



# An Assessment of Consumer Protection and the Consumer Awareness Level in the Malappuram District

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## Abstract

Consumers play a vital role in the advance of a realm. The rights of patrons must be knowledgeable to the patrons and should do all necessary precautions in order to protect their rights. Consumer defense makes sows work for both industries and clients. Consumers need to be talented to obtain precise, dispassionate material about the products and services they purchase. Patrons have the correct to seek redressal in contradiction of restrictive trade practices, unfair skill, or dishonest mistreatment of consumers. It also includes the right to a fair resolution of a consumer's grievances. Regulars can file a grievance when they have a legitimate grievance. The role of a customer in a monetary society is serious since it is clients who acquire belongings. Promotion of attention on verdict, portion, and maintaining consumers. Until the company makes something of value, it should first recognize the strong desire or need of prospective customers. Consumer define is the repetition of preservation of buyers of belongings and amenities, and the communal, contrary to unfair practices in the market. Consumer defines actions are often established by law. The main of the study is to find out the factors influencing the consumer's purchase decision of eco-friendly products. To identify the Factors of Consumer Awareness of Rights and Protection and Level of Awareness about Different Consumer Rights.

**Keywords:** consumer rights, consumer protection, awareness

## Introduction

Regulars need to be able to find precise, balanced material about the harvests and services they purchase. Consumers can be moreover a separate or group of people who use of goods and services solely for personal use, and not for industrial use. They are the end-users in the sales distribution chain. Right to protection against goods and services that can be dangerous to life and property. To be endangered from unfair or restrictive trade practices. Consumers consume the right to access a variety of properties and services at competitive prices. Consumers should partake in the right to redressal.

## The Rights of the Consumer

- Right to Safe- Before buying, a consumer can insist on the quality and guarantee of the goods. They should ideally purchase a certified product like ISI or AGMARK.
- Right to Choice- Consumers ought to have the right to select from the variability of goods at an inexpensive price.
- Right to be inform- The buyers should be informed of all the necessary details of the product, make her/ him act wise, and change their buying decision.
- Right to Consumer Education- Consumers should be aware of his/her rights and avoid



exploitation. Ignorance can cost them more.

- Right to be heard- This means the consumer will get due attention to express their grievances at a suitable forum.
- Right to seek compensation- This defines that consumer has the right to seek redress against unfair and cold-hearted practices or mistreatment of the consumer.

### **The Responsibilities of the Consumer**

- To be aware – A consumer has to be mindful of the safety and quality of products and services before purchasing.
- To think independently– Consumers should be well concerned about what they want and need and therefore make independent choices.
- To speak out- Buyers should be fearless to speak out their grievances and tell traders what they exactly want
- To complain- It is the consumer's accountability to rapidly file a grievance about their anger with goods or services in a sincere and fair manner.
- To be an Ethical Consumer- They should be fair and not occupy themselves with any deceptive practice.

### **Review of Literature**

Muris (2003) Consumer defense rule has an energetic role to play in speaking the singularities I consume just labeled. Consumer Guard workshop to ensure that consumers can make well-informed opinions about their choices and that merchandisers will fulfil their pledges about the products they offer.

Milne et al (2004) inspect attitudinal, interactive, and demographic qualifications that predict the propensity to defend one's concealment and individuality online. Suggestions and propositions for managers, public policymakers, and consumers related to protecting connected discretion and distinctiveness theft are provided.

Donoghue et al (2009) developed a hypothetical abstract agenda that would allow consumer scientists, shopper advisers, purchaser behavior researchers, and those in the charge of the management of consumer complaints to explore and understand consumer complaint behavior in its entirety.

Rutledge (2010) to donate to the global dialog

on the establishment of monetary shopper guard and monetary knowledge in emerging markets.

Varghese (2015) According to the study the mainstream of the accused is aware of eco-friendly products. Organic vegetables and food products were mostly preferred by customers. The major factor influencing the buying behavior of consumers is the quality of the product, and the problem faced, by the consumers is lack of availability of products, high price, and law promotion.

Saravanan (2015) the study is conducted to analyze consumer rights awareness levels among rural people and also to appreciate the restraints faced by clients while filing cases.

Trinankur Dey and Sharma (2015) tried to query about the purchasing motives of the two-wheeler clientele analysis has also shown that the customers are influenced by word of mouth.

Sujith (2017) Compared to consumers in developed countries, the Indian consumer has much less aware of environmental issues like global warming. Positive marketing has continuously been about distinguishing leanings and positioning products, services, and brands in a manner that supports buyer intentions. Cakanlar (2018) However, the results also specify that other influences may affect desire buying behavior.

