



Factors influencing the Consumer Awareness Level in Present Era

Monisha¹, *Pooja Sharma², Jatinder Kaur³

^{1,2} *Tecnia Institute of Advanced Studies, New Delhi,

³Rukmini Devi Institute of Advanced Studies, New Delhi

mgv.bmiet@gmail.com¹

*poojasharmacgc@gmail.com²

jeetu.jazz@gmail.com³

Abstract: The rapid digitalization of commerce has heightened consumer expectations for accessibility, options, and service quality while presenting new challenges for consumer protection. In response, the Indian government introduced the historic Consumer Protection Act of 2019, replacing the 1986 Act. The new legislation aims to facilitate swift and effective resolution of consumer complaints in the digital age, introducing online complaint submission and arbitration. It establishes regulatory bodies such as the Central Consumer Protection Authority (CCPA) to safeguard consumer rights and introduces provisions for product liability and criminal sanctions. This paper compares the key provisions of the two Acts and assesses consumer awareness and understanding of their rights and responsibilities under the new legislation. The study focuses on Delhi-NCR to evaluate consumer awareness levels and the effectiveness of consumer protection measures. Through a review of literature and analysis of primary data collected via structured questionnaires, the paper provides insights into the evolution of consumer protection laws, challenges in implementation, and recommendations for enhancing consumer rights awareness and redressal mechanisms.

Keywords: Consumers Awareness Level, Consumer Protection, Consumer Disputes

1 Introduction

1.1 Consumer Dynamics and Concrete Measures: while buying merchandise and administrations, a customer goes through different elements. His longing in regards to the buy might be judicious or nonsensical, contingent upon his intentions. Customers' Nonsensical choice making and absence of mindfulness are the actual reason for the customer abuse. The rational following of the purchasing process can help consumers from getting cheated. Education and awareness among consumers are beneficial to society. We buy different kinds of items from the market day to day. As such, the hypothesis of the law Admonition Emptor - or "Let the Purchaser Be careful" expected that the buyer was mindful for his assurance and would do as such with the devices accessible as his judgment furthermore, experience in arranging the states of any exchange[1]. During the purchase of any commodity or service, he has to consider the various factors such as price, quality, quantity of usage, warranty, etc. Indian customers encounter numerous problems in their daily dealings with traders and other agencies. Consumer protection is based upon their knowing about such problems. The shopper ought to know about such unjustifiable acts of trustworthy merchants to play protected at an hour of procurement. In shielding the buyers' advantage, an assortment of legitimate, administrative, and non-regulative moves have been made by the public authority, corporate associations, shopper clubs, and purchasers themselves

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previously[2]. Indian Parliament has established 30 regulations and refreshes them every once in a while all together that the requirement hardware to defend purchaser interest might be prepared[3]. The foremost of these enactments is the CPA 1986. This authorization was through and through extraordinary and sweeping — made for the more powerful security of customers' inclinations by giving gatherings to the redressal of purchaser protests[4]. Be that as it may, it builds difficulties to the issue connected with shopper security since client assumptions to more straightforward openness, more prominent choices, basic installment strategies, better administrations and helpful shopping increment[1].

The Public authority answers by authorizing the noteworthy Buyer Assurance Act, 2019, canceling the Purchaser Security Act, 1986, implying to consider quick and powerful organization and settlement of customer protests to tackle the new arrangement of hardships endured by shoppers in this advanced period. For the speedy and effective redressal of purchaser issues[5], the New Demonstration caused the increased usage of the internet based accommodation of protests and discretion procedures. The whole study project is focused on the assessment of awareness about difficulties pertaining to implementation of CPA 2019. Data was gathered and analyzed for testing consumer knowledge related to "Consumer Rights" under CPA and their mechanism for redressal of consumer complaints in Delhi-NCR.

