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A Comparative Study of Awareness And Consumer Rights Concerning Consumer Protection Act 2019

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ABSTRACT
In the male-dominated nation of India, the male family member's decision is always final. Going out, earning money, and facing the world are the responsibilities of men. However, the other, women manage the resources at home and are typically not exposed to market conditions. They lack information and resources, leading to impulsive and irrational purchasing decisions. Even though women are now breaking social norms and gaining commercial visibility, a sizable portion of underprivileged women continue to be marginalized. They have no idea what consumer rights and democratic rights are. A rigid mindset, ignorance, or a lack of opportunity could be the reason. The purpose of the article is to identify the disparity contrasts women's and men's awareness of consumer rights and to offer suggestions for bridging these disparities Despite the fact that only 75.61% of men and 76.63% of women knew about consumer rights, every respondent in the research was a qualified urban resident. Just 41% of men and 59% of women are well-informed about their rights as consumers.

Keywords: - Consumer Protection Act 2019, Consumer rights, Consumer awareness, Consumer organisation, CCPA, Customers, consumer education.

1. INTRODUCTION

Every person who makes a purchase Every item from the market is a client, and every individual who makes use of the goods and services is a consumer. From a child in the mother's womb to an elderly man who is unable to visit the business, it suggests that everyone is a customer. All it takes to join the consumer club is to consume. Consumers make up the majority of the economic group in every country (Dr. G. Nedumaran and Mrs. D. Mehala, 2019). One must complete certain purchasing chores in order to become a customer. The survey is a deliberate attempt to highlight consumer rights awareness and comprehension by gender. In order to defend oneself against the immoral and exploitative practices of producers, merchants, and service providers, consumer knowledge is essential.[1]

Being the largest demographic segment in any economy, consumers are crucial to a nation's ability to conduct business. According to Sharma (2018), the fierce rivalry that made the consumer the market king is a symbol of the modern era.[2] Every economic activity revolves around the consumer group. They are not aware that they have a strong position in the market. They are exploited because they lack organization, are uneducated, ignorant, and unconscious. Due to their poor incomes, Indians must find methods

to provide for their families on a tight budget, often sacrificing the quality of their products in the process (Parameswaran, M. 2017). Customers that are aware of their options are better able to make informed judgments (Dhavindra Rawal 2021).[3] The study's goal is to ascertain how consumer rights knowledge and gender are related. Since it will assist in identifying the less conscious gender class, the suggested issue is worthwhile to investigate. Additionally, new avenues for consumer redress have been made possible this Act of 2019 was passed (Suresh 2013). In the sphere of education, consumer rights and awareness are paramount. They become aware of their civic duties as a result. According to Indrani and Kumar (2016).

various parts of the nation have various levels of consumer rights awareness. It is extremely impoverished, particularly for those living in rural and remote parts of the nation. Levels of consumer in rich countries,

compared to. In a country as large and populous as India, awareness levels are much lower. Over four decades after the Consumer Protection Act was enacted in 1986, dishonest marketers and sellers still take advantage of the public by taking advantage of consumers' low awareness of their rights and obligations as well as the lax enforcement of corrective actions.[4]

The customer is the centre of attention for any business. The government, society, and business will all gain from satisfied customers. Therefore, it is incorrect to view consumerism as a consumer fight against businesses. It is a shared awareness among consumers, businesses, the government, and civil society to improve social welfare and consumer satisfaction, which will ultimately benefit everyone and make society a better place to live.[5]

Empowering customers encourages them to make educated decisions, reward quality producers and sellers, and demand that subpar products be fixed. It encourages and supports the demand side. effective expansion of the economy. As a result. This is especially true given the current trend toward "Make in India," which makes sense given the local market's attraction. Ironically, however, the consumer is still at the mercy of dishonest vendors and advertisers that fully profit from the public's ignorance of their rights and obligations as well as the inadequate execution of corrective actions in this nation with a population of over a billion, which makes it the world's third largest economy in terms of total purchasing power.[6]

