CHAPTER- 2

CONCEPTUAL FRAMEWORK

2.1 Introduction

Education aims at full development of the child. Full development means development of head, heart and hand. One purpose of education is to make a child self reliant. Self reliance means that the individual is able to take decision independently and also to shoulder responsibility for that. Thus a self reliant person is able to do the money transactions independently and purchase things, articles for his consumption wisely and prudently.

Purpose of education is to make a person self reliant and self sufficient. One of the aims of education is to make a person economically self reliant. Everybody in this world is the consumer so it is necessary that he knows his right and challenges before him. Finance and economics are an integral part of education. Every person should be aware of his/her rights as well as about finance, economics and commerce.

2.2 Finance

Finance is required to undertake many activities of unit. Finance is required by the business unit mainly to undertake the following expenses.

1. For the purchase of land, building, office, shop, warehouse, etc.

2. for the construction of the factory.

3. for the purchase of machine, materials and raw materials.

4. for the purchase of furniture.

5. for procuring commercial services.

6. for purchasing the stationery.

7. for the payment of salaries and wages to employees.

8. for daily expenses.

9. for the modernization and expansion of business unit.

10. It is very essential to provide for provision of finance for contingencies.

Besides production has taken place on a large scale due to scientific research and innovations after the industrial revolution due to large scale production, spread of trade, commerce and industries have increased, so, finance was necessitated on large scale.

Many activities are connected with finance. The necessity of finance is inevitable for savings, payments, giving and getting credits, etc. finance is the tool for completing business activities and plans. The role of finance is like a barometer to measure the economic condition of a business.

Finance is an important tool for the management of economic activities. Finance is a universally accepted tool for exchange. Besides, it can be said with reference to the form of finance, that finance is always having alternative uses. As seen earlier the receipts and payments are inherent in various business transactions. Finance required for the purchase of fixed assets of business is known as fixed capital e.g. purchase of land, machineries, building, office and shop. Finance is required for daily expenses also. This capital is known as working capital. It can be said in short that finance can be identified as a motivating force to run the business smoothly and to undertake various transactions.

2.3 Economics:

With the purpose of satisfying wants, whatever activity aimed at getting money is called economic activity. Activities other than this are called non-economic activities .e.g. a teacher giving private tuitions and getting money, a nurse attending a child are economic activities but a mother teaching her son and bringing him up is non-economic activity. Human wants motivate him to undertake an economic activity. Because human wants are not automatically satisfied. Therefore human wants are considered as a mother of economic activity. In order to understand this we should know the process of evolution of economic activity.

Evolution of Economic Activity

Man initiated an economic activity as a wandering hunter with the passage of time; he acquired knowledge and experience and thus started the work of animal husbandry. A farmer cultivating land, a trader doing business, a skilled worker and industrialist running a factory with the evolution of economic activity began the age of commerce and the age of industrial activity as a result of the industrial revolution. On the basis of the level of development of economic activity the world was divided into (1) developed countries and (2) developing countries. In this sense, the growth of economic activity was manifold. This does not mean that economic problem does not arise because of abundance.

However, economic problems emerged because of abundance are totally of different nature. At this juncture, we do not indulge into their details.

2.4 Commerce

Air, water and food are necessary for sustaining human life. Air and water are gift of nature. Man has not to toil for them. However, under the present circumstances according to changed situation, time and money have to be spent to bring water from a river or well to our doorstep. Food is the main necessity of man for which earnings are required. Besides, necessities of man are increasing day by day. In order to satisfy the needs for respect, status and comforts it is highly necessary to undertake economic activities. Every person earns money by doing some activities he satisfies his necessities by this.

The farmers earn through farming, the blacksmiths by making tools, the potters by making earthen pots and the employees by working in factories or offices. The purpose of these activities is to have economic earning. These activities are known as economic activities. Economic activities change with the changing situation, time and circumstances e.g. cyber café, e-commerce. Economic activities expand globally day by day.

