

Ch-14 Consumer Awareness

Good Morning Students,
This lesson is of Class 10th for the subject of Economics. The topic for today is 'Consumer Awareness' which is covered in chapter 14 of your book Economics.

All the students now please open page number 244 of your book and listen carefully.

In the modern philosophy of marketing, a consumer is supposed to be the king and business is expected to provide maximum possible satisfaction to consumers. But in reality, consumers are often exploited. In a country like India, there is shortage of many products. Moreover, a large majority of consumers are ignorant and illiterate and do not know their rights. Due to all these reasons, consumers are often deprived of their rights.

In this chapter, we will study about how consumers are exploited, and what the government is doing to protect their interests.

Consumer Awareness:-

Consumer's consciousness towards his/her

rights and duties is known as consumer awareness. The knowledge of the consumers towards their rights and protection is called consumer awareness.

Consumer Exploitation!

When consumers do not get value for their money due to dishonesty on the part of traders or manufacturers, it is called consumer exploitation.

We have a variety of goods available in the market. Our demand for goods and services is influenced by the advertisements in television, newspapers and magazines. When we do not have sufficient information about the products, we usually get exploited and sometimes even harassed by the business community.

Some common ways by which consumers are exploited by manufacturers and traders are mentioned below:-

- (i) Underweight and Undermeasurement.
- (ii) Sub-Standard Quality.
- (iii) Duplicate Articles.
- (iv) High Prices.
- (v) Lack of Safety Devices

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- (vi) Artificial Scarcity
- (vii) Poor After-sale Service
- (viii) Adulteration and Impurity
- (ix) Rude Behaviour and Undue Conditions.

For explanation refer to page 202
of your book

Reasons for Consumers' Exploitation:

The following are the major reasons
that cause exploitation of the
consumers:

- (1) Lack of Information.
- (2) Shortage of Goods and Services
- (3) Limited Competition.
- (4) Illiteracy
- (5) Ill-effects of Advertisements.

For explanation refer to page number
245 of your book.

Consumer Protection Act:-

When the government withdrew
itself from production activities and
permitted the private sector to
take over, it was realised that
there is a greater need to

(3)

enforce discipline and regulation in the market. The consumers have to be aware not only of the commercial aspects of sale and purchase of goods, but also of the health and security aspects.

Contaminated or adulterated food is a major source of human illness and suffering and results in serious loss of nutrition.

Ensuring the safety of food is, thus, an important aspect of creating awareness and promoting consumer welfare. This called for a strong legal measure to ensure that the producers and sellers observe uniformity and transparency in prices, stocks and quality of their goods.

The government also felt that promoting consumer awareness about the possible malpractices and providing the consumers the tools to control them is the only effective way to protect the rights of the consumers. As a result the government passed the 'Consumer Protection Act' (CPRA) in 1986.

The Consumer Protection Act seeks to provide better protection of the interests of consumers. It aims to provide a speedy and simple

Redressal to consumer grievances.

Importance of Consumer Protection:-
Consumer protection is important for the following reasons:-

- (i) To make sure that producers and sellers do not adopt unfair trade practices.
- (ii) To encourage and ensure effective implementation of consumer protection laws.
- (iii) To check (control) anti-social activities, like hoarding, black-marketing etc.

Rights of Consumers:-

- (i) Right to Safety.
- (ii) Right to be Informed.
- (iii) Right to Choose.
- (iv) Right to be heard.
- (v) Right to seek Redressal
- (vi) Right to Consumer Education.

For explanation refer to page no. 205 of your book.

Duties of a Consumer:-

In order to secure the rights, consumers have to fulfill the following duties:-

- (i) While purchasing the goods, consumer should look at the quality of the product as well as guarantee.

- warranty. Consumers should preferably purchase standardised products which contain seal of BIS or Agmark.
- (2) Consumer should ask for a cash memo and warranty card.
 - (3) Consumers must be aware of their rights and duties.
 - (4) Consumers should form consumer awareness organisations, which can be given representation in various committees formed by the government and other bodies in the matters relating to the consumers.
 - (5) Consumer should know the method how to proceed if he/she is cheated.

With this, I am ending my topic here, I will give you few questions, You are required to write the answers in your note book.

- Qn 1. What is COPRA ?
Ans 2. Explain various rights of Consumers ?
Qn 3. What are the duties of consumers ?

last page.