Table 1. Brief Summary of differences between CPA 2019 & CPA 1986

	CPA 2019	CPA 1986
Regulator	Central Consumer Protection Authority (CCPA)	No separate regulator
Liability	Customer can get reimbursement for damage caused by a merchandise or a service	Customer can reach to court but not to the consumer forum.
Criminal Sanction	Provision of criminal sanction on wrongs committed against consumers	No such provision
Integrated Communication	It includes Manufacture, the provider of services, promoters, Physical & online sellers, celebrity endorsers etc.	It majorly includes Traders, Manufacture, Service providers.
Financial Prerogative	District: Up to Rs. 1 Crore State: Rs.1cr-10cr National: Above Rs. 10cr	District: Up to Rs. 20 Lakhs Regional: Rs.20 lakhs-1Cr. National: Above Rs. 1 Cr.
Trade	All standards of direct selling reached out to Online business	No provision of this category
Mediation Cell	Courts can allude settlement through intervention cell	No lawful provision of this category

Source: Created by authors

1.2 Consumer Security Measures in Delhi

The Branch of Food, Common Supplies, and Shopper Issues managed the CPA and the principles relating to customer security in Delhi through the State Commission and nine region gatherings. While the Secretary heads the department, at par would be the ranking of a judge as head of the State Commission to a High Court judge. Every district forum shall be headed by a judge who has the parity of a district judge. The first State Consumer Protection Council in the country was set up by the NCT of Delhi on 9 October 1987, and it was reconstituted on 9 September 1999. For implementing the Act, the Delhi government has notified the Delhi Consumer Protection Rules, 1987. These rules were amended from time to time. Moreover, Delhi Consumer Protection (Amendment) Rules, 1990 designed for the abolition and replacement of existing rules. Further, more significant functional steps taken in Delhi to protect consumer interest are. (https://ncdrc.nic.in/Acts/1_13.html)

- Voluntary Consumer Organizations
- Structure of Consumer Complaints Redressal Apparatus
- State Consumer Helpline

Delhi has numerous VCOs that worked for protection and promotion of consumer rights. Few of the top VCOs in Delhi are:

1.3 Consumer Voice

It is bunch making progress toward defending and assisting the interests of Indian customers. The association gives public help, data and strategy examination on an assortment of purchaser related issues.

1.3.1 Delhi Consumer Cooperative Federation Limited (DCCFL)

It very well may be enlisted under Delhi Helpful Social orders Act, 2003 as an agreeable society. The league intends to supply labor and products of good quality to its individuals at fair cost.

1.3.2 Consumer Association of India (CAI)

This is a non-benefit, purchaser situated association making progress toward improvement of training and strengthening of buyers, security, and improvement of value in items and administrations sold on the lookout, and great and fair strategic policies.

1.3.3 All India Consumer Council

A cross country Association attempts to shield the interests of customers all through India. It expects to make them particularly mindful of shopper privileges and gives them lawful help with redressal of any complaints.

1.3.4 Delhi Consumers' Association

It is a NPO with the item to safeguard and advance the interest of Delhi buyers. Reviews are led; labor and products are assessed and reports are distributed for teaching the clients in regards to their privileges and commitments.

1.4 Structure of Customer Complaints Redressal Mechanism

The Public Buyer Discussions Redressal Commission (NCDRC) which is the highest point customer court has been working beginning around 1988 at New Delhi in Janpath Bhavan[6]. The ongoing comfort introduced by the Help of Metropolitan Improvement is significantly lacking to resolve their issues to the extent that office space, with no halting workplaces and altogether arranged in an outstandingly stuffed locale, not in any way shape or form accommodating for the consuming public[6, 7]. Keeping this in mind, it was thought necessary to create an alternate design for the Public Commission, comparable to the stature it deserves as a five-part Commission directed by a

surrendering Judge of the Great Court, and the appeal opposing their judgement is currently under the vigilant eye of the High Court. The Buyer Confirmation Act of 1986, which was amended in December 2002, enables the Open Council to have extra seats. The following Seat began operations on September 24, 2003[7]. An extra two positions of Persons in the Commission's staff have been added with the prior notification of the Consumer Affirmation (Update) Regulations, 2004 by GSR No. 175(E) dated fifth walk, 2004, that will enable the workplace to have a third seat of the Commission immediately.