Economic Activity: means an activity carried on for economic gain, e.g. a person working in a bank or a hotel. Activity of a trader selling goods or the services provided by a doctor, a lawyer or a chartered accountant. Any activity carried out for earning (economic) is an economic activity.

Non-Economic Activity: the purpose of human activities is economic and non-economic activities are carried out to get love, affection, emotion, recognition, service and status. The purpose of this activity is not economic earning.

The activities, the purpose of which are not earning but for social services are known as noneconomic activities, e.g. volunteers working in relief camps of people affected by earth quake or a student working as a class-representative in a school or a college and activities in a school or a club can be considered as non-economic activities.

2.5 Consumer

The consumer is engaged in wealth getting and wealth using activities. A consumer's motive is to get maximum income when he is engaged in wealth getting activity. Similarly when he spends his motive is to get maximum satisfaction out of this purchase. This is his common attribute and behavior. The consumer has the knowledge of his own income as well as of which commodities he is going to purchase. He knows that he is not in a position to change his income and the market prices of the commodities in a short period. He, therefore, takes decision as to what to be purchased and how much quantity is to be purchased within the limits of his purchasing power. A consumer's purchasing power is limited. Therefore when he purchases more quantity of a commodity, he has to purchase less of other commodities. It is not sufficient for him to set off one common base the grains of different commodities at the time of substitution in favor of one commodity.

2.6 Difference between Consumer and Customer

Customers and Consumers

The term "customer" it typically used to refer to someone who regularly purchases from a particular store or company. Thus, a person who shops at Wuse Shopping Mail or who uses Texaco gasoline is viewed as a customer of these firms. The term "Consumer" more generally refers to anyone engaging in any of the activities used in our definition of consumer behavior. Therefore, a customer is defined in terms of a specific firm while a consumer is not. The traditional viewpoint has been to define consumers strictly in terms of economic goods and services. This position holds that consumers are potential purchasers of products and services offered for sale.

• A customer – purchases and pays for a product or service

• A consumer – is the ultimate user of the product or service; the consumer may not have paid for the product or service. Consider the following example:

• A food manufacturing business makes own-label, Italian ready meals for the major supermarkets.

• So far as the business is concerned, the customer is the supermarket to whom it supplies meals

• The consumer is the individual who eats the meal.

Customer: customer means who purchases the product from the marketer or from the retailer or from the wholesaler. Here we don't brother about who uses the product. Consumer: consumer means that uses the product of course purchased by the customer or prospect. Here we consider finally who is going to use the product we call them as consumer. The line of difference alienating customer from consumer is very thin and can be seen by the discerning. The difference can best be explained by examples rather than by description of the difference itself. As a customer I go to a shop and buy sweets, which are consumed by children. The children are the consumers and I the customer. Similarly my contractor who buys building materials from a shop is a customer and I for whom the building is built am the consumer.

A Consumer can also be a Customer, when he goes to buy something from a shop or a company, for consuming it. [It may be FMCG, or Fast Moving Consumer Goods like Detergents, Breakfast cereals, Toothpastes, etc, or it may be Consumer Durables like TV, Car, Frig, etc. But if a Customer goes to a shop to buy something which he does not intend consuming, (May be, he wants to gift it to someone else), how can we call him a Consumer.

2.7 Consumer Rights

It is essential that the consumer is protected in every respect for which it is necessary that he is endowed with proper rights which are as follows:

1. Safety: the right to safety means protection against production process and services harmful to health and hygiene. E.g. tobacco is harmful. Consumer has the right to get protection against all tobacco products. So, a warning is issued against the use of such products.

2. Information: the consumer must get information regarding quality, quantity, purity, prices etc. of the product, so that he can buy it according to his requirements. E.g. at the time of purchase of salt the consumer must get the information regarding quality, price, whether it is iodized or not etc. so, it is compulsory to print this information on the packet.