Literature Review

The extent of the malaise is revealed by an examination of consumer-related literature. Although Saxena (1978) discusses the issues of inflation, subpar goods and services, adulteration, irregular weights and tactics, fraudulent merchandising, poor manufacture. Thakur (1912) discusses how businesses handle complaints poorly, while Sahu (1978) covers the issues of poor packaging and imitation. High levels of discontent with consumer goods and services, such as health, education, insurance, banking, electricity, postal, and telephone, are revealed by an empirical study of consumer satisfaction and awareness carried out in rural areas of five states: Uttarakhand, Meghalaya, Gujarat, Tamil Nadu, and Madhya Pradesh. It's interesting to note that the majority of respondents acknowledged not insisting on a cash memo while purchasing durable goods.

Singh (1992) cites a research conducted in the Hissar district that revealed the majority of people were unaware of consumer protection laws. Savarkar's (1996) Marathwada study also found that numerous Both the grievance redressal process and the requirement for a purchase proof were unknown to the respondents. Lizzy's (1993) study on the effectiveness of consumer redressal institutions in Kerala discovered a correlation between consumer ignorance and literacy levels. Increased complaints to the district consumer forums were linked to high literacy rates.

Gambhir (2002), a survey that assesses how well customers comprehend quality markings and how they affect their purchasing decisions. According to the report, 54% of all respondents are aware of ISI Mark, while 46% are not.

The level of customer awareness was examined by Jamuna (2017). Questions concerning their obligations as customers were posed to the respondents. For most responders, obtaining a guarantee and warranty card was the most important thing.[7]

Guo (2012), The tenth consumer right, the right to privacy, was established. The right to privacy includes safeguarding customer privacy during transactions. Given that consumers regularly divulge a great deal of personal information, this is especially important in e-commerce. This is particularly crucial in the hotel industry since visitors divulge a lot of private data, a large portion of which might be completed online. Online payment processing also accepts credit and debit cards. Consumers have a right to have such crucial information protected.[8]

Jaya subramanian and Vaideke (2012), Talk about customer attitudes and awareness of consumer protection laws. Gender and attendance at awareness meetings do not correlate, according to study. They also investigated the connection between awareness of meeting attendance and age.[9]

Deepika and Ratan (2014) Students' familiarity with various consumer protection laws. Most respondents were aware of various acts. It was found that most pupils learn about current events from newspapers and journals. The Consumer Protection Act is known to 53.3% of people.[10]

Kumar (2016), Most responders demonstrated a poor comprehension level and use of consumer rights. individuals who have never reported being exploited but are aware of their rights as customers. 64% of respondents stated they often checked the product's quality, 65% had little knowledge, 42%, and 80% claimed they never double-checked the product's weight and never asked for a bill after making a purchase.[11]

Mittal (2017), 600 respondents from 15 rural and urban Haryana districts provided primary data for the study. Finding out whether Indian consumers are aware of the various laws that were passed with their best interests in mind was the aim of this study. According to the survey, roughly 25% of customers were fully aware of the laws, 33% were aware of some but not all of them, and slightly more than 33% had never heard of them. Out of all the laws.[12]

Motwani (2018), gives a synopsis of the consumer's rights and obligations. Keeping warranty cards and invoices for major transactions is one of the seven duties the author outlines for clients. Before purchasing a product or

service, it is the responsibility of the buyer to read the terms and conditions, check for the "ISI" or "AGMARK" mark to ensure the product is pure, Create consumer awareness programs, register complaints about generous concerns, Recognise your rights as a consumer and never make a transaction without first asking questions.[13]
Nedumaran, Mehta (2019), Determine the degree of awareness among college-bound Alagappa University students in the Karaikudi district of Tamil Nadu. A sample of 150 students was asked to rate their awareness of consumer rights. The study looked at India's current legal protection system. Out of 150 students, 13% fully understood their rights as customers, 22% had a general comprehension, and 65% had no notion, according to the study's findings.

Research Objectives: - Given the current situation, it was suggested that the current study examine Indian society's understanding of consumer rights. The goals were

- To research the elements that buyers take into account while making purchases of goods and services.
- To evaluate consumer awareness based on occupational differentiation and geographic location.
- To investigate the availability of consumer organizations and consumer awareness of redressal.
- To assess how much weight is placed on different approaches to raising consumer rights awareness.