For these Seats further comfort is required. The Help of Metropolitan Improvement had assigned a land package at INA Complex to the detriment of Rs.27 lakhs on the requesting of the Public power. The design will cost generally Rs.11 Crores for completing as demonstrated by CPWD measure against which Orchestrating Commission has agreed to give Rs.6.50 crores in the 10th Arrangement. Upabhokta Bhavan full improvement requires an opening of Rs. 4.50 crores to be met. The Plan of Customer Helpline was started by the Service of Buyer Issues, Food and Public Appropriation, Division of Purchaser Affairs For such seats, more convenience is necessary. The Assistance Department of Metropolitan Development has allocated an ownership package at the INA Compound to the disadvantage of Rs.27 lakhs upon the demands of the Public Power. The layout will cost about Rs.11 crores to complete, as indicated by the CPWD measure, over which the Managing Panel has agreed to provide Rs.6.50 crores in the 10th Arrangement. To meet the overall upgrading requirements of Upabhokta Bhavan, an amount of Rs. 4.50 crore is required. The Division of Purchaser Affairs initiated the Customer Helpline Plan [8].

1.5 GOI in the 2002 under the expansion 'Jago Grahak Jago'

The Delhi State Client Helpline is consistently settled and worked by the Division of Food, Supplies, and Buyer Attempts. It is normally organized in the city of Delhi for direct access and coordination with the different prepared experts. Reciprocal State Client Helpline 1800-180-2087 has been begun from 12.08.2013. It is important on all functioning days from 9:30 A.M to 5:00 P.M. Clients from any place Delhi-NCR could dial to reciprocal number 1800-180-2087 to look for telephonic illuminating for the redressal in regards to their inclinations that they face as buyers. Since its presentation, the Helpline has gotten 7660 Calls from the Buyers of Delhi-NCR State up to Walk, 2015. The achievement rate accomplished by Helpline in settling objections is 84%. (Source: Food and Supplies Division, Delhi-NCR).

2.1 Review of literature

Review of literature is becoming basic to proceed with the applicable writing relating to the subject to see every one of the components of the targets of the review. This assists in getting the bits of knowledge of shopper security with acting 2019 too to comprehend the procedure that followed to understand the goals. Looking into the writing, different examinations were finished at public and worldwide levels alongside articles of various papers.

Pandey (2022)[8] talked about a few issues and difficulties were tracked down under the watchful eye of the shopper regulation because of fast development of online business and globalized exchange. Advertising had across the boundary development with mechanical blast throughout the long term. Web based shopping turns into an extremely famous road of shopping among buyers. Huge MNCs and different undertakings related with the online business have had the option to foster an enormous purchaser base everywhere. In any case, there lie specific issues related with web based shopping and individuals are hoodwinked through misleading ads, harmed items, conveyances of sham items, installment related issues including high conveyance charges, security and protection issues and so on. He referenced public regulations to manage buyer insurance yet have neglected to safeguard abused customers due to ill-advised execution of regulations because of jurisdictional worries. This paper evaluates whether the ongoing regulations connecting with purchaser security are sufficient to address the difficulties of the shoppers falling back on web-based exchanges in the current situation. This paper distinguishes the issues and challenges of electronic arrangements[9]. Besides, it showed that new approach of demonetization by the public authority in 2016 and flare-up of Coronavirus added to the necessities in regards to

customer wellbeing while at the same time enjoying web based business exercises and to address the difficulties looked by the present humanity while managing on the web exchanges.

Bhusari & Rampure, 2022[10], have thought that with the development of science and innovation, the web has developed significantly and become one of the preeminent significant grounds from where business and exchange can be continued. Generosity is an elusive for any business that shows or means the nature of labor and products presented by that said business. The brand name gives guarantee to the business that its item got differentiation from labor and products of different organizations which are providing a similar sort of item. The turn of events and development of data innovation acquainted humanity with the web. The web was basically presented as an organization where nations could impart at the hour of calamity; in a matter of seconds, it turned into a vehicle for correspondence for different clients. From that point forward, the web has come about fundamentally and has held grounds that are normal in base for leading business and exchange. Generosity of any business is an intangible resource that refers to the superiority or element that makes up the goods or service provided by it. The brand name allows a firm or an exchange to distinguish its item or administration from other entities that offer identical things. Online entertainment and sites have turned into a significant road of deals for venders these days to arrive at its clients. Special space name spreading over on the web sites assists the clients with distinguishing a specific brand in the internet. Any individual or business can purchase the area names of the ongoing organizations. This deals with the early bird gets the worm premise. When domain names are registered with the absurd expectation of being suggested to existing associations to conduct business in their name through phishing, this activity is known as "cybersquatting." This study focuses on the idea, kinds, and implications of cybersquatting in the globalised environment. It takes a perspective on how nations are managing this issue inside and past their limits. It additionally reveals insight into the job of the World Licensed Innovation Association in containing the demonstration of cybersquatting.