3. Choice: consumer has the right of choice. i.e. he must get the desired product at the right time, right place and right quality or quantity, at a reasonable price, e.g. whether to buy a scooter or a motor-bike is the consumer's choice.

4. Representation: Consumer should get a proper opportunity to represent his case. This could be regarding the utility of a product or asking the producer for the required product etc. arrangements should be made that representation is possible before the government also.

5. Redressal: In a large country like India with great diversity, it is possible that every section of society may not get a proper product, according to its liking. Redressed machinery should be established for hearing consumer complaints. Redressed should be possible. e.g. if a consumer gets less than the printed quantity. He has the right to be heard, redressed and compensated.

6. Consumer education: Consumer has a right to be educated with respect to, get products in the right time and place and at the right price. He also has the right to know how to measure quality and quantity of the product. E.g. ice-cream can be measured in quantity of the cup, or by weight. The quantity of ice-cream can be increased by certain chemicals. Thus, quantity remaining the same, ice-cream with less weight can be supplied. Consumer has the right to get educated against such practices.

7. Basic Needs: Certain basic needs are necessary for sustaining life and for proper living. These include food clothing, shelter, potable water, health care, education and transportation. Every individual has the right to get these needs satisfied.

8. Hygienic Environment: hygienic environment means a pollution free environment in which it is possible to live normally. Every individual has right to get pollution free air, water, food and soil.

The government has fried through the consumer protection act and other legislations to give this right to him. However, it is the entire society and every individual that must be aware of the proper utilization of these rights.

2.8 Meaning of Consumer Protection

Here the word `consumer' is taken in a broad sense. Accordingly consumer is a person who uses or consumes products and services. Every individual uses various products and services. Thus, everyone is a consumer.

The relation among consumers, traders and producers is considered to be important in business. Business is an economic activity carried out for profit. Generally, a businessman tries to make more and more profit. This might lead to exploitation of the consumer. The consumer has been exploited in this way by big business and producers for quite some time. In their greed to make more and more profit, producers and businessman have been exploiting the consumer in various ways. E.g. earn more by creating artificial scarcity, adulterating products, palming off inferior quality and cheap products as good quality products at higher price, selling spurious products as genuine, by misleading advertisement etc. the question as to why the consumer gets cheated has an answer in the illiteracy or ignorance of the consumer and a weak consumer protection movement. He does not know what and how action can be taken for being cheated. Consumers are not aware of their rights.

The following are instances of consumer exploitation in our daily life:

(1) Paying rent when the telephone is dead.

(2) Using medicines banned in other countries.

(3) Living in an environment full of pollution.

(4) Buying harmful drinks or other products, being led by misleading advertisements.

(5) Paying full fare to railways despite lack of facilities and unceanliness all around.

(6) Eating fruits which are ripened with chemicals.

Many more such examples can be given by the consumer for being cheated in everyday life. Consumers sometimes even die, by inadvertently consuming fatal products.

The main reason for the consumers being cheated in all these instances is that they are not organized and are not aware as to what can be done after being cheated or exploited.

Consumer exploitation is mostly of three types.

(1) Physical and Mental Exploitation: e.g. the physical harm due to inferior quality of goods and consequent feeling of frustration and anger.

(2) Economic Exploitation: e.g. charging higher prices than the printed one.

(3) Harm to Public Interest: e.g. production and sale of goods harmful to environment.

2.9 Responsibility of the Consumer

1. Every consumer must use his right: Every consumer must not only be aware of his rights but must also know how to use these rights, so that, information is spread and exploitation of others is avoided.

2. Consumer must Insist on Information: At the time of purchase of any product, the consumer must insist on getting proper information about the product. The information must be related to quantity, quality, price, weights, contents, expiry date, name and address of producer, period of guarantee or warranty etc.

3. Complaint: The consumer should insist on complaining for compensation against exploitation. At times the consumer is not prepared to exploit to complaint for a small loss and foregoes the same. This attitude encourages the businessman to exploit the consumer. The consumer must insist on complaining even for such a loss. On the other hand it is also not proper that the consumer should demand a large compensation for a small loss.