Research Methodology

Both primary and secondary data are used in the paper. The sample survey approach, which evaluates customers' awareness and comprehension of their rights according to gender, was utilized to obtain the primary data. Data is gathered for this purpose using the chain referral nonprobability approach from 200 respondents in the state of Uttar Pradesh. E-journals, newspapers, the internet, and similar research that have occasionally been carried out and published were obtained for the secondary data. After classifying and tabulating the data gathered on various aspects, the data was analysed using bivariate data analysis techniques, the chi-square test, the mean, median, mode, and percentage.

What is the meaning of A Consumer and A Customer

Understanding the distinction between customers and consumers is crucial in the business world. Customers are the individuals who make transactions with a business by purchasing goods from it. Businesses need to ensure that customers are happy with their purchases in addition to attracting them in order to flourish. Both categories are essential to the success of a firm.[14]
individuals to comprehend. Similarly, although the terms "customer" and "consumer" sound similar, marketers believe they have different meanings. The terms "customer" and "consumer" might refer to the same individual in a number of circumstances, yet they have distinct meanings.
In one way or another, every person on the planet is a customer or a consumer, and they are frequently misinterpreted. But a consumer is a person who utilizes or consumes the products.

A Consumer	A Customer
The product is consumed by a customer.	The product may or may not be consumed by customers.
You don't have to buy something to be a consumer.	Purchases are necessary in order to be a customer.
Consumption is the driving force behind a consumer's purchase.	Consumption or resale may be the customer's motivation for the purchase.
Consumers may or may not be involved in monetary transactions.	The financial transactions are carried out by the client.[15]

Who is a Customer?: - A customer is a person who purchases goods from a company. They are the ones who simply go into their pockets, withdraw money or credit cards, and finish purchases. In the corporate world, customers are essential because without them, there would be no cash flow. These may be people buying groceries, a business placing an order for office supplies, or anybody exchanging money for products or services. In essence, consumers are what propel firms financially, and their decisions influence market trends. Maintaining customer satisfaction and promoting recurring business—the lifeblood of any successful business—requires knowing what clients want, offering high-quality goods or services, and guaranteeing a satisfying shopping experience.[16]

Who is a Consumer?

In a nutshell, a consumer is someone who makes use of a good or service. Customers are the final users,

regardless of whether they purchased it or not; they use what has been made available on the market. It's all about the satisfaction, functionality, and experience that come with utilizing a certain product. Consider a youngster playing with a toy, The youngster is the buyer, taking pleasure in and engaging with the item, while the parent may represent the customer who purchased it. Customers are more than simply purchasers; they are the people or organizations that receive value from their purchases. Since a product's success ultimately depends on how effectively it satisfies customer demands and expectations, their preferences and satisfaction are vital.[17]

Difference between Consumer and Customer[18]

BASIS	CONSUMER	COSTUMER
Role	Customers are the final users of the product who utilize its features.	Conversely, consumers are the ones making the down payment to purchase the good or service.
Emphasis on Transactions	Customers concentrate on using the good or service and discovering personal fulfilment in doing so.	However, during the purchasing process, customers want to get value for their money.
Identity	Customers may be people or businesses that use the product for their own purposes.	Conversely, customers may be either persons or companies making the transaction.
Recurring Business Effects	Customers that are happy with the product may continue to use it, which could result in repeat purchases.	Customer satisfaction increases the likelihood that they will make further purchases, which promotes repeat business.
Market Influence	Innovation and market trends are greatly influenced by consumer behaviour.	Conversely, companies adjust their marketing methods in response to consumer preferences.
Ultimate Goal	Customers want the product or service to satisfy their wants or fulfil their desires.	Consumers look for goods or services that meet a particular demand and are satisfied with the purchase.

