

Consumer Awareness in India: A Case Study of Chandigarh

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Abstract

Every man is a consumer, and might be the a producer, the is the conventional expression, and hence we he calls "Market Man".

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, every firm is trying to attract more consumers with variety of products. In spite of this, majority number of unscrupulous companies are indulging. It studies the level of awareness regarding the procedural formalities in consumer forums. For this purpose a sample of 100 respondents has been taken. Both primary and secondary data has been collected through questionnaire, personal visit, efforts, and observation. As in the case level, competition is not only the basis of production in the consumer, but in the production in progress. Businesses are not doing well because by serving the consumers instead consumers are helping firms by providing them opportunity to serve them. Efforts have been 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 believe and expenditure made product in many ways like high prices, misleading advertisement etc. Both the government and businessmen should lay emphasis on the satisfaction of the consumer.

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 purpose 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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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

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