Chawla and Kumar, 2021[9] analyzed that quickly arising online business offices have changed purchaser decision towards online buys. The current review inspects the legitimate structure in India, which expects to defend the interests of online shoppers. The two recently authorized regulations — the Buyer Assurance Act, 2019, and Shopper Security (Online business) Rules, 2020 — and a writing survey upheld by the reactions from 290 online customers responding to the examination questions assisted the creator with achieving these targets. The significant discoveries had proposed that the necessity of a got and reliable framework was irreplaceable for endurance over the long haul of web based business organizations. The online business organizations can acquire the trust of a client by giving an choice of money down for web based shopping. The organizations ought to likewise keep their site refreshed, offer quality types of assistance to its clients, and so forth. The new guidelines are maybe strong with respect to the defending of freedoms of the buyers engaged with internet shopping also, the advancement of online business in India. Different variables, like wellbeing, privacy, ensure, purchaser administration, and site information to regulations connecting with the insurance of privileges of shoppers in web based business, meaningfully affect customers' trust. As a general rule, the exploration paper's discoveries will add to the current assortment of data with respect to web based business and shopper privileges insurance by uncovering key elements that contribute to client belief. To be sure, exceptionally illuminating realities with more extensive ramifications about e-buyer assurance in the Indian setting are advocated through the exploration.

Prasad, 2008[11], examined the idea of Customer assurance is 3200 B.C. way longstanding mirroring its existence in the foundations of Indian progress. In past, prime significance was given to human qualities and moral direct. Leaders indicated distinct fascination with moving along the social state as well as the monetary government assistance of individuals and many exchange limitations were laid out to defend the purchaser's advantage. It is an endeavor to examine the idea of purchaser assurance from the Vedic time in India down to the new period. It momentarily investigations the paper of Dr. A. Rajendra Prasad, 'Verifiable Advancement of Customer Security and Regulation in India a Higher Perspective', under the structure of Customer Insurance Act 1986. This paved the door for another culture of legitimate

organisation in India.

Kanchan et. al, 2015[12] seen that there was an expanded internet buying by the Indian purchasers, ever on a rising pattern. He had anticipated north of 7-overlay development in something like two years in the web-based retail market which has been esteemed at approximately Rs. 21k Crore in the year 2017. The web based business wave is moving throughout our nation like the greater part of different nations all over the planet. Web based business saves a lot of time since every one of the exchanges is performed from home with the assistance of the Web and a solitary snap of the mouse. By the by, online buy might have related burdens like unacceptable items and bogus conveyances clearly through deluding notices and virtual entertainment presents all together on draw in purchasers. This multitude of dangers falls upon the web-based purchasers, and various instances of online cheats by online dealers have been accounted for in India. Consequently, it becomes important to give a security and insurance to the internet based purchasers of some sort or another. The accompanying segments examine whether there are a few advantages for online customers from the arrangements of shopper security acts and what enhancements can be recommended in this specific circumstance.

Kumar and Dahiya 2013 concentrated on the experiences of the disputant buyers' in regards to working of the locale purchaser discussions in Delhi. The review was completed by choosing 5 region gatherings of Delhi. Test comprises of 50 complainants from every one of the five regions which summarize to the all out of 250 complainants. The greater part of them doesn't have right information about the primary arrangements of the consumer act. Expulsion of cases inside the embraced deadline was seen as inadmissible with three fourth complaints were viewed as holding on for more than decided time limit as recommended by the Showing. The maker has seen as the wonderful justification for disappointment among-defendants was concede in expulsion of pay for the grievances stop.