Consumer Rights- Consumer Rights Guaranteed under the Consumer Protection Act, 2019 section 2(9) six rights to consumers:

1-Right to Safety: - The right to safety is among the most significant rights that consumers have. It guarantees that customers are shielded from the promotion of products and services that pose a risk to their lives or property. In particular, industries like healthcare, medicines, cars, and food are covered by this protection. For instance, a customer has the right to pursue damages or reimbursement for any injury caused if they purchase a defective product.

Manufacturers and service providers are required to follow safety regulations under this right. They have to make sure that customers are not put in danger by their goods or services. The consumer's right to know the dangers associated with utilizing a product or service is also covered under the right to safety.**[19]**

2-Right to be Informed: - Before making a purchase, customers are guaranteed access to accurate and comprehensive information about goods and services because to the Right to Be Informed. The purpose of this privilege is to shield customers against deceptive or fraudulent advertising. The vendor is in charge of giving all pertinent details, such as the standard, price, potency, purity, quantity, and quality of the goods or services.[20]

For instance, when buying a medicine, the consumer has the right to know about its side effects, dosage and expiry date. If any critical information is withheld, the consumer has the right to take legal action. This right empowers consumers to make informed choices and helps prevent them from being misled by false claims.

3-Right to Choose: Customers can choose from a range of goods and services at affordable costs because to the Right to Choose Customers can choose from a range of goods and services at affordable costs because to the Right

to Choose. It guarantees that customers are not coerced into purchasing a specific commodity or service. In marketplaces where monopolies or unfair trading practices may restrict consumer choice, this right is particularly important.[21]
A customer has the choice to decline a package deal that requires them to buy extra goods or services, for instance, and to select just what they require. Consumer sovereignty is fundamentally based on the right to choose, which also keeps markets competitive.
4- Right to be Heard: - The right to be heard guarantees that customers can express their grievances and worries about goods and services. This right ensures that the proper authorities, such as consumer courts or forums, will hear and handle consumer complaints.
Under the Consumer Protection Act of 2019, this right directly results in the establishment of consumer forums and regulatory bodies. Consumers can file complaints about poor products, unfair business practices, and other problems.[22]
5- Right to Seek Redressal: - Customers have the legal right to file complaints about unfair business practices, faulty products, or subpar services according to the Right to Seek Redressal. With regard to this right, consumers can seek compensation, replacement or repair for the harm or loss suffered due to substandard products or services.
To address customer concerns, the customer Protection Act of 2019 created consumer dispute redressal organizations at the district, state, and federal levels. These organizations have the authority to mandate reimbursements, exchanges, or damages as they see fit. This right guarantees that customers have a clear road to justice and are not left defenceless in the face of exploitation.[23]
6- Right to Consumer Education: - denotes the right to acquire the information and abilities necessary to make informed decisions as a consumer throughout one's life. The primary cause of their exploitation is customer ignorance, especially among rural consumers. They must exercise their rights and be aware of them. Real consumer protection can only be successfully attained after that.[24]
Consumer Cooperatives - Customers themselves organize, own, and run consumer cooperatives. Their primary goals are to cut out the middlemen and offer goods at reduced costs.
Instead than maximizing profits from selling goods or services, To provide those products or services, a consumer cooperative is in place.
In order to offer the goods at minimal rates without any intention of making a profit, they buy the goods directly from manufacturers and whole sale dealers. Typically, they get paid in cash for their goods.
Consumer cooperatives are simple to establish. An organization can be formed independently by ten people, and it needs to be registered.
The elected members of the management committee run the cooperative society in a democratic manner.
A consumer cooperative is typically situated in a convenient location within their community.[25] Due to their small membership and lack of entrepreneurial training, cooperative organizations are not always successful and frequently have financial difficulties.[26]

Awareness and comprehension of consumer rights among men and women

Consumer Right Awareness
The term "consumer awareness" in marketing refers to ensuring that the buyer or consumer of the product or service is sufficiently informed about it. Due to ignorance and indifference, consumer awareness is minimal. A 2004 study by Carole J. Makela found that female students were more likely than male pupils to understand consumer rights and duties. Lack of knowledge is one of the primary causes of the lack of understanding of consumer rights. According to **Gouravjeet Singh Ghumaan (2009),** if we turn the pages of India's history, we would discover that its people were not very educated in the previous few decades.
Gender wise classification of the respondents[26]

