

**Objectives:** To enable the students

1. To know the rights and responsibilities of consumer.
2. To become better consumers.
3. To understand consumer behaviour.

**Course:**

**Unit I:** Consumer – definition; consumerism – Rights and responsibilities of consumers – right to safety, to choice, to be heard, to be informed, to redressal, and to healthy environment.

**Unit II:** Market – definition ; Types of markets – segmentation and characteristics ; functions; channels of distribution.

**Unit III:** Consumer purchase in the market – consumer buying habits; Buying motives; Advertisement – role in consumer purchase, Label – aid to consumer.

**Unit IV:** Consumer decision making – consumer decision making; factors affecting consumer decisions in the market; good buymanship.

**Unit V:** Consumer problems – faulty weights and measures, adulteration and other malpractices – causes and consequences. Legislation for consumer protection – Indian laws.

**References**

1. Sherlekar,S.A. (1984), Trade practices and consumerism, Himalaya publishing house.
2. Sarkar,A, Problems of consumers in modern India.
3. Verma,Y.S&Sharma,C. (Eds) (1994), Consumerism in India, Delhi.
4. The consumer protection act, 1986 (1987), Bhuvanewar, capital law house.
5. Agarwal,A.D. (1989), A practical handbook for consumers, Bombay, India, India book house.

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**Unit I** Questionnaire – prepare a questionnaire on consumerism.

**Unit II** Visit to local wholesale and retail markets.

**Unit III**

- a) Observation of consumer buying habits and motives.
- b) Survey about advertisements and various labels of the locally available products.

**Unit IV** Survey to know about the factors influencing consumer decisions.

**Unit V**

- a) Interviewing consumers about consumer problems.
- b) Visit to consumer court (optional).

**References**

1. Sherlekar,S.A. (1984), Trade practices and consumerism, Himalaya publishing house.
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