4. Insistence on quality: The consumer should insist on quality of a product. This would be a solution against adulteration. The consumer should test the quality by a certificate or mark at the time of purchase.

5. Misleading advertisements: The consumer should not be led by misleading advertisements. Many advertisements misled the consumer for increasing their sales. E.g. one's strength will increase by a certain drink, or by using a certain type of vehicle one will be able to move faster than an aero plane, or one will grow better by taking a certain product etc. the consumer should buy the required product, in required quantity, rather than be prompted by such advertisements. He should buy only after testing and comparing the product with similar products of others. Some advertisements do not observe decorum. So it is necessary to draw the attention of the advertiser to such advertisements.

6. Bill: every consumer should ask for a bill. This becomes necessary as a proof, for complaints against defective products. Every trader is bound by law to issue a bill.

Thus, it is necessary that consumers and thereby the entire society abide by the responsibilities which would be in the interest of all consumers. Educated consumers should raise their voice against exploitation by businessman.

2.10 Financial Literacy around the World:

In an increasingly risky and globalized marketplace, people must be able to make well-informed financial decisions. Yet new international research demonstrates that financial illiteracy is Widespread when financial markets are well developed as in Germany, the Netherlands, Sweden, Japan, Italy, New Zealand, and the United States, or when they are changing rapidly as in Russia. Further, across these countries, we show that the older population believes itself well informed, Even though it is actually less well informed than average. Other common patterns are also Evident: women are less financially literate than men and are aware of this shortfall. More educated people are more informed, yet education is far from a perfect proxy for literacy. There are also ethnic/racial and regional differences: city-dwellers in Russia are better informed than their rural counterparts, while in the U.S., African Americans and Hispanics are relatively less literate than others. Moreover, the more financially literate are also those most likely to plan for retirement. In fact, answering one additional financial question correctly is associated with a 3-4 percentage point higher chance of planning for retirement in countries as diverse as Germany, the U.S., Japan, and Sweden; in the Netherlands, it boosts planning by 10 percentage points. Finally, using instrumental variables, we show that these estimates probably underestimate the effects of financial literacy on retirement planning. In sum, around the world, financial literacy is critical to retirement security. The research reported herein was conducted pursuant to a grant from Net

2.11 Choice and Challenge before Consumer

Nowadays, the rapid changes are taking place in every activity domain facilitate the deepening of consumer's choice issues, as the consumer meets obstacles trying to answer these permanent challenges. Today more than ever before, the extension of knowledge's frontiers, beside huge benefits, brings along potential risks for the consumer. The paper approaches a series of aspects concerning consumer's food consumption behavior, factors and his food choices in the present stage of social development, underlining and analyzing key-points of consumer's vulnerability. Keywords: trends, consumer food choices, healthy food

The world of food and the ways in which people dine have changed significantly in the past ten years. The old traditions and habits of the 1980s have ebbed in favor of convenience, speed, and nutritional concerns that are factored into almost every food-buying decision. More and more, consumers are consistent in the message they are sending to manufacturers and retailers: they are looking for healthy, convenient products that should provide them with good value for money. Mostly in the developed countries, the consumer has taken control of the food industry, and is driving a significant re-engineering along the food chain. This change has been driven by various factors – prices, consumer income, convenience, new products, more imports, more eating away from home, more snacking, expanded advertising programmers, smaller households, more two earner households, an ageing population and expanded scientific base relating diet and health. Although today's market place is undergoing dramatic changes, fundamental shifts in consumer lifestyles and attitudes are slow to influence purchasing habits [2]. Significant shifts in demographics, psychographics, and consumer food preferences - taste, price, nutrition, convenience, health and technological innovation will continue to take over.

Researchers examining the role and influence of economic factors, defined rather broadly, on consumer food choices and nutritional outcomes established that several key-factors interfere with consumer food choices.

