

PRESENTATION ON:
CONSUMER AWARENESS
ABOUT CONSUMER
RIGHTS

CONSUMER