



# THIRUTHANGAL NADAR COLLEGE

(Belongs to the Chennaivazh Thiruthangal Hindu Nadar Uravinmurai Dharma Fund)

Selavayal, Chennai-51.

A Self-Financing Co-educational College of Arts & Science

Affiliated to the University of Madras

Accredited with 'B' Grade by NAAC

An ISO 9001: 2015 Certified Institution

**NAME OF THE DEPARTMENT: PG & RESEARCH DEPARTMENT OF  
COMMERCE**

**SUBJECT :CONSUMER RIGHTS AND EDUCATION**

**TOPIC : INTRODUCTION TO CONSUMER RIGHTS**

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# CONSUMER EDUCATION

- MEANS THE RIGHT TO ACQUIRE THE KNOWLEDGE AND SKILL TO BE AN INFORMED CONSUMER THROUGHOUT LIFE. IGNORANCE OF CONSUMER PARTICULARLY OF RURAL CONSUMER IS MAINLY RESPONSIBLE FOR THEIR EXPLOITATION.

# CONSUMER MOVEMENT IN INDIA

- CONSUMER MOVEMENT HAS YET TO GET GOING IN INDIA, EXISTENCE OF THE ACT HAS STIMULATED THE CREATION OF MANY CONSUMER ORGANIZATION ACROSS THE COUNTRY.

# FEATURES OF CONSUMER MOVEMENT IN INDIA

- ◉ EXISTENCE OF THE ACT HAS STIMULATED THE CREATION OF MANY CONSUMER ORGANISATIONS ACROSS THE COUNTRY.
- ◉ NUMBER OF ORGANISATION HAS MORE THE DOUBLED IN THE LAST FEW YEARS.

# OBJECTIVES OF CONSUMER MOVEMENT

- TO RESTORE THE BALANCE IN THE BUYER SELLER RELATION IN THE MARKET PLACE
- TO PROTECT AND PROMOTE THE CONSUMERS INTEREST.
- TO SAFEGUARD CONSUMER RIGHTS.

# FEATURES OF CONSUMER MOVEMENT

- ◉ IT IS BASICALLY A PROTEST MOVEMENT
- ◉ IT IS A MASS MOVEMENT
- ◉ IT IS A NON OFFICIAL MOVEMENT.
- ◉ IT IS NOT A GOVERNMENT SPONSORED MOVEMENT
- ◉ IT IS RECOGNISED AND BACKED UP BY THE GOVERNMENT.

# IMPORTANCE OF CONSUMER MOVEMENT

- ◉ THE CHANGING NEEDS OF THE NEW GENERATION
- ◉ THE CHANGED ECONOMIC AND INDUSTRIAL SCENARIO OF THE COUNTRY
- ◉ AGGRESSIVE MARKET STRATEGIES THE MISLEADING ADVERTISEMENT.
- ◉ BETTER QUALITY HAS BEEN GIVEN.

# PROFILE OF INDIAN CONSUMER

- ◉ INDIAN CONSUMERS ARE MARKED BY GREAT DIVERSITY, DIVERSITY IN RELIGION, LANGUAGE.
- ◉ CONSUMER BEHAVIOUR HAS GONE THROUGH MANY CHANGES IN THE ATTITUDE MOTIVATION, PERCEPTION, SPENDING HABITS ETC.



# CHANGING CONSUMER BEHAVIOUR IN INDIA

- ⦿ RAPID URBANIZATION LEADING TO CHANGES IN THE MINDSET OF CONSUMER.
- ⦿ INCREASING INCOME LEVEL.
- ⦿ SHIFT IN APPROACH TOWARDS FAMILY SYSTEM.

# HOW DO YOU SOLVE CONSUMER PROBLEMS

- ⦿ LACK OF INFORMATION
- ⦿ MALPRACTICES BY SUPPLIERS
- ⦿ IRREGULAR SUPPLY
- ⦿ NOT HEARD PROPERLY
- ⦿ WRONG WEIGHT AND MEASURES
- ⦿ POOR AFTER SALES.