1. <u>Prices,</u> especially as they relate to the affordability of food and act as a policy lever;

2. <u>Incomes, as a driving force behind changes in eating habits</u>, in particular increasing the demand for convenience;

3. <u>Time constraints and time preference</u>, as links to healthy eating habits and as forces behind current trends in eating patterns;

4. <u>Information and knowledge</u>, having a prominent play as counter balances to economic Forces driving eating habits. Studies examining the impact of sociodemographic and nutrition/health related factors on consumers' use of nutritional labels while food shopping, at home, and when comparing nutrients for different brands of the same food suggested that unemployed individuals and those who place greater importance on nutrition while shopping and following the dietary guidelines are more likely to use nutritional labels while shopping, at home, or when comparing brands. Findings also indicate that education has a positive impact on the likelihood of using labels at home [7]. The amount of time a consumer spends on shopping, primary source of nutritional information, special diet status, and consumer's perception of the importance of price and taste when shopping are also significant factors. A far more complex set of factors are now driving food consumption patterns in high income countries than economists have traditionally analyzed in demand studies [9]. Food consumers have moved up Maslow's hierarchy of needs pyramid from satisfying basic physiological needs. If the traditional focus was on quantity demands for homogeneous commodities, attention needs to increasingly be given to the demand for quality-differentiated food products. Although the income elasticity in terms of quantity may be low, the elasticity for many food attributes, such as nutrition and health, safety, convenience, and diversity, are quite high [9]. Where people buy food, the form in which they buy it and where they eat it are all changing. To simply distinguish between food consumed at home and away from home is no longer adequate [9]. Rapid demographic and socioeconomic changes, such as the massive entrance of women into the workforce and increasing multi-ethnicity, are a fundamental driver of food buying and dietary patterns. With people of all ages traveling around the world as never before, culinary horizons are broader or more diverse than ever before.

2.12 <u>Why are Consumers misled?</u>

- People are confused due to the excessive claims made by the different companies. Glamour and mega stars are used to attract the person to purchase things.
- There are many choices about what to purchase. Because of emotional touch people are misled. Though they may not want but still they purchase.
- Salesmen sometimes press the consumers to buy the product and request in such a manner that the consumer is ready to buy it. Afterwards that article and item do not prove good items like vegetable cutter, clothes, shoes etc… are not of good quality.
- Due to lack of awareness we purchase faulty electronic goods such as mobile phone, hair dryer, grinder, microwaves, washing machine etc. because we do not have enough technical knowledge.
- Sometimes people are influenced by the neighborhood without knowing the true worth of the articles they purchase it.
- Sometimes people get attracted by packaging of goods. If packing is attractive, they purchase it.
- Schemes in order to attract customers mislead them. Company launches schemes such as one item free with other, 10% relaxation on purchasing products of company. Some people are attracted by that and purchase articles which are not of much worth.
- Some purchase in hurry. Sometimes people don’t evaluate the item. They buy in hurry so don’t complete test the item.

- Some advertisements attract the consumers because they talk of values- such as Tata namak Desh Ka Namak.
- Sometimes people purchase branded things like Khoonioor, Davat, India Gate Basmati rice etc. People purchase sarees, dress materials, and other things from the reputed places of city sold at costly price. Through the same items are available at the other places at cheaper rate.

