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Buying Practices and Consumer Rights Awareness Amongst Management Students

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Buying Practices and Consumer Rights Awareness Amongst Management Students

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ABSTRACT

It is often said that the consumer is king, but in reality consumer is treated very badly both by public as well as private sector. The consumer is cheated in different ways by middlemen like adulteration, under-weight of goods, selling goods of inferior quality & duplicated goods, charging higher prices, misleading advertisement in the media, etc. The consumer is not sure of getting qualitative goods manufactured & preserved in hygienic condition and at competitive prices. The need for consumer protection arises because of the exploitation of consumer & the denial of consumer' rights in the absence of protective measures. This research focuses on the awareness of consumer rights amongst management students & study of buying patterns of them. Primary data was compiled from students of management institutions from Ahmednagar city. Survey method and the random sampling technique are employed to collect the data. The Major findings of the research are that most of the management students are aware of consumer rights but they never lodge the complaints against traffickers. Therefore they need to be educated by consumer organizations & government more about the procedure of registering complaints and seeking redressal.

KEYWORDS: Buying Practices, Consumer Rights, Awareness, Management Students, Ahmednagar

ARTICLE TYPE: Research paper

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