1. REVIEW OF LITERATURE:

The literature relating to the topic is reviewed as under.

A. A. Magesan, found that the consumerism movement in the global village aims at the promotion of welfare society. The long run mission of the consumerism culture has to bear in mind not only the present consumers but also the future consumers, our successors. With a strong motive and will to preserve the resources in the beautiful earth, the following are the directions in which the future activities are to be taken:

1. Down with consumerism (need-based consumption)
2. Encourage use of Energy Saving Products
4. Reduce consumption of existing resources.
5. Reduce frequency of Exhibition and Trade Fairs
6. Give sops for family planning
7. Use alternative energy resources.
8. Reduce consumption of fossil fuels
9. Encourage corporate undertakings to earn Carbon Credits
10. Use bio-fuels.

Avtar Singh in his book “Law of Consumer Protection” Eastern Book Co., 4th Edition, 2005 concluded that The Consumer Protection Act of 1986 has been drastically amended and its scope greatly widened by the amendment of 1993. The Act now covers all kinds of services. It also covers all kinds of consumer transactions whether made in cash or in kind. It protects the consumer from the burden of restrictive and unfair trade practices. It enables the Consumer Forums and Commissions to award compensation for not only the amount lost in purchasing defective material or in hiring deficient services but also for mental pain, suffering and harassment caused by defective goods or services.

A.K. Chandra in his article “Consumer’s Perceptions and awareness about consumer rights and Consumer Protection Act: a study in District Raipur (C.G)” published in
Research Journal of Social Science & Management, December 2011 pointed out that it is analyzed that consumers having their different location background, education, occupation and income have wide difference in the purchase behaviour for factors like – price, quality, packing and weight regarding non-durable consumer goods. It is also true that they have their different life style on the basis of the status and have different purchasing power along with their consumption patterns. To analyze the marketers’ point of view regarding Consumerism and Consumer Protection Act it is noticed that marketers have less interest about consumerism and they not fully aware about the provisions of the Consumer Protection Act. Normally they informed that they have heard about it but they have not shown their interest about it. They reported that any circumstances regarding this Act would come; their lawyer will do needful for them.

D. Kalpana and G. Natarajan pointed out that the study could say that even though people are aware of consumer protection measures available in India but the usage of the measures is poor. The reason that was found out is public are basically not comfortable with law, rules, court etc. It is the time now that we are supposed to revamp the system and see that it reaches the public in a smooth manner. Majority of the population which lives in rural area are affected in large manner with regarding to quality and poor service. Too much of formalities to reach the needed is there in our system. Either knowledge inculcating or simplifying will help the people. There can be also one help line to call and register the grievances with regarding to the complaints in products or services can be also tried to make the system simple.

George Babu P. and Edward Manoj in their article “Cognitive Dissonance and Pureness involvement in the consumer behaviour context” published in Marketing Management, The ICFAI, University Press, August ‘ November 2009 concluded that the propensity of a dissonant individual to accept the new cognition increases with the elapse of time from the time of occurrence of cognitive dissonance.
G. Ramesh Babu, has reviewed that consumerism should be strengthened in our country so that the tendency to push up the prices could be curbed and the quality of services and products ensured. Consumer problems must be reduced by making them good buyers through education and implementing various Acts. The consumers themselves have to protect themselves through powerful consumerism.

G. Muruganantham and K. Radha Krishnan found that consumer is the focal point of any business. Consumers' satisfaction will benefit not only business but government and society as well. So consumerism should not be considered as consumers' war against business. It is a collective consciousness on the part of consumers, business, government and civil society to enhance consumers' satisfaction and social welfare which will in turn benefit all of them and finally make the society a better place to live in. The objective of consumer welfare and protection can be achieved in a reasonable time frame only when all concerned act together and play their role.

‘Jago Grahak Jago’ – an Initiative towards Consumer Education and Awareness by Dr. Manmohan Singh on Friday, January 21, 2011 at 6:28am Inputs from the Ministry of Consumer Affairs The multi-media publicity to educate consumers and make them aware about their rights will have a long lasting impact not only on the end consumers but also on the entire manufacturing and services sector. It will go a long way in introducing greater accountability and transparency in the services provided by the public as well as private sector since the end user i.e. consumer will be educated and will become aware enough to ask for best possible services in return of his hard earned money. The day is therefore not far off when the consumers will be truly empowered.