2.13 Some misleading Advertisements:

Misleading ads are the greatest banes of modern society, which depend heavily on media for information as well as entertainment. It is a matter of grave concern that advertisements regarding magical cures for life-threatening diseases, weight-reduction etc continues duping consumers in India without any check. It is an established fact that the color of skin is decided by genetic factors and not by fairness creams. Nonetheless, misleading ads with never ending claims to fairness continue lightening the purse of consumer

- **Bourn vita:** The Bourn vita advertisement where two ladies are discussing about the 'calcium' in the milk. The ridiculous claims of Bourn vita: They claim that their drink has 40% RDA (recommended dietary allowance) of Protein for kids. What they are very cheekily mentioning under the grabs of tiny stars and other symbols are startling facts.
- **Height Growing:** A "Step up height increaser herbal body growth formula will help to increase your height. Increasing Height Naturally and Easily! You Will See Amazing Results! New confidence in yourself and your height, and now with my new revolutionary step-by-step total growth system, it's easy. The world just isn't fair for "shorter" folk". This is one example of misleading advertisements.
- **Fairness cream:** All fairness or whitening creams show results only if the pigment or tanning is in the upper layer of the epidermis. If the pigment is deeper the product cannot help or make any changes to your natural dark color. The claim that fairness cream makes you fair is misleading.

- **<u>Sliming tea:</u>** Addition of fiber to diets does not cause subjects to lose weight. Increased losses of fat are known to occur in the stool yet this energy loss is too small to be noticeable. So an advertisement about sliming tea to make you slim is misleading.
- **<u>yatra.com:</u>**

  An advertisement of yatra.com that you can have any deal is really misleading as it is not at all possible to get what one wants.

  They use the prominent people in their field in there such fields Amitab bachan sells Navratan oil, Boroplus, Crack cream. Further they use glamour there are pictures of girls on razor advertisement, women are shown on the advertisement of Kellog's, Corn flakes etc. It claims that by eating them in breakfast people become slim.

  All these advertisements encourage the consumers to purchase articles.

2.14 A. CONSUMER RIGHTS

A "consumer" is a person who buys any goods or hires any service for valuable consideration (including deferred payment). The term does not include a personwho obtains goods or services for resale or for any Commercial purpose. However, persons who avail Goods or services exclusively for the purpose of earning their livelihood by means of self employment are considered as 'consumers'.

Rights 1 to 6 are directly guaranteed under the Consumer Protection Act 1986 while Rights 7&8 are implied under the constitution of India.

1. Right to safety: Right to be protected against marketing of goods or services which are hazardous to life and property?

2. Right to information: Right to be informed about the quality, quantity, potency, purity, standard and price of goods or services as the case may be, so as to protect the consumer against unfair trade practices.

3. Right to choose: Right to be assured, wherever possible, access to a variety of goods and services at competitive prices.

4. Right to be heard: Right to be heard and to be assured that consumer's interest will receive due consideration at appropriate fore.

5. Right to redressal: Right to seek redressal against Unfair Trade Practices or Restrictive Trade Practices or unscrupulous exploitation of consumers.

6. Right to consumer education: Right to acquire knowledge and skills needed for taking action to influence factors which affect consumer decisions.

7. Right to Healthy Environment: The right to physical environment that will enhance the quality of life. It includes protection against environmental dangers over which the individual has no control. It acknowledges the need to protect and improve the environment for present and future generations.

8. Right to basic needs: Right to basic needs ensures basic goods and services which guarantee survival. It includes adequate food, clothing, shelter, healthcare, education and sanitation to lead a decent life.

2.14.1 B. RESPONSIBILITIES OF CONSUMERS

1. BEFORE BUYING

•Planning in advance

•Enquiring past performance of product / service

•Enquiring about reputation and past performance of Producer / seller / service provider

2. WHILE BUYING

•Asking for demonstration regarding how to operate / use the Product/service

•Enquiring about after-sales service and ensuring availability, Phone number, address and e-mail of service center

•Reading and knowing the contents of guarantee / warranty Card

•Insisting for approved sale bill with serial number, address, Phone number, etc.