Khurana and Khurana 2012 have made attempt to realize the mindfulness level among the customers in regards to the specialized conventions while housing a grumbling in Buyer Gathering and furthermore the cognizance with respect to arrangements of CPA 1986. For the review, an example of 100 respondents was taken. It was observed that the respondents were very much aware of the term 'Jago Grahak Jago' and different signs of Value pointers like ISI, ISO, AGMARK and so forth. These outcomes present a sharp differentiation, with just 20% of the respondents viewed as mindful of procedural customs or functional ramifications. About a third of the respondents had fractional thoughts in such manner, substantial for half who were absolutely uninformed about the cycle. The review has likewise exposed that just 10% of the respondents have continued towards the buyer discussion as they continued looking for equity. Furthermore, more shockingly was the non-utilization of Public Buyer Helpline administrations by any of the respondents for redressal of their complaints

Krishnan and Suganya, compared the appearance of Tamil Nadu's buyer courts to that of Kerala between November 2009 and September 2010. The customer courts in Kerala appeared to be working all the more proficiently during the previously mentioned period contrasted with Tamil Nadu. The elements which impact the effectiveness of the buyer's court incorporate — customer mindfulness level, disposition/trust of purchasers towards regulation, accessibility of assets, and backing of the concerned government authority. The purchaser courts' viability relies heavily on how responsive the public authority truly is to the buyers' interests that come to the front.

Surekha, 2010 analysed that commercialization experiences defect because of nonattendance of awareness. In the current review, the shoppers felt that the selection of resigned Judges in the area discussions is the justification behind postpone in removal of cases/non conveyance of equity. The creator has communicated the need to reinforce the shopper redressal component and quick removal of customer complaints. He further summarized the requirement for industrialism Brent solidarity to retaliate for their freedoms and take ahead the possibility of commercialization.

Kumar et al. (2013) led an overview in regards to customer right mindfulness among agriculturalists of Bihar. For the current review, information was gathered from 100 ranchers of the state. It was seen that 58% of the ranchers were cognizant about customer privileges. More than one-fourth of ranchers know about CPA 1986 through

various mediums including TV, radio, paper, companions, and family members, and so on. It was found that the ranchers were prepared to haggle better costs and beware of the quality and amount of information sources bought by government endeavors. It is additionally found that 68% of the ranchers find it hard to get the benefit from arrangements of CP Act at the gathering in view of procedural postponements. The review suggested that administration ought to keep on directing more missions to illuminate ranchers in provincial regions about the methodology of documenting grievances and furthermore about the area of buyer gathering. This essential information, which was gathered from 98 e buyer respondents utilizing straightforward arbitrary inspecting, was contemplated with the assistance of rate investigation and chi-square test. The outcomes showed that the web based business entrance was utilized mostly by guys falling in the age gathering of 20-40 years. The individuals who have been involving it for over 3 years for web based shopping know about the internet business security act 2019 and their rules, yet new clients or those utilizing for under 3 years don't know. Government drive to bring out such sort of Act will assist clients with creating trust in doing e-exchanges and increment e-shopper clients on the lookout.

3.1 Research Methodology

An organized poll comprising of six inquiries was ready to quantify the degree of customer mindfulness about 'Purchaser Privileges' and buyer complaints redressed under new Shopper Security Act. Goals of the review were distinguished as:

1. To analyse difference between consumer protection act 1986 and consumer protection act 2019
2. Measure customer knowledge of 'customer Rights' and obligations under the new Consumer Protection Act.

3.2. Sampling design consisted of:

- **Population Region:** - For this study, the population was restricted to Delhi.
- **Sampling Unit:** The sampling unit was the individual customers that have been served.
- **Sample Size:** Keeping in view the availability of resources and considering the expert advice in the related fields, the sample size of customers was fixed not to be more than 500 respondents.
- **Sampling Method:** The examining strategies that were adjusted incorporate non-likelihood inspecting methods, which are Comfort and Purposive testing, for picking respondents. On account of a comfort test, tests were chosen in light of openness to the scientist.

