

Consumer Awareness and Consumer rights

By: Priya

Today the goal of most of the business is profiteering. They have little care for the interest of the consumers. There is a tough competition and the misleading advertisements often adds the plight of the consumers. Consumer is baffled what to buy what not and to whom to buy. There is always possibility of cheating the consumer with regards to quality, quantity, validity, price and durability of the products. Many multi nationals are indulge in mal practices and are selling their products to customer in other countries without knowing their background, culture, requirements and obeying any ethics.

So consumer awareness is the need of the hour and consumer should be well informed their rights to protect their interest. These are some of the steps to create awareness to the consumers.

1. Don't go for cheap products their quality may be poor.
2. Always buy branded products.
3. Always purchase from Original/authorized stores/Show rooms.
4. While purchasing the food products, medicines and other products check the manufacturing and expiry dates
5. Always check up the weight of the products and package.
6. Ask for Bill on purchase.
7. Check Quality mark and brand.
8. Always obtain guarantee/warrantee cards duly stamped and signed.
9. Use and keep your credit card safely while making the purchases.
10. Be Aware of your consumer rights.
11. Contact the customer care/ helpline of the company
12. For the redress ell of grievances goes to the consumer court/authority.

These tips will be useful to the consumers in their daily life.