Khader (2019) seeks to know the attitude of consumers towards green products and find out the factors influencing consumer behaviour.

Kavitha (2023) awareness level of consumers towards various buyer safety regulations enacted in India to defend the interest of consumers.

Benlemlih et al (2023) association among corporate social responsibility (CSR) and corporate tax escaping and the influence of customer mindfulness on the constructs demonstrate that consumer cognizance has the consequence of reducing the constructive relative among CSR assessments and tax escaping levels.

Kainyu (2023) indicates an optimistic and momentous connection between philosophy, the nature of law, and household consumers' consciousness and data of CPA. The study endorses that patrons must consequently promote their degree of consciousness in order to occupy rational buying behavior and make knowledgeable decisions.



Sousa (2023) Customers play a critical role in averting snags caused by pliable. In this work, consumer consciousness of pliable is conversed conferring to the point of view of the research areas.

Aigbogun (2023) Awareness about healthiness and ecological implications was also high, and a significant alteration was observed in connotation with specific demographic characteristics such as gender, age, and educational level.

Chavan (2023) level of awareness among housewives about the consumer Protection Act, which the government has enacted to protect against consumer fraud, as well as protect consumer rights.

Mazikana (2023) there was a negative association between the degree of consumer awareness of organic foods and age, while there was a positive correlation between the level of consumer awareness of organic foods and education as well as income.

### Objectives

1. To find out the features influencing the consumer's purchase decision of eco-friendly products.
2. To identify the Factors of Consumer Awareness of Rights and Protection and Level of Awareness about Different Consumer Rights.

### Research Methodology

Respondents were selected from different taluks of the Malappuram district. This study was conducted by proportionate sampling methods. The data for the Study was gathered through a structured questionnaire. There were 120 respondents in this research study. Various questions are asked to them to analyze their shopper fortification and the buyer awareness level.

### Data Analysis

Table 1 represents the social-economic outline of the respondents; the Male was high and the female. All age group people are using payment

applications, and a huge number of age people is 30-39 Years. Government job people are 21 percent of using. 25,001 - 50,000 this level of income people is using a high percentage of digital payments. Mobile Payment Applications users are 98 percent.

**Table 1 Demographic Outline of the Defendants**

Category	Classifications	Frequency	Percent
Gender	Male	71	59.2
	Female	49	40.8
Age	19-29 Years	30	25.0
	30-39 Years	42	35.0
	40-49 Years	29	24.2
	50-59 Years	9	7.5
	Above 60 Years	10	8.3
Occupational Status	Student	25	20.8
	Government job	26	21.7
	Private Job	18	15.0
	Own business	18	15.0
	Labor	15	12.5
	Retired	18	15.0
Qualification	SSLC	11	9.2
	Upto 12	19	15.8
	Diploma	17	14.2
	UG	13	10.8
	PG	60	50.0
Marital status	Single	11	9.2
	Married	28	23.3
	Divorced	50	41.7
	Widow	31	25.8
Monthly salary	Less than 10,000	10	8.3
	10,001 - 25,000	18	15.0
	25,001 - 50,000	29	24.2
	50,001 – 1,00,000	25	20.8
	More than 1,00,000	38	31.7
Area of residency	Rural	47	39.2
	Urban	43	35.8
	Semi-Urban	30	25.0

**Table 2 Descriptive Statistics of Aware of Consumer Rights**

Descriptive Statistics					
Aware of Consumer Rights	N	Minimum	Maximum	Mean	Std. Deviation
Right to safety	120	1	5	4.08	.866



Right to information	120	1	5	4.18	.879
Right to choose	120	1	5	4.14	.955
Right to be heard	120	1	5	4.16	.722
Right to redressal	120	1	5	4.02	.898
Right-to-consumer education	120	1	5	4.07	.842
Valid N (listwise)	120			24.65	5.162

Descriptive statistics of awareness of consumer rights like Right to safety, right to information, right to choose, Right to be heard, Right to redressal, Right-to-consumer education, Mean value are 4.08, 4.18, 4.14, 4.16, 4.02. The overall mean value is 24.65 and the std deviation is 5.162.