•Obtaining guarantee / warranty card and getting it signed/sealed by dealer

3. AFTER BUYING

•Using products as per instruction given in user manual

•Keeping bills and guarantee card safely

•In case of fault inform dealer and service center. Do not meddle or repair yourself

•Keeping record for all correspondences

•Seek immediate redressal of deficiency in product

2.14.2 C. CONSUMER PROTECTION ACT, 1986

The Act envisages a three tier quasi judicial system. They are known as (I) District Consumer Disputes Redressal Forum (ii) State Consumer Disputes Redressal Commission and (iii) National Consumer Disputes Redressal Commission

a. Features of Consumer Protection Act, 1986 and filing of complaints

1. Simple formalities
2. Advocates not compulsory
3. Consumers themselves can conduct cases
4. Complaints may be sent even through Registered Post
5. Registered Consumer Organizations or Government can also file
Complaint on behalf of consumer(s)
6. Less expensive
7. Compensation can be claimed for the loss suffered including mental agony
Protection offered by Consumer Protection Act, 1986 against:

a. Deficiency in product or service
b. Poor after sales service
c. Damage/Loss to health, life and property due to product
d. Hazards arising out of product/service
e. Unjust enrichment through unfair means
f. Misleading advertisements
g. Unfair Trade Practices
h. Restrictive Trade Practices (like tie-up sales)
I. Violations of any other applicable laws or regulations

b. Grievance Redressal

•Consumer should send a detailed petition to the dealer / service provider through registered post pointing out the defect / deficiency and details regarding relief sought for

•Copy of the petition with postal acknowledgement card to be preserved

•If the dealer / service provider not responded in time consumer may approach District Consumer Protection Council headed by District Collector (for districts other than Chennai) or Commissioner of Civil Supplies and Consumer Protection sending notices to the dealer / service provider on behalf of consumer

•If no remedy available through all above agencies, then relevant Consumer Disputes Redressal Commission / Forum as the case may be approached to file a complaint against dealer / service provider s

2.14.3 D. POINTS FOR CONSUMER ATTENTION

A) PURCHASING UNDER PUBLIC DISTRIBUTION SYSTEM

Public Distribution System Outlets (ration shops) are distributing commodities against family cards at subsidized rates. Consumer should ensure that

•Commodities are provided in correct weight without denial

•Display board is placed in front of every shop indicating available commodities and their quantity with selling price of each product

•Samples of commodities are placed for notice of card holders

•In the absence of any of above complaint can be made to Civil Supplies and Consumer Protection Department, Government of Tamil Nadu

•Can make an online complaint at www.consumer.tn.gov.in

b) PURCHASE OF COSMETIC

While buying cosmetics consumer should

•Not be carried away through Colorful misleading advertisements

•Check manufacturing date and date of expiry

•keep in mind that Colors are almost Chemicals

•keep in mind that following statements are mostly false “100% Natural”, “Chemicals not used”, “Oil free”

•Consult other users

•If you have any grievance/complaint, you may file it with the Local Drug Inspector or with the Controller of Drugs, 259/261 Anna Salai, Chennai 600 006, phone 044 24321830 or in the web at www.tnhealth.org

c) PURCHASE OF DRUGS

•Purchase to be made only as per prescription by Registered Medical Practitioner - Self medication is dangerous

•Checking for manufacturing date / expiry date

•Checking name of medicine purchased with prescription

•Checking availability of Maximum Retail Price on the strips /containers

•Insisting for bill with details of batch number etc. printed over strips / containers

•Checking for dosage and perseverance details of medicines

•If you have any grievance/complaint, you may file it with the Local Drug Inspector or with the Controller of Drugs at 259/261 Anna Salai, Chennai 600 006 phone 044 24321830 or in the web at www.tnhealth.org

d) PURCHASE OF CLOTHS

•Checking whether cloths withstand normal washing habits

•Insisting and obtaining bills and preserving them

•Insisting for “silk mark” while purchasing costly silk sarees

•If you have any grievance you may send a notice to the Seller/manufacturer or file a petition in the District Consumer Forum

e) PURCHASE OF GOLD

•Checking for “Hall Mark”

•Weight of stones to be separately noted down in bills while purchasing ornaments with precious stones

