

## Consumer Awareness meaning

Consumer awareness is a way to show that the buyer or purchaser is aware of the details and information regarding goods, services, administrations, and buyer rights. In order for buyers to make the finest choice and the optimal decision, it is crucial that they are informed of their options and aware of the consumers. Consumers reserve the right to well-being, the right to data or knowledge, and the choice.

## Why there is a need for consumer awareness?

Consumer awareness regarding product price and quality is important and should not be disregarded. In the age of globalisation, technological development, the introduction of high-end devices into the market, and aggressive marketing tactics have not only provided customers a variety of options but also shielded them from the multitude of issues brought on by such rapid change.

The need to inform and encourage consumers to pay attention to product quality as well as potential service problems in the expanding field of public utilities is important and becoming more and more necessary.

In simple words, the consumer needs to be informed about his rights. He ought to be knowledgeable enough to be able to defend himself against any wrongdoing on the part of the trader. It is necessary to offer consumers trustworthy and comprehensive information that they can obtain quickly and affordably in order to assist them in being in this situation. The Consumer Protection Act is an attempt by the Government of India and the State Government to establish a dispute resolution process in light of these problems. In addition, there is still more to be done in the way of raising awareness. Anywhere there is a need, a viable solution should be given. This develops more importance in rural areas.

## Stages of Consumer Awareness

Consumer awareness is a key factor in determining whether a product succeeds or fails. There is a good probability that the sales of such products will increase if the consumer is aware of the products and can make educated judgments. A potential customer's awareness progresses through five stages:

1. **Unaware consumer:** A consumer who has no idea that there is an issue and, as a result, has no idea what the remedy is.
2. **Problem aware:** A customer who is aware of their problems but is unaware of the solutions.
3. **Knowledge of the remedy:** The customer is aware of the issue. He is aware that there are options, but he has not yet chosen one and is unaware of the product.
4. **Product Aware:** A customer who is aware of the products or services but is unsure whether they will be able to solve their problems with them. In such circumstances, the merchant must address objections.
5. **Fully informed:** Lastly, the buyer who is well-informed about your goods is about to make a purchase but requires one last prod.

## Consumer Rights

In order to protect the interests of Indian consumers, the Indian Parliament approved the Consumer Protection Act in 1986. According to our economics, a supply that is reliable and consistent along with the ideal amount of demand can promote economic growth. This act was then introduced to protect the buyers from any abuse or exploitation.

## Types of consumer rights

Below we will discuss six different types of consumer rights in brief

### Right to Information:

The buyer has the choice of learning more about the specifications, quantity, strength, cost, and quality of the goods or services. Before making a selection, the buyer should ostensibly get all the information available regarding the good or service. This will enable him to make very informed and deliberate decisions and, in addition, prevent him from falling victim to high-pressure selling techniques. The right to data is used to defend consumers against cunning promotions, deceptive packaging and markings, exorbitant prices, etc.

### Right to Choose:

This privilege grants access to a wide range of goods and services at exorbitant prices. The goods and services offered in a monopolistic market should be of the highest calibre and value.

The customer should reserve the right to the full range of choices, substitutions, and alternatives, and the seller should refrain from using coercive tactics to view the goods. This privilege necessitates unrestricted market competition. The choice of a product from the market should be left up to the buyer.

### Right to be Heard:

If there is no proper authority to take client concerns into account, the other rights are useless. If a customer is dissatisfied with the goods or service, they have the option of filing a complaint, which must be resolved within a certain amount of time. For instance, if a customer buys an electronic item and it starts to malfunction, they have the right to make the appropriate decision and return or replace it.

### Right to Seek Redressal:

This offers buyers the authority to resolve any disputes, grievances, and claims they may have against sellers for engaging in unfair trade techniques, double-dealing, or other forms of exploitation. In the event that the item's nature is compromised, the buyer has the right to inspect. Under the Consumer Protection Act, buyers must submit written objections.

### Right to Customer Education:

A consumer should be aware of the rights and obligations the law has granted him in relation to advertising and marketing tactics. This is a crucial right since it establishes fair exchange and

business practises as a client is aware of his freedoms and rights. The consumer is in a position to learn about his privileges and rights as a buyer and has the power to do so.

Right to Safety:

It is important to protect this fundamental right against the promotion of goods and services that endanger life and property. The use or consumption of subpar goods and services can seriously compromise the security and well-being of the consumer. They reserve the option of offering high quality and reliable goods to pique customers' curiosity. For instance, stale food goods can impact consumers' welfare; low-quality cosmetic care products might result in comparable damages; residential products like LPG cylinders, if not fixed as intended, can cause significant harm to life and property.

## Consumer Awareness in India

The most significant and effective consumer awareness programme, **Jago Grahak Jago**, has successfully addressed consumer complaints while protecting customers from unethical marketing activities. The Department of Consumer Affairs, a division of the Ministry of Consumer and Public Distributions, launched the Jago Grahak Jago campaign in 2005.

The slogan "Jago Grahak Jago," which translates to "wake up consumers," is being used in practically every home. To raise consumer awareness, the Indian government employed a variety of media. The government uses the channels listed below to achieve the goals of the "Jago Grahak Jago" awareness programme.

- Advertisements
- Video campaigns
- Newspapers
- Posters

## Consumer Awareness conclusion

Finally, it can be said that consumer awareness refers to being aware of one's knowledge of various consumer production laws, improved techniques, and consumer rights, such as the right to protection of one's health and safety from goods and services that consumers purchase and the right to information about the cost, quality, quantity, potency, and standard of goods.