Table 1.1

Gender	Frequency	Percentage
Female	59	59.0
Male	41	41.0
Total	100	100

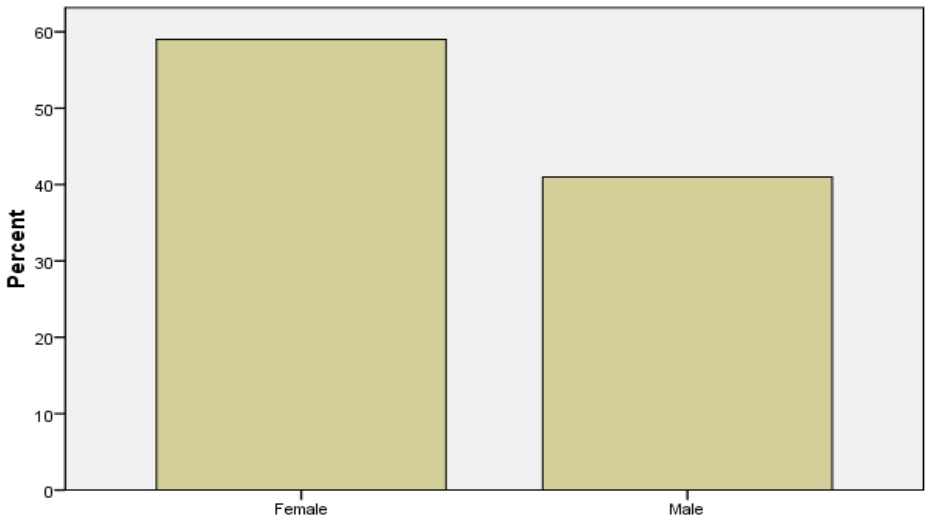


CHART 1.1 - Gender Of Respondents

The above data shows that 41% of respondents were men and 59% of respondents were women. Women make up the bulk of respondents (59%).

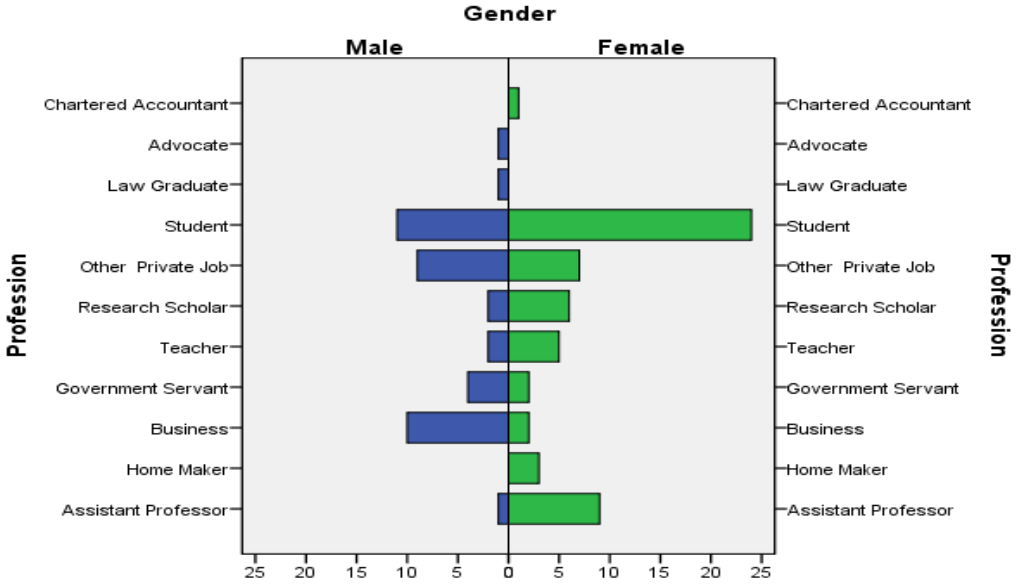


Chart 1.2 - Profession Of Respondents Bifurcated By Gender

Ten of the respondents are assistant professors at colleges and universities, three are stay-at-home mothers, twelve work in business and self-employment, six are government employees, seven are teachers, eight are research scholars at various universities, sixteen are in other private occupations, thirty-five are students pursuing a variety of subjects, and one is a law graduate. One is a chartered accountant and the other is an advocate, as seen in the table and bar graph above. As a result, students make up the majority of respondents (35%).

