



CONSCIOUS AWARENESS IN CONSUMER TOWARDS CONSUMERISM IN INDIA

- *MUNNI CHOUDHARY*

“Marketing is not a Battle of Products. But it is a Battle of Perceptions”

Jack Trout and Al Ries

ABSTRACT

This paper evaluates the present position of consumer rights in the field of business. ‘Evaluative Study on Consumer Rights in the Context of Business ’ provides a comprehensive study of consumer rights such as Various dimensions of consumer rights, Needs of consumer rights and Measures of protection. This paper is also highlights some issue and challenges faced by Indian consumer. The Consumer Protection plays a vital role to safeguard the interest of the consumers. In order to utilize this Act to the maximum extent possible thorough awareness about various aspects of the act is essential. In this regard Government, Associations and Consumers should come forward and try to improve the concept of consumerism. A person who avails goods or services exclusively for the purpose of earning their livelihood by means of self-employment is considered as ‘consumers’. Consumer must be aware of his rights, raise voice against exploitation and seek redressal of his grievances. Consumers' consciousness determines the effectiveness of consumerism. Consumerism in India, is in a new high, and refuses to show signs of budging anymore. The Indian consumer, due to his exposure, of the global market, strives to get the best of the goods in his home land. “One of the weaknesses of our age is inability to distinguish needs from greed’s.”

KEYWORDS

consumer right awareness, consumer protection