4.1 Data Analysis & Interpretation

Table 2. Demographic Summaries of the Respondents

Demographic factors		Frequency	Proportion of Sample (%)
Age	Less than 25	340	68
	25 to 50	143	28.6
	More than 50	17	3.4
Gender	Male (Transgender men inclusive)	240	48

	Female (Transgender women inclusive)	260	52
Place of Residence	Urban Area	467	93.4
	Semi Urban Area	22	4.4
	Rural Area	11	2.2
Education	Uneducated	0	0
	Till 12 th	42	8.4
	Graduation	179	35.8
	Post-Graduation	67	13.4
	Professional Degree	212	42.4
Monthly Income	Less than Rs.10K	10	2
	10k- 20k Rs.	8	1.6
	20k- 30k Rs.	16	3.2
	30k-40k Rs.	223	44.6
	More than 40k Rs.	243	48.6
Profession	Homemaker	0	0
	Govt. Job	29	5.8
	Pvt. Sector	288	57.6
	Self-employed individual	35	7
	Student	148	29.6
	Idle	0	0

Source: Created by authors

4.2 Measurement of Consumer Awareness Level

A structured questionnaire from various literatures to gauge the level of consumer knowledge was given to responders.

4.2.1 Consumer Awareness Level Monitoring Inventory

'Consumer Awareness Degree Monitoring Inventory' was created based on the replies, and the degree of consumer awareness was then examined. The questions and responses are given in table below.

The following questions were posed to the respondents, and they were instructed to select one of the three responses: "Always," "Never," or "Depends on Situation" for each.

These replies were given marks in the following ways:

(i) 'Always'

1

- (ii) 'Never' 2
 (iii) 'Depend on Situation' 3

Table 3. Consumer Awareness Level Monitoring Inventory

Sr. No.	Questions	Always	Never	Depend on Situation	Total
1	Request a bill of purchase?	355(71)	19(3.8)	126(25.2)	500 (100)
2	Keep bill of purchase intact after purchase?	204(40.8)	59(11.8)	237(47.4)	500 (100)
3	Look over the bill after purchasing the product?	324(64.8)	62(12.4)	114(22.8)	500 (100)
4	Ensure that fake price stickers should not be printed on original prices?	297(59.4)	70(14)	133(26.6)	500 (100)
5	Go through the details and instructions given on the tag of the product?	237(47.4)	67(13.4)	196(39.2)	500 (100)
6	Confirm about the Guarantee and Warranty conditions of the product purchased?	339(67.8)	36(7.2)	125(25)	500 (100)
7	Preserve necessary documents for claiming Guarantee /Warranty with you?	346(69.2)	49(9.8)	105(21)	500 (100)
8	Confirm the MRP before making payment?	396(79.2)	32(6.4)	72(14.4)	500 (100)
9	Make comparison between the actual price payments with the printed MRP?	304(60.8)	75(15)	121(24.2)	500 (100)
10	Enquire about the price paid for the product with the price charged by the competitors?	183(36.6)	77(15.4)	240(48)	500 (100)
11	Ask about the various tax added to your product?	115(23)	142(28.4)	243(48.6)	500 (100)
12	Confirm about the Govt. rate of taxes on your product from the seller?	105(21)	193(38.6)	202(40.4)	500 (100)
13	Confirm the date of manufacturing and the date of expiry before making payment?	362(72.4)	46(9.2)	92(18.4)	500 (100)
14	Inspect the quantity and quality of the product before purchasing?	333(66.6)	41(8.2)	126(25.2)	500 (100)
15	Have Knowledge about the various quality marks like ISI, AGMARK, FPO, Hallmark, ECOMARK, Veg./ Non. Veg. Mark, ISO etc.	257(51.4)	82(16.4)	161(32.2)	500 (100)
16	Check Adulteration before buying Food products?	237(47.4)	67(13.4)	196(39.2)	500 (100)
17	Compared one product to another?	236(47.2)	45(9)	219(43.8)	500 (100)
18	Ask the seller to give	96(19.2)	99(19.8)	305(61)	500 (100)

	demonstration?				
19	Confirm the accuracy of weights and measures?	146(29.2)	112(22.4)	242(48.4)	500 (100)
20	Visit more than one shop to ensure best buy?	205(41)	47(9.4)	248(49.6)	500 (100)
21	Make effort to return the product to the shopkeeper in case of any defect/ deficiency found within few days of purchase?	291(58.2)	43(8.6)	166(33.2)	500 (100)
22	Value the advice of vendor with regard to the quality of product while purchasing?	191(38.2)	59(11.8)	250(50)	500 (100)
23	Confirm proper sealing and packaging of product to ensure authenticity of Brand?	383(76.6)	37(7.4)	80(16)	500 (100)
24	Favor home conveyance arrangement of things no doubt with respect to weight and so forth?	178(35.6)	61(12.2)	261(52.2)	500 (100)
25	Find online shopping more convenient than physical buying?	123(24.6)	74(14.8)	303(60.6)	500(100)