Jaiswal Gaurav, Sahu Pravin and Matharu Manita in their article Consumer Preferences towards service industry. A factorial study of Restaurants Published in India Journal of Marketing, January 2010 (P . 34) concluded that the consumer are
generally familiar with the products sold in the restaurants but their attitudes and values related to purchase and consumption are different.

**Jeya Prakash** reviewed that many health and fitness awareness centers need to be started so that the weight reduction centers will reduce and the ill effects may also be decreased. The companies need to be counselled by the legal bodies about the necessity to publish the calorie values of the intake and the ill effects of the ingredients/ the over dose of ingredients like MSG (monosodium glutamate) be explained. The other kind of hazardous things that are being used in food manufacturing are artificial sweeteners and the acids to create artificial tastes. It is recorded that Sodium Saccharine can provide the sweetness of about 300 to 500 times of sugar cane produce. The manufacturers might get tempted to use some of these materials which would result in high sweetness which is always a tempting thing to eat and at the same time this does not match with the metabolism of the human body and they can cause over eating and the calories cannot be burnt with ordinary daily activities. The current method of dealing with the challenge of health problems due to the fast and junk foods are in the model and methods of curing but this problem cannot be dealt in this curing method. The reason is that any kind of ill effects become the lasting effects on the health of the children. The major suggestion that came out of this research is that we deal with the protection of the little consumers in a preventive method so that many of the future generation get saved from facing the ill effects. There should be school level committees with some teachers, parents and social servants to increase the awareness levels among the students. There should be some community, village and town level organizations which would do the educating of children and parents. We in India are yet to excel in the area of consumer welfare and consumer protection.

**K. Dhanalakshmi** in her article *Focus group interview: Rural consumers towards Consumer Protection in India* mentioned that efforts taken by the government to spread awareness through media, Consumer Clubs, Voluntary Associations, and to regularize Consumer Courts through “Confonet Project”, “Integrated Project”
disposing minimum 70 cases each month etc are far from required. Business organizations should not focus making profit as their prime motive; it should also focus on their customers. Consumers of today are ready to pay high prices for the products and services provided it satisfies their expectations and specifications. Government alone could not be blamed or can create wonders in a country with above 100 million populations; it requires support and help from general public and society to make Indians as alert Consumers.

**Kamla Saini, KJ Toppo, Manavjot Seema** in their article, “Consumer Protection Act 1986: A Challenge to the Nursing Profession” Published in The Nursing Journal of India, (p. 11) VOL. C November, 2009 concluded that rules and regulations framed by statutory bodies must be strictly followed at all levels. Nursing students, during their training period, should be made aware of the Consumer Protection Act. Continuing nursing education programme through workshops, conferences and in-service education courses to refresh their knowledge and also to create awareness among nurses regarding new technologies in medical sciences, which will be beneficial for self-development, to patient and society at large.

**K. Chandrasekar P. Saranya** observed that there is an urgent and increasing necessity to educate and motivate the consumer to be aware of the quality of the products, and also the possible deficiencies in the services of the growing sector of public utilities. In short, the consumer should be empowered with respect to his rights as a consumer. He should be equipped to be vigilant with a discerning eye so as to be able to protect himself from any wrongful act on the part of the trader. In order to be able to position the consumer in such a state, there is every need to evolve legal remedies and to provide reliable and exhaustive information, which he can access without much effort and expense. Thus there has been a continuous call and effort on the part of every citizen to become aware of their rights as a consumer. The schemes of legal services and the consumer organizations in this regard are indeed the right and fixed steps which will be a fore runner to a conducive marketing environment.
Leena Jenefa and Kavitha pointed out that

1. Television was the main media for both the male and female respondents, which influenced their buying most.

2. There existed a significant difference between the awareness level of the male and female respondents regarding consumer terminology and consumer protection laws.

