

A Study of Consumer Awareness: with special reference to implementation of the Consumer Protection Act, 1986 in Indore

*Dr. Suresh Patidar**

ABSTRACT

Today, India is a big market and crores of consumers in India are ready to buy any product offered to them by big multinationals as well as Indian companies. But this does not mean that whatever offered to them they will accept. The time has gone when the market was sellers market and consumers not raised questions about the quality of goods.

Now they are testing each of the goods and services used by consumers and if that is not as per standards, consumers feel no hesitation to go to the consumer forums for compensation for defective goods or any kind of deficiency in services.

In Indian legislative history the year 1986 will be remembered for passing a revolutionary Act for consumers i.e. The Consumer Protection Act, 1986. After enactment of this statute the vacuum in law fulfilled with respect to any specific law for settlement of consumer disputes. This act provides three-tier redressal machinery for speedy settlement of grievances of consumers.

The state plays a number of roles, including administrative, legislative and many others. One of the functioning aspect of legislative role of state is to frame various laws, rules and regulations for the purpose of not only maintaining law and order in the society but also for providing a practical framework for the justice to the common man. Although the law providing protection to the consumer was framed way back in 1986, but whether or not it has resulted in increased awareness in the common man is a question yet not answered.

In the changing world of global business, consumer is considered to be the king of the market and has become basic force behind various market indicators. But in developing countries like India, is the consumer still aware of this fact? To find out the awareness to this question is the essence of this study. Since long consumer protection rules and regulations have been implemented but then what is the outcome of implementation is a subject of research.

Key Words: Consumer, Awareness, Consumer Grievances, Redressal Machinery

*Reader, International Institute of Professional Studies Devi Ahilya University, Indore

References

1. Singh Gurjeet, Business self-regulation and consumer protection in India: A critique Journal of Consumer Policy Springer Netherlands Volume 16, Number 1 / March, 1993
2. P. Sivaprakasam and S. Rajamohan, Consumer Empowerment: Rights and Responsibilities/ Delhi, Kanishka, 2001, Journal of Consumer Policy, Springer Netherlands Issue Volume 16, Number 1 / March, 1993
3. Nayak Rajendra Kumar, Current Developments In Consumer Law Consumer Protection Act, 1986: Law and policy in India Journal of Consumer Policy Springer Netherlands Issue: Volume 10, Number 4
4. Verma D.P. S. Development in Consumer Protection in India Journal of Consumer Policy Springer Netherlands Issue: Volume 25, Number 1 March 2002
5. *Kishtwaria J., Sharma A., Vyas N. and Sharma S., Consumer Awareness Regarding Legislation Organizations and Consumer Protection Laws. Journal of Social Sciences (Volume 8 No.1 January 2004 KRE Publishers).*
6. Robert Moog, Democratization of Justice: The Indian Experiment with Consumer Forums CENTER FOR RESEARCH ON ECONOMIC DEVELOPMENT AND POLICY REFORM, STANFORD UNIVERSITY July 2002.
7. The Consumer Protection Act, 1986 as amended till date Bare Act.
8. The Madhya Pradesh Consumer Protection Rules, 1987 as amended till date.
9. The Consumer Protection Rules, 1987 as amended till date.