[28]

A Comparative Analysis

1-Comparative Analysis of Consumer Protection Act: 1986 and 2019

The meaning of a consumer definition of a customer under the customer Protection Act of 1986 was limited and did not include the notions of online transactions, teleshopping, etc., even though the new Act of 2019 provides provisions for all purchases or transactions done through any channel, whether offline or online. The definition of a "consumer" was broadened by the 2019 Consumer Protection Act "to include goods and services acquired through teleshopping, direct selling, multi-level marketing, and online transactions using any electronic means as" modes of purchase."[29]

2. Concept of Product Liability:- There was no such clause about product liability in this Act .However, it was included in the "new act 2019," which allows consumers to hold product manufacturers, service providers, and

sellers accountable for defects in goods and services. The intriguing feature of the rules is that the manufacturers are now more liable for the product than the seller, and payment may be obtained by fulfilling one of the various conditions specified in the 2019 Act.

3. Establishment of an independent Regulator (Central Consumer Protection Authority)

There was no impartial organization in 1986 that could look into complaints from customers. On the other hand, Section 10(1) of the Act 2019 established the Central Consumer Protection Authority. This power was created to control issues pertaining to violations of the rights of consumers, and deceptive or false advertising that falls within the category of unfair business practices, as well as to promote and protect the interests of all consumers. Furthermore, the Central Consumer Protection Authority is empowered to implement other administrative measures, including issuing safety notices, ordering product recalls, stopping unfair business practices, refunding purchase prices, penalizing deceptive or false advertising, and concurrently regulating, looking into, and making decisions.

4. Modification of Financial Commissions' jurisdiction:

The District, State, and National Commissions' pecuniary power was limited by the CP Act 1986.The district commission's financial cap was Rs 20 lakh (section 11), the state commission's was between Rs 20 lakh and Rs 1 crore (section 17), and the national commission's was more than Rs 1 crore (section 21).

The Act of 2019 has raised the Commissions' financial cap. District commissions have a ceiling of Rs. 1 crore (section 34), State commissions have a limit of Rs. 1 crore to Rs. 10 crore (section 47), and National commissions have a limit of exceed of Rs. 10 crore (section 58).

5. Alternate Dispute Redressal Mechanism introduced:- There was no similar clause in the Consumer Protection Act of 1986 that may assist customers in resolving their conflicts more quickly. However, part V of the Act of 2019 added a clause requiring prompt conflict resolution, wherein the court may send a matter for settlement via mediation. The disagreement between the parties ends if they both provide written assent on the same goal. The 2019 Act also highlights the necessity for the state and union governments to establish a national commission and a consumer mediation unit in each district and state.

6. Penalties for deceptive advertising: - Previously, a person may be imprisoned for one month to three years, fined between Rs 2,000 and Rs 10,000, or both if they disobeyed the Commissions' directives. However, under the new act of 2019, he might be imprisoned for up to three years or fined at least Rs 25,000, which could be extended to Rs 1. lakh, or both**.**

7. Unfair Contract Introductions:- There were no provisions pertaining to unfair contracts in the 1986 Act; however, the 2019 Act added the notion of unfair contracts, which encompasses transactions that result in significant changes to consumer rights.

In addition, the new act of 2019 expanded the definition of unfair commercial practices, established commissions to evaluate orders, introduced the idea of e-complaints, and introduced e-commerce (such as direct selling, telecom, etc.).

8. Complaint Submission : -The consumer may make a complaint at their home or place of employment under the new Act. The customer may register the complaint on their own behalf or through the parents and legal guardian of the customer. In some cases, it can also be heard by video conference and filed electronically.