Meenu Agarwal in her Book “Consumer Behaviour and Consumer Protection in India” New Century Publication, New Delhi, India- 2006 concluded that in a free economy, the basic purpose is consumer Welfare and therefore, it choose, accept or reject what the market offers at process quoted by sellers when there is freedom to choose, it encourage healthy competition between producers and sellers to assure goods quality products, at prices that are equal or close to the cost or production. The Government has also encouraged several consumer organisation such as Grahak Panchayat, Common Cause and Voice which have also contributed a lot towards consumer education and protection of their rights. The Government has also taken a number of other initiatives for the welfare and awareness of consumes. It is mandatory for every manufacturer to print the maximum retail price or the MRP of his product on the cover of the product, so that the sellers do not charge more than MRP. There are many laws which echo the spirit of consumerism in one way or the other. Except consumer Protection Act, other Acts are only punitive in nature but not preventive. The punishment is meant to operate as a deterrent against indulgence in malpractices in their dealing with consumers,

Mathur Naveen, in his article “Demand for business holds the key” published in the analyst, January 2010 (P. 61) concluded that agri-commodities shall have a great run in the coming year as the world moves towards greater industrialization, rising per capita income and increasing consumption patterns.

out that developing a more general approach for estimating the model when the number of brands and attributes is large, generalizing the awareness and availability modules to relax the independence assumption and to allow for dynamic marketing – mix effect in a game – theoretic setting, and developing new approach for estimating WTP based on heterogeneous price coefficients in the utility function.

Md. Wahidul Habib and Md. Gazi Salah Uddin in their article “Consumer’s Perceptions and awareness towards consumer rights: a study on Dhaka” published in Journal of Consumer Protection Welfare, Kalasalingam university Krishnankoil Snams book house Pvt. Ltd. Chennai, December 17, 2008 pointed out that the majority of the consumers had never heard of consumer rights. Print media i.e. newspaper played a great role in this case. Recently, the advisory council of caretaker government approved the Consumer Rights Protection Ordinance 2008. Under the law, there is a provision for constituting a National Consumer Rights Protection Council (NCRPC) which will play the role of a watch dog. The proposed NCRPC should have local bodies or voluntary bodies committed to protecting consumer rights through constant vigilance. They should maintain communication with the NCRPC for immediately reporting any business misdeeds or crime so that an offender can be brought to book instantly. If such a system can be developed all across the country, the law is expected to produce the desired results.

Nilanjan Sengupta and Srinivasa Marappain in their article Consumer Awareness Strategies Of Indian Businesses: an Exploratory Study, contains that change is inevitable in the current competitive scenario. Businesses who have quickly responded to such changes “interactively” have strived. Such interactions have created “Intangibles” in the form of “Goodwill” and hence have led to growth and sustenance of business. Consumers seek all possible and necessary Knowledge for making conscious decisions at absolutely No Cost. A clear shift in paradigm from Information is Money to that of Money Flows when Information is Free is being witnessed. Businesses having consumer focused “innovative products” bundled with technological capability which can deliver “knowledge” to consumer near or at his
door step with sufficient “benefits and satisfaction” are likely to succeed. It can reasonably be concluded that the mutual co-existence of above in the discussed sectors has significantly enhanced consumer awareness. The ultimate goal of any business today is to create a long lasting imprint in the minds of the consumer so that patronage can be sought on a continuous basis to survive and sustain in a competitive business environment. One also needs to remember that consumer awareness can be partially created through services, facilities and promotional strategies. But, the important issue of connectivity with the consumers lies in the ability of companies to promote good will among them through the human factor. Hence, today, emphasis is now also being given on employer branding strategies so that company employees become the vehicle for building bridges of strong relationships for a brand through their relevant knowledge, skills and attitude, without which, consumer awareness cannot become a reality. This in itself can be a major area for those researchers who wish to see the human side of the story of consumer awareness efforts. Before the companies cross the hump, they, therefore, have to squarely face the above challenges in their un-ending search for new ways to attract and retain customers in a volatile and competitive market. In this sense, creating consumer awareness as a strategic intent is more of a journey rather than a destination. The whole game is to make the consumers more deliberate buyers so that they make informed decisions, in order to get value for their money spent.