Source: Created by authors

The level of consumer awareness was determined by adding the scores from each respondent's twenty-five questions. The results were then translated into the following way:

Table 4. Total Marks and Consumer Awareness level

Total Marks	Awareness Level	No. of Respondents
61 to 75	Full Awareness	32 (6.4%)
41 to 60	General Awareness	351 (70.2%)
25 to 40	No Awareness	117 (23.4%)

Source: Created by authors

4.2.2 Relevance of Demographic Factors on Consumer Awareness Level

The following demographic characteristics were used to further analyze the results:

Table 5. Demographic Variables and Level of Consumer Awareness

Demographic factors	Calculated χ^2 Value	Table value	Dof	P value	H0
Age	4.105	9.48	4	.392	Not Rejected
Gender	.354	5.99	2	.838	Not Rejected
Place of Residence	76.040	9.49	4	.000	Rejected

Education	20.163	12.592	6	.004	Rejected
Family's Monthly Income	50.184	15.507	8	.000	Rejected
Occupation	3.048	12.592	6	.803	Not Rejected

Source: Created by authors

To examine the importance of consumer awareness levels across demographic characteristics, the chi-square test was used, and the following null hypothesis was formed.

H_0 = There is no association amongst consumers' demographics and awareness level of consumer i.e. they are not dependent.

When tested at a significance threshold of 5%, the chi square test partially accepted / rejected the null hypothesis (H_0). The chi-square significance (p-value) for three variables is $>.05$, indicating that age & gender, occupation and the degree of consumer awareness are not having any statistically significant relationship. As a result, the p-value for the three variables is $.05$, indicating that the impact of income level, education, and place of residence on the level of consumer awareness is statistically significant.

The table below displays the average values of numerous statements used to gauge a consumer's level of awareness while making a purchase. The top 20 statements having mean value more than 1.5 indicates that consumer had 'never' referred or reference 'depend on situation' while other statements having mean score 1.5 or less than 1.5 indicates that these were 'always' referred by consumers. Confirming MRP was most referred factor while purchasing the goods and asking the seller to give demonstration of product were least referred or referred depending on the situation by the consumers.

Table 6. Descriptive Statistics of Measurement of Consumer Awareness Level

Variables	Mean	S.D.	One-Sample Test	
			t-value	Sig. (2-tailed)
Ask the seller to give demonstration?	2.4	0.79	25.892	.000
Find online shopping more convenient than physical buying?	2.4	0.85	22.603	.000
Ask about the various tax added to your product?	2.3	0.81	20.939	.000
Confirm about the Govt. rate of taxes on your product from the seller?	2.2	0.76	20.420	.000
Confirm the accuracy of weights and measures?	2.2	0.86	17.980	.000
Favor delivery at home provision of stuffs without any question on the subject of weight?	2.2	0.92	16.132	.000
Value the advice of vendor with regard to the quality of product while purchasing?	2.1	0.93	14.817	.000
Enquire about the price paid for the product with the price charged by the competitors?	2.1	0.91	15.028	.000
Visit more than one shop to ensure best buy?	2.1	0.95	13.809	.000
Keep bill of purchase intact with you after payment?	2.1	0.94	13.49	.000

Compare one product with other product?	2.0	0.95	10.919	.000
Go through the details and instructions given on the tag of the product?	1.9	0.93	10.037	.000
Check Adulteration before buying Food products?	1.9	0.93	10.037	.000
Have Knowledge about the various quality marks like ISI, FPO, AGMARK, Hallmark, ECOMARK, Veg./ Non. Veg. Mark, ISO etc.	1.8	0.89	7.696	.000
Make effort to return the product to the shopkeeper in case of any defect/ deficiency found within few days of purchase?	1.8	0.92	6.052	.000
Ensure that fake price stickers should not be printed on original prices?	1.7	0.87	4.429	.015
Make comparison between the actual price payments with the printed MRP?	1.6	0.85	3.537	.801
Inspect the quantity and quality of the product before purchasing?	1.6	0.86	2.223	.027
Look over the bill after purchasing the product?	1.6	0.84	2.137	.033
Confirm about the Guarantee and Warranty conditions of the product purchased?	1.6	0.86	1.864	.063
Ask for bill after billing process is completed?	1.5	0.87	1.082	.280
Preserve necessary documents for claiming Guarantee /Warranty with you?	1.5	0.82	.491	.623
Confirm the manufacturing & expiry date before making payment?	1.5	0.79	-1.138	.256
Confirm proper sealing and packaging of product to ensure authenticity of brand?	1.4	0.75	-3.168	.002
Confirm the MRP before making payment?	1.4	0.72	-4.602	.000