9. Alternative conflict resolution, or mediation: -There were no provisions for mediation (alternative dispute resolution) in the 1986 Act, but the new Act offers a voluntary mediation option that is not legally obligatory on the parties. The median will speed up the procedure, simplify it, and aid in the quicker settlement of conflicts Due to the financing that courts get and the absence of infrastructure, particularly at the district level, the Consumer Mediation Cell (CMC) will be linked to every district, state, and federal level. This is a laborious and time-consuming task in and of itself.[30]

2-Comparative Analysis of Rural and Urban Consumers

1- Urban consumers typically have very high levels of education, while rural consumers typically have low levels. Consumers with high levels of education make better purchases**.**[31]

2- Urban and rural communities have different family arrangements. In urban regions, families are tiny and women predominate, but in rural areas, large families typically have a single decision maker when it comes to buying products and services. When employed, men and women make nearly equal decisions.

3. Due to the consistent availability of financial resources, urban consumers are known to exhibit consistent purchasing behaviour throughout the year, which leads to Due to strong employability, demand is consistent. India's rural economy is predominantly agrarian, meaning that most rural customers only have access to financial resources during harvest season. As a result, their demand and buying patterns cannot be consistent throughout the year.

4. The distribution of brochures and product shows show that product awareness is especially high in urban regions, and other advertisements regions. Due to minimal exposure to media such as television commercials, newspapers, etc., rural customers have low levels of product awareness. Nonetheless, marketers are now more conscious of the significance of potential rural customers, they have launched campaigns, melas, etc. to reach rural markets**.**[32]

5. Due to established distribution routes, it is not surprising that Timely availability of products to urban and customers, whereas rural regions are not having prompt product availability due to the sluggish pace of product transportation via rural distribution routes.
6. Due to the large number of customers in urban regions, after-sales service is sufficiently accessible, but rural locations do not have as many customers. Consequently, after-sale support.
7. Urban consumers are known for switching brands because they are quick and have an extremely current approach, However, due to psychologically limited conventions, rural consumers are conservative and are known to stick with the same brand.
8. In order to save money, urban consumers typically prefer to buy larger volume packs, while rural consumers prefer to buy lower volume packs.
9. While cash credit is offered from rural businesses, it is nearly non- existent from metropolitan retailers.
10. Due to the large population in urban areas, there is a greater choice of brands available there, whereas there is less variety in rural areas as Only a few well-known brands are preferred by rural consumers.[33]

3-CHINA: - The China Consumers Association was founded in December 1984 with the approval of the state council, demonstrating China's commitment to consumer protection. It is a prominent organization that selects its members from a variety of social and governmental sectors. Its goal is to keep an eye on items and services, protect consumer rights, and offer sufficient information on consumer activities to guaranty the smooth operation of society. There are roughly 3,193 consumer organizations in the nation, both domestically and internationally, of which 31 are provinces, autonomous regions, and municipalities that report to the national government.

Because of the efforts of this organization, The Law Protection of Consumer Rights and Interests was approved by the People's Republic of China. This Act had clauses that provided customers with safety and protection against faulty products, including Article 7. In a similar vein, Article 8 of the act guaranteed consumers the right to information about their purchases and all other pertinent details. One particularly special right is that customers have the freedom to independently purchase products and are granted the ability to differentiate, evaluate, and choose amongst different products. In a same vein, measures for publicly establishing organizations to promote consumption and combat trade violations were crucial for safeguarding consumers. [34]

Articles 10–15 of the Act provide regulations on fair trade and adherence to the ethics and dignity of groups without breaching an individual's personal information.

