

Consumer Awareness in India: A Case Study of Chandigarh

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Abstract

Every man is a consumer, and ought to be a producer. He is the consummation experience, and ought to be rich. "Michael Hammer"

This paper has been written to study the general consumer awareness among consumers regarding various acts that have been framed for the protection of their rights. With the increasing competition, more firms are trying to attract more consumers with variety of products. As a part of this growing number of assembled consumers are increasing. It studies the level of awareness regarding the procedural formalities in consumer forums. For this purpose a sample of 100 respondents has been taken. Such pressure and harassment does not have sufficient through government, associations with officials, and education. As in the real world, competition is not with the firms of producers in the consumer, but in the innovation in products. Businesses are not doing well because by knowing the consumers' desired requirements and helping firms by providing them opportunity to serve them. Officials have more made to suggest some measures to strengthen the consumer position.

Keywords: Consumer, Consumer Protection, Problems.

INTRODUCTION

The concept of world as a global village and growing interdependence of the business practices have enhanced the importance of consumer rights, protection and promotion. People are demanding quality products and services for the value which they pay. Non-satisfaction of good impact on the quality and safety of goods and services, and the consumers are facing difficulty to buy and experience made products in many ways. Like high prices, misleading advertisement etc. Both the government and businesses should lay emphasis on the satisfaction of the consumers.

CONSUMER AWARENESS

A person who buys any goods or services for a consideration which has been paid or promised in partly paid and partly promised or under any system of deferred payment is a Consumer. A person who obtains such goods for resale or for any commercial purposes will not be a consumer. However, if such goods are bought by a person exclusively for the purpose of reselling his livelihood by means of self-employment then such a person will be considered as a consumer. The Consumer awareness is essential in all of the following stages:

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Multi-Criteria Decision-Making Techniques in Waste Management Suchismita Satapathy, Debesh Mishra, Prasenjit Chatterjee, 2021-09-30 This book addresses the problem of waste management by using multi criteria decision making MCDM methods The authors discuss how to apply MCDM a complex decision making tool that involves both quantitative and qualitative factors to develop strategies for effective waste management using various optimization models to rank alternatives while also incorporating the concerns and needs of multiple stakeholders to find the most optimal decisions for various types of wastes Typically there does not exist a single optimal solution to waste problems with help of MCDM far better solutions can often be found and utilized to facilitate sustainable waste management techniques in various industries This book provides unique effective and quick decision making strategies for waste management With the ever increasing population and continuing human development the problem of managing waste becomes increasingly essential and this volume helps lead the way to finding sustainable solutions

Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing Gupta, Monika, Jindal, Priya, Bansal, Shubhi, 2022-12-09 Emotional impulses heavily influence the behavior of customers Sensory marketing establishes an emotional connection between the company and the customers thus yielding a positive response towards the brand It has a strong influence not only on the perceptions but also on the choices of the customers It assists the organizations in delivering a unique multisensory experience and capitalizes on new marketing opportunities Therefore businesses should carefully formulate sensory marketing strategies revolving around the details of offered product mix prospective modes of communication as well as point of sale actions Promoting Consumer Engagement Through Emotional Branding and Sensory Marketing provides strategies for approaching customers through their senses to better formulate effective sensory tactics It strengthens the research in communicating brand image enhancing brand recognition generating brand loyalty and increasing brand appeal through sensory marketing Covering topics such as customer engagement brand experience and service quality this premier reference source is an indispensable resource for business leaders and executives marketing professionals brand specialists students and faculty of higher education librarians researchers and academicians

CUSTOMER RELATIONSHIP MANAGEMENT ALOK KUMAR RAI, 2012-12-05 This thoroughly revised and enlarged edition brings to light the latest developments taking place in the area of Customer Relationship Management CRM and focuses on current CRM practices of various service industries This edition is organised into five parts containing 19 chapters Part I focuses on making the readers aware of the conceptual and literary developments and also on the strategic implementation of the concepts Part II discusses the research aspects of CRM Part III deals with the applications of information technologies in CRM Part IV provides the various newer and emerging concepts in CRM Finally Part V analyses the CRM applications in various sectors industries and companies Primarily intended as a textbook for the students of Management the book would prove to be an invaluable asset for professionals in service

industries New to This Edition Includes five new chapters namely Research Techniques and Methods in Customer Relationship Management Customer Satisfaction Customer Loyalty Service Quality and Service Recovery Management along with several additions of new text and revisions of the existing text Provides latest advancements in CRM to keep the students abreast of these developments Gives as many as 16 Case Studies with critical analysis of different industries to help the readers understand the subject Covers a number of illustrations to elucidate the concepts discussed Gives Project Assignment in each chapter **Meaningful Tourism** Pankaj Kumar Tyagi,Vipin Nadda,Ajit Kumar Singh,2025-03-10