P. Ramesh state that consumers need greater knowledge, before they can understand more facts, and they need the ability to apply this knowledge sensibly. They need information that is simple and easy to use in the daily dietary food intake. There are many things in the current labelling terminology that can be improved. However, as long as consumers lack a basic understanding of nutritional terms and requirements, the label information will be lost on them. Therefore there is an immediate need for better nutrition education and improved nutrition knowledge.

Ruki M. Mirchandani “Monopolies and Restrictive Trade Practices (With an emphasis an Restrictive Trade Practices)” A Thesis Phd. , University of Mumbai-1984 concluded that in an economy of shortages, the trader has become all powerful
and the consumer is a victim of monopolistic, restrictive and unfair trade practices. The MRTP Act, 1969 deals with certain problems of industrial government in a democratic society. However, the Act with its vague, cumbersome and lengthy provisions has led to conflicting judgments and contradictory decisions because of different interpretations, a few of which are cited in chapter eleven of the study. The several amendments to the Act, which gives so much of a challenge to a commentator as to call for both interpretative skill and a real insight not only into applied economics but also into actual market practices, have hardly made the Act simpler and easier for interpretation. The lengthy and mind-boggling existing definition of ‘inter – connected undertaking’ (including the proposed amendment to it vide the MRTP (Amendment) Bill, 1983) lays down the trap as wide as possible, as is brought out in chapter thirteen of the study. It is quite likely that two persons, though blood relations, may be true rivals/ competitors, and the two undertakings on the board of which they are, cannot be deemed to be inter-connected merely because of their blood-relationship. Blood is not thicker than water always. This point is made in chapter one of the study.

Rao G. V. in his article “Terrorism insurance” published in Insurance Chronicle. The ICFAI University press, January 2010 (P. 17) concluded that it is for the authorities and the players to change the risk perceptions of the buyer and to create superior awareness of risk exposures among them.

R. Christina, Jeya Nithila and R. Jeya Kodeeswari Pratap’s analysis and conclusion showed that there were some differences in how the researched companies used green marketing. Two of the companies used their webpage’s and displayed environmental awareness, while two had a clear focus on products and its quality. One company had a health focus. What also was found was that green marketing not only should target the already green consumers, but instead aim at the larger consumer segment. To do this, green marketing should become more like conventional marketing and not only focus on the product, but also other value factors. The findings also suggest that the companies could use their home and
webpage’s to a higher extent than they do today. However a marketing approach focusing on creating customer value and relationships has attracted interest in the last decades

**S.C. Siva Sundaram Anushan and Dr. R. Neelamegam**, concluded that from the case incident of Procter and Gamble we can see that how a successful FMCG company is able to create a competitive advantage by being proactive towards consumers social well being. This example will help other companies to consider consumer movement as a source of competitive advantage and not a threat to their operations

**Shifole G. Y. and Bageshree P. B. B.** in their article, “Challenges of Social Advertising in India” published in “Revelation’ The Research Journal of K. P. B. Hinduja College (P. 86) Vol. 1 June’ 2009 pointed out that the repeated floating of social advertising can bring attitudinal and behavioural changes among the consumers.

**Sundar G Bharadwaj, P N Thirunarayana and P Raj Varadarajan**, in their article ”Attitudes towards Marketing Practices, Consumerism and Government Regulations: An Exploratory Survey of Consumers in India” published in journal of Commerce Policy, *Vikalpa*, (p. 24 )Vo.16, No.1, January-March 1991 concluded that the study findings highlight the need for public policy makers and business organizations to be aware of and to be sensitive and/or responsive to consumers' attitudes towards the marketing practices of firms and consumerism related issues. However, certain general observations made by researchers who have explored such issues should be borne in mind regarding the managerial and public policy implications of the findings of this study as well as other studies in this genre. The study provides new empirical insights into consumers' attitudes towards the national marketing system in India; it should realistically be viewed as exploratory due to the limitations and constraints already noted. Marketing is the exposed arm of business and advertising is the most exposed arm of the marketing function. Scrutiny of the
marketing practices of firms in general, and advertising practices in particular, by governmental bodies, the media, public interest groups, and others is inevitable as well as desirable from the standpoint of larger societal welfare. In order to complement such assessments by external groups, it might be desirable for individual firms as well as collectives of firms (e.g., trade associations, chambers of commerce) to undertake periodic surveys of consumers' attitudes towards marketing practices. Such studies can provide firms a longitudinal perspective of consumers' sentiments towards business and business practices.