•Obtaining purchase bills and keeping it safely

•In case of grievances you may issue a notice to the seller or file a complaint with Bureau of Indian Standards at www.bis.org.in

f) MISLEADING ADVERTISEMENTS

Consumer should always

•be alert about the advertisements while going for purchase of goods afresh or in exchange of old product

•not be carried away by statements like free offers / discounts etc. since they are not the deciding factors for the requirement of Consumers

•not be misled through colorful glamorous advertisements

g) PURCHASE OF FOOD PRODUCTS:

These are valuable suggestions for customers:

- Don’t buy spoilt products. It is dangerous to health
- Check manufacturing and expiry date, weight, manufacturer address etc.
- If perishables check if it has been stored in freezer/cold storage properly.
- Avoid cheap and colorful food with hazardous color additives
- Avoid products without manufacturer address. You have no recourse in case of any problem

2.14.4 E. PACKAGED COMMODITIES:

Customer should be watchful and vigilant they have to see that every packed commodity has to carry the following information

- Name and address of packer / manufacturer
- Name of commodity
- Net quantity / Weight
- Month and year of packing and expiry date
- Maximum Retail selling price
- Quality assurance symbols like AGMARK, FPO, and ISI etc.
- Other relevant information (regarding ingredients of product)

2.14.5 F.SUSTAINABLE CONSUMPTION

- Every alert consumer has a duty to be a responsible consumer too. This means:
- Consume only what one needs. Remember the poor and underprivileged
- Don’t waste products/service, natural resources. Someone else may badly need it
- Avoid polluting products such as plastics, chemicals. Instead, use environmentally friendly degradable materials such as cloth, jute bags/ materials
- Help keeping the environment safe and healthy. Recycle degradable waste in your house
- Remember the 3 Rs of a dutiful consumer
- Reduce: Consume only what you need, if possible reduce consumption of water, electricity, fuel and other non-renewable
- Reuse: If a product can serve you for a longer period, use it instead of buying a new one.
- Recycle: Don’t litter the environment, please recycle degradable or recyclable materials through scrap dealers

2.14.6 G. CONSUMER PROTECTION ACTIVITIES

- Establishment of Citizen Consumer Clubs in every educational institution
- Providing consumer education to rural masses through Women Self Help Groups / Panchayat Level Federations and through Residents Welfare Associations / Apartment Owners Associations in Urban areas

Generating awareness through sectoral work shops / seminars

Publication and distribution of monthly magazine under the caption “Tamil Nadu Nugarvor Kavasam”

Propagating consumer awareness messages through Radio / Television Media and short video films with the motive of developing Citizen as “Valuable Consumer” various consumer organisations are serving together with Government of Tamil Nadu in providing consumer education to general public.

2.15 Need of Consumer Awareness

Why people should be aware of finance and economics? Who is a consumer? According to buyers’ wish demand of product changes today in the commercialized world. For selling the product, companies make use of advertisement. Sometimes tall claims are made by the company but reality is different. Though consumer is called the king of market he is cheated and looted at every step.

- Many times advertisement does not present real pictures examples: like advertisement of Thumps up company in that it shows one man was jumping from sky, “aaj kuch tofani karte hai”. It is very much, sometimes it is wrong examples: fairness products girl is’ fair within 7 days.
- Sometimes things are outdated for examples: medicines which have expire, any other product like food items, preservative things they will be harmful, sometimes these foods become harmful, deadly, for the persons.
- Sometimes there is mixture of unhygienic things in food items urea in milk.
- Sometimes price is high in relation to integrating.
- Animal’s fats mix in oil.
- Sometimes electronic items like fan, A.C., fridge, mixer etc… have not adequate safeguard the person can get shock it in using even in mobile the some kind of precautions are not taken.
- And there may be fault in machinery of the items like car, industrials tools, scooter, bike etc…

2.16 Conclusion:

Thus this chapter deals with consumer rights, and need of awareness. It is followed by the next chapter ‘Review of Related Literature’