Source: Created by authors

Mean score < 1.5 -2.0 indicates more referred statements; S.D. = Standard Deviation

To determine the statistical significance of the assertions t-test was used. The thumb rule is based on either $t > 1.960$ or $t < -1.960$ at a 5% level of significance to determine if the statement is significant according to statistics. According to Table No. 6, it was found that five statements having t-values .801, .063, .280, .623, 0.256 were not significant and the rest of 20 statements were statistically significant. According to the average values of these assertions, the respondents' awareness of these variables was imprecise.

5.1 Conclusion & Discussion

Many variables related to procurement of goods and services by a consumer. A wise consumer takes his/her purchase decision based on several factors [3, 13, 14]. Five major factors were examined in the current study. According to the findings resulted from the current study, just 6.4% of the respondents have full awareness about consumer and the purchase. Nearly 23% of the respondents had very little or no understanding of issues relating to consumers, while more than 70% had general awareness of these issues. The

results are not reflecting a favorable situation as far as consumer welfare is concerned. Despite running various consumer awareness campaigns, the consumers were either unconscious or have less understanding of issues pertaining to consumer welfare. While the age, gender, and occupation of the people hardly mattered in their level of awareness, it was found that the younger consumers have scored higher than many of the older-aged customers. Place of residence, education, and monthly income of a family reflect a strong impact on the level of consumer awareness[15–18]. The urban dwelling respondents were found to be more enlightened than the consumers living in semi-urban and rural areas. The responses to the survey depicted that most of the consumers had one or the other complaints about their purchase[19–21].

The study revealed that, despite having found themselves cheated, the majority of the respondents did not make their grievances known and rarely filed complaints regarding the goods or services. However, the study further revealed that consumers from the younger age bracket and high in education are more likely to air complaints regarding defected goods and services[22, 23]. Although a high degree of positive and significant relationship existed between 'complaint found and complaint lodged', the consumers' conduct of accepting the faulty product without lodging any complaint seemed to be the underlying problem in consumer protection. Respondents were provided with a set of fifteen problems (based on areas of exploitation) faced by them in the purchase of goods, for which they can file a complaint.

Practically each of the purchasers tracked down objections in something like one region however relatively pace of housing the grumblings is viewed as low. Greater part of worries was found about after deal administrations while improper marking and bundling got most reduced number of protests. The vast majority of objections were recorded with respect to inaccessibility of appropriate substitute great while least number of protests were held up against inadmissible after deal administrations. Guys were found to have more "moderate meaning of segment factors" in 15 region of the objections found and grievances recorded. It was seen that as almost 29.8% of the buyers have reasonable and little cognizance level to check out at the objections while buying the items. Almost 71.8% of the customers were very cognizant as to issues looked at the hour of procurement. Age, instructive level, and home all essentially impacted the ascent in the degree of cognizance of customers. In any case, orientation, occupation, and month to month pay didn't impact the degree of awareness held by the customers with much importance

6.1 Future Study Scope

In the ever-changing world of awareness among customers, technological breakthroughs will determine future patterns, emphasizing personalized marketing and real-time feedback systems. Ethical and environmental concerns will increase demand for environmentally friendly procedures and accessible information about products. Social networking sites and online channels will keep continuing to impact consumer choices through specific advertisements and influencers interaction. Regulatory improvements will be critical in ensuring rights for customers and data protection. Furthermore, developments in health and wellness, cultural diversity, and global market integration will need enterprises to prioritize openness, education, and ethical practices in order to fulfil increasingly educated customer expectations.

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