Drawing from real world examples Meaningful Tourism showcases the remarkable positive outcomes that responsible travel can bring Witness how communities thrive cultures flourish and environments rejuvenate when travellers embrace their role as stewards of the places they explore **DIGITAL TRANSFORMATION IN COMMERCE** Dr. Ravi Kant ,2025-01-26 The present book on Digital Transformation in Commerce presents the current trends of financial technologies and digital issues in Commerce The book includes the research papers of various researchers from various disciplines We hope this book will be purposeful for the students managers technical persons and researchers in the area of digitalisation finance technical issues and Commerce The topic of Digital transformation in Commerce occupies an important place in the course contents of various Universities and professional examinations such as MBA M Com MFC BBA B Com PDBM MCA BCA PGDCA and Computer Science etc the book has been written to the needs of students as well as researchers This book is a modest attempt to help young students and researchers in understanding this fascinating subject in a systematic manner with lucid exposition of its different facets but in a simple language **Finance India** ,2003-07 Bibliography of Asian Studies ,1991 Guide to Indian Periodical Literature ,1965 *Indian Books in Print* ,2003 *Indian Journal of Dermatology, Venereology and Leprology* ,2004 **Sales Taxation in India** Mahesh C. Purohit,1975 Library & Information Science Abstracts ,2008

Child Labour C. K. Shukla,S. Ali,2006 The Future Of Any Nation Depends Upon The Sound Development Of Children For Construction Of Civilized Cultural And Happy Society We Have To Educate And Train Our Children Properly Because Tomorrow They Would Take The Nation Towards Prosperity The Elimination Of Child Labour And Their Rehabilitation Has Emerged As An Important Area Of Scientific Work It Has Been Seen That A Large Number Of Child Labour Are Surviving Under Great Health And Safety Hazards Above All The Workplace Trauma Is Widespread Stunting The Growth Of The Child Both Physically And Mentally Hence Considering The Problem In Its Totality An Effort Has Been Made To Cover The Diverse Aspects Of The Subject All The Articles Are Judiciously Selected From Authoritative Sources **The Indian Textile Journal** Sorabji M. Rutnagur,1990 The Indian Journal of Political Science ,2007 Vols 1 include the association s Annual report 1939 *Neuromarketing's Role in Sustainable Finance* Taneja, Sanjay,Chahal, Bhupinderpal Pal Singh,Johri, Amar,Ozen, Ercan,Kumar, Pawan,2024-10-18 Neuromarketing plays a significant role in sustainable finance by tapping into the emotional and cognitive factors that influence investor decisions regarding socially and environmentally responsible investments It

helps financial institutions understand how individuals respond to sustainability messages enabling them to craft more persuasive campaigns that resonate with investors values By leveraging insights into behavior and decision making processes neuromarketing enhances the appeal of sustainable finance encourages greener investment choices and helps align financial practices with the growing demand for ethical long term impact solutions Neuromarketing s Role in Sustainable Finance explores the intersection of neuromarketing and sustainable finance revealing how insights from cognitive neuroscience can drive environmentally responsible investment behaviors It examines subconscious factors influencing consumer decisions toward green investments offering theoretical frameworks and practical applications to understand and promote ethical financial choices Covering topics such as behavioral finance environmental awareness and investor patterns this book is an excellent resource for scholars researchers financial professionals marketers business professionals academicians graduate and postgraduate students and more India Market Demographics Report, 2002 Usha Tankha,Geeta Sant,2003 Annual Report India. Ministry of Non-Conventional Energy Sources,2001 *National Register of Social Scientists in India* N. K. Nijhawan,1983 *Cumulated Index Medicus* ,1988

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