer protection movement a success in the country.

Indian president SMT Patel has also called for “In a globalised world, companies are producing the same product in over one country or have a process of production, where various components are produced in different countries and, thereafter, these parts are assembled in a country not involved in the manufacturing of parts. In such a scenario, countries should look at a coordinated approach to meet the needs of the consumer satisfactorily by developing standards that take into account their concerns.’

Consumer issues occur in every corner of the country and rights are denied at many places even though people have enough awareness about the act but for every simple issues if the consumers are forced to approach the forum or court means almost half of the life will be at forums/ courts of the consumers, consumers can be given free toll numbers for making spot complaints when ever they are cheated , not only giving numbers but also giving publicity about that could help to reach the consumers easily.
Even though every company is bound to have its own quality control department but that could be absent in case of brand less companies, in case of developing countries like India there are so many brand less companies which deal with consumer products especially with regarding to essential commodities which are mostly agricultural base, so there could be only minor chance of checking the quality in case of retail shops, so who can be blamed here could be definitely negligent on the part of the authorities who do not conduct regular checking in the retail marts. So when system could be totally revamped then consumer could be a king in India.

In case of service providing companies consumers basically do not have a knowledge about the conditions and norms that is levied before them at the time when they get the paid service from the operators, all the consumers in India are not educated to read the conditions and norms given in pamphlets, so the concern seller should make arrangement of explaining to the consumers about the service that they are going to use. Both educated and less educated are cheated equally by using their lack of awareness about the law. Making things simple will reach the people easily, so in case of consumer law also it should be seen that it is simplified one and people should be continuously taught of what is going on in the consumer market by widely available media in the nation. It cannot be law makers alone bring sudden changes in the system, it should come from the part of the consumers also to know about that and fight for their rights, by then only it could be declared that Indian consumer Act has succeeded in its attempt.
FURTHER SCOPE OF THE STUDY:

Due to limitations, the study could not be done from various angles by the researcher, hence the further scope of the study could be done by taking some of the essential services like electricity, medical services, education, Tele-communication etc because in this study researcher could give concentration for some products only.

The research can aim in studying the rural consumers alone because they easily fall prey to sellers/ manufacturers since educational level and exposure level is weak among the rural population.

Consumerism can be also studied from the angle of children because they also play the role of consumers these days.