**Table 3 Difference between the Level of Awareness about Different Consumer Rights and Gender of the Respondents**

ANOVA						
Level of Awareness about Different Consumer Rights		Sum of Squares	df	Mean Square	F	Sig.
Knowledge about Hazardous Goods and Services	Between Groups	9.268	1	9.268	8.456	.004
	Within Groups	129.324	118	1.096		
	Total	138.592	119			
Knowledge of Performance and Quality of all Goods and Services	Between Groups	13.466	1	13.466	11.990	.001
	Within Groups	132.526	118	1.123		
	Total	145.992	119			
Knowledge of Seeking Redressal Mechanism	Between Groups	21.186	1	21.186	23.324	.000
	Within Groups	107.181	118	.908		
	Total	128.367	119			
Knowledge of Consumer Education	Between Groups	7.186	1	7.186	7.049	.009
	Within Groups	120.281	118	1.019		
	Total	127.467	119			
Right to be a Healthy Environment	Between Groups	26.801	1	26.801	17.538	.000
	Within Groups	180.324	118	1.528		
	Total	207.125	119			
Right to Approval of Basic Needs	Between Groups	.130	1	.130	.218	.642
	Within Groups	70.462	118	.597		
	Total	70.592	119			
Right to Seek Redressal	Between Groups	.781	1	.781	1.163	.283
	Within Groups	79.211	118	.671		
	Total	79.992	119			

There is no noteworthy alteration in the level of awareness about different consumer rights and the gender of the respondents. The factors are Knowledge about Hazardous Goods and Services, Knowledge of Performance and Quality of all Goods and Services, Knowledge of Seeking Redressal

Mechanisms, Knowledge of Consumer Education, right to be a Healthy Environment and to Satisfaction of Basic Needs, right to Seek Redressal. The first four factors are significant factors. Other two factors are not significant factors.



**Table 4 The Factor of Consumer Awareness of Rights and Protection and Occupation Status**

ANOVA						
The Factor of Consumer Awareness of Rights and Protection		Sum of Squares	df	Mean Square	F	Sig.
The consumer has a right to request the facts of the product like expiry date, manufacture date	Between Groups	7.313	5	1.463	1.078	.376
	Within Groups	154.654	114	1.357		
	Total	161.967	119			
Every consumer must be aware of his permissible human rights as a consumer	Between Groups	19.196	5	3.839	6.327	.000
	Within Groups	69.171	114	.607		
	Total	88.367	119			
The consumer must have the right to buy or not to buy the product that is offered for sale	Between Groups	25.878	5	5.176	7.017	.000
	Within Groups	84.089	114	.738		
	Total	109.967	119			
The consumer is the person who can always demand as a matter of right the genuineness of the product	Between Groups	11.152	5	2.230	2.928	.016
	Within Groups	86.839	114	.762		
	Total	97.992	119			
The consumer is the person who can always demand as a matter of right the genuineness of the product	Between Groups	19.700	5	3.940	6.318	.000
	Within Groups	71.092	114	.624		
	Total	90.792	119			
The consumer has a right to the safety of the product	Between Groups	23.122	5	4.624	6.617	.000
	Within Groups	79.669	114	.699		
	Total	102.792	119			
The consumer has a right to question the marketing practice of the producer	Between Groups	16.599	5	3.320	4.141	.002
	Within Groups	91.401	114	.802		
	Total	108.000	119			
The majority of the people are ignorant of their rights as a consumer	Between Groups	11.827	5	2.365	3.199	.010
	Within Groups	84.298	114	.739		
	Total	96.125	119			
An ordinary man can easily approach a consumer forum for redressal	Between Groups	8.489	5	1.698	3.619	.004
	Within Groups	53.478	114	.469		
	Total	61.967	119			

There is no implication alteration between the Consumer Awareness of Rights and Protection and occupation status. The consumer has a right to demand the details of the product like expiry date, and manufacture date, Every consumer must be aware of his legal rights as a consumer, The consumer must have the right to buy or not to buy the product that is offered for sale, The consumer is the person who can always demand as a matter of right the genuineness of the product, The consumer has a right to the safety of the product, The consumer has a right to question the marketing practice of the

producer, The majority of the people are ignorant of their rights as a consumer, An ordinary man can easily approach a consumer forum for redressal.

### Conclusion

In order to develop to build positive relationships and make responsible decisions and to improving relationships and communication skills, social awareness is also important for our own emotional well-being. Consumer behavior encompasses mental and physical activities that consumers engage in when searching for, evaluating, purchasing, and



using products and services. In the marketplace, consumers exchange their scarce resources (including money, time, and effort) for items of value. Expectations held for the product are met or exceeded, the consumer is likely to be satisfied with the purchase. Dissatisfaction then, is the consequence of destructively established potentials.

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