3-USA (UNITED STATES): -Federal and state laws coexist in the decentralized U.S. system. Laws prohibiting unfair and misleading business practices are enforced by federal organizations such The Federal Trade Commission (FTC) was founded by the Federal Trade Commission Act of 1914.The Commission on Consumer Product Safety Product safety regulations are the main emphasis of (CPSA, 1972). The FTC contested a pharmaceutical company's dishonest pricing tactics in FTC v. Actavis Inc.[35] underscoring the FTC's responsibility to maintain fair market competition. There are some provincial differences to Canada's federal system. Anti-competitive behaviour and misleading marketing techniques are forbidden by the Competition Act 11. Product labelling and advertising are governed by the Consumer Packaging and Labelling Act 12.[36]

4-Europe: -The EU adopts harmonized consumer protection laws through directives that member states must implement in their national legislation. Key directives include those on unfair commercial practices, product safety, and consumer rights in distance and off-premises contracts. The European Consumer Organisation (BEUC)[37] is a consumer advocacy group that lobbies the EU for stronger consumer protection laws and represents consumer interests before EU institutions. In C-23/03, The Commission v. Austria (2004),[38] the European Court of Justice ruled that a ban on unsolicited commercial emails violated EU law on the free movement of services, highlighting the balance between consumer protection and economic freedom within the EU.

Post-Brexit Consumer Protection Changes, following its withdrawal from the EU, the UK has largely retained EU consumer protection directives in its national law. However, the UK government has the power to diverge from them in the future. The Consumer Rights Act 201515 consolidates various consumer rights, including information disclosure, product liability, and return policies. In Parrot v. Drew,16 the Court of Appeal clarified consumer rights in the context of digital downloads, demonstrating the evolving nature of consumer protection laws in the digital age.[39]

5-Asia: -The People's Republic of China's Consumer Protection Law (2014)17 forbids unfair contract conditions, deceptive marketing tactics, and product safety risks.

The size of China's consumer base makes enforcement difficult. Dependency on local government can cause discrepancies, and consumer knowledge and the availability of redressal options need to be improved. Melamine-tainted milk powder caused widespread disease in "The Hangzhou Milk Scandal" (2008), underscoring the need for stronger enforcement and product safety rules.[40]

The Consumer Protection Act of 2019 is in effect in India. Information disclosure, product liability, and e-commerce restrictions are all strengthened by this all-encompassing statute. A three-tiered quasi-judicial structure offers consumers easily accessible channels for remedy regarding complaints. In the continuing

Patanjali (May 2024)20 case, the Supreme Court reserved orders on contempt notices against Patanjali, Baba Ramdev, and Balkrishna for allegedly making false ads and disparaging contemporary medicine. The court's displeasure with the Indian Medical Association's (IMA) apology for its comments regarding the case demonstrates its dedication to fair practices and advertising regulation.[41]

6- Africa: - The Consumer Protection Act 200821 in South Africa forbids deceptive advertising, safeguards customers who are at risk, and establishes requirements for product safety. Consumer knowledge and access to redressal methods have risen as a result of the Act. But there are still issues in rural sectors as well as with reference to intricate financial items. The court emphasized consumer rights in debt collection tactics in National Credit Regulator v. National Consumer Tribunal and Others[42], highlighting the Act's function in safeguarding vulnerable customers.

According to the High Court, these fees were in fact unlawfully added to the principal debt and resulted in interest, which was deceptive and breached consumer protection regulations. The principal law is the Federal Competition and Consumer Protection Act, 2018 ("FCCPA"). laws that oversee and defend Nigerian consumers' rights. requires product safety standards, forbids deceptive advertising, and offers channels for recourse. The efficiency of the Consumer Protection Council is hampered by capacity issues and a lack of funding. Ongoing challenges include increasing awareness and bolstering enforcement.

Conclusion

It is obvious that a woman's education will benefit the entire family. Through families, communities, civilizations, etc., women do have a multiplier effect. She can raise intelligent and creative kids if she is informed and cognizant, and eventually, future customers and citizens will realize this. This is the simplest method to close the gender gap and raise public understanding of consumer rights. More needs to be done to increase consumer rights awareness in our country and promote sensible purchasing, even though the aforementioned study's results indicate that roughly Approximately 50% of respondents completely understand their rights as customers, while 75% of respondents are aware of them.

Suggestion : -

1. Regional language consumer awareness campaigns across the country.
2. Including consumer education in college and school courses.
3. Increasing consumer commissions with personnel and infrastructure.
4. Making digital complaint systems simpler.
5. The active participation of civil society organizations and NGOs.

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