

A Study on Consumer Rights Awareness among the Youth

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Abstract

It is generally believed that the consumer movement in India as of today is quite strong when it is compared with other developing countries in Asia, Africa and Latin America. Over the years consumer rights have become more comprehensive, and are recognized by consumer organizations around the world. However, the awareness level remains low when we look at the overall population. The main objective of the research paper is to study the awareness among the youth. The primary study was carried out among the students in colleges and the tool was a simple questionnaire for the survey purpose. This paper has also analysed the consumers, lawyers and judges feedback on various issues pertaining to consumer courts in Mumbai. Based on the study results on the perceptions of different respondents the suggestion to improve the consumer courts performance is discussed. Followed by which suggestions are also provided to improve the ways and means of enhancing consumer rights awareness among the public.

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