Verma D. P. S., in his article, “Developments in Consumer Protection in India”, published in Journal of Commerce Policy, Vikalpa, (p. 57)Vo.26, No. 2, April-June 2001 concluded that though comprehensive legal framework for the control of unfair, deceptive, and misleading advertising in India exists, the practice continues almost unabated. Consumers and their organizations must assert their rights against unscrupulous businessmen indulging in such a practice and bring such cases to the notice of the enforcement agencies, which, in turn, have to play the role of a watchdog of public interest.

Verma D. P. S., in his article, “Developments in Consumer Protection in India”, published in Journal of Commerce Policy, Vikalpa, (p.107–123)Vol. 25, March-2002, pointed out that, consumer protection through amendments to the Act regulating restrictive and monopolistic trade practices (the MTRP Act). Public-sector undertakings and co-operative societies have been brought within the purview of the Act, and consumers have obtained the right to participate in inquiry proceedings before the MRTP Commission. Consumers and their associations have been given the right to seek redress of grievances arising out of the violation of certain pieces of legislation, including the Drugs and Cosmetics Act. The Consumer Protection Act, 1986, was enacted in order to provide speedy and inexpensive redress of consumers' grievances. Redress can now be sought before any consumer court also for negligence or deficiency in medical services. The Bureau of Indian Standards Act, 1986, has
strengthened the measures for the standardisation and quality control of manufactured goods.

V. Mahalakshmi, Panimalar has examined that there is necessity for continuing consumer awareness campaigns on a large scale to sensitize the population on basic aspects such as Maximum Retail Price (MRP), Gold Hall Marking, Indian Standard Institute (ISI) mark on products, COPRA and expiry dates. As and when, voluntary standards are extended into the services sector or regulations are imposed for mandatory compliance with standards for reasons of health, safety or environment, the content of awareness campaigns would need to be expanded. Once there is a healthy competition, automatically quality will improve and when quality improves the customer benefits. In fact consumer protection will improve once the consumer becomes increasingly aware of his rights. Social and economic justice is enshrined in the Constitution of India, of which consumer justice and protection is also a part.

W. Jacobs, P.N. Stoop and R Vannier in their article, “Fundamental Consumer Rights Under The Consumer Protection Act 68 Of 2008: A Critical Overview and Analysis” published in PER / PELJ (p.398/508) Vol.13 No3, 2010, concluded that the article the Act is written in favour of the consumer. Various provisions of the Act make inroads into the common-law position to strengthen the position of the consumer vis-à-vis the supplier. Undoubtedly, suppliers are facing an onerous task to prepare to comply, and eventually attempt to comply, with the Act.676 Reviewing current practices and agreements and replacing them with new ones hold a huge cost implication for suppliers. Add to that the cost of training staff and employing extra staff to enforce the Act, as well as more extensive liability insurance. In addition, suppliers' product and service costs would no doubt also increase. Such increases would eventually filter through to the consumer. From a consumer's point of view, the Act is, however, to be welcomed, as it will contribute to the eradication of many exploitative practices in the marketplace
Y. Suganya, concluded that Consumer courts cannot be effective and efficient without the required help and support from concerned State and Central governments. Efforts taken by the government to spread awareness through media, Consumer Clubs, Voluntary Associations, and to regularize Consumer Courts through “Confonet Project”, “Integrated Project” disposing minimum 70 cases each month etc are far from required. Business organizations should not focus making profit as their prime motive; it should also focus on their customers. Consumers of today are ready to pay high prices for the products and services provided it satisfies their expectations and specifications. Government alone could not be blamed or can create wonders in a country with above 100 million populations; it requires support and help from general public and society to make Indians as alert Consumers. “Please help us and Support us.” –

On 13th November 1995 the Supreme Court held that the Service rendered by a Medical Practitioner (Except where it is rendered free of charge or under a contract of personal service) would fall within the ambit of ‘service’ as defined in the Consumer Protection Act.

On 27th March 2001 the Union Cabinet decided to amend the Consumer Protection Act to enable faster disposal of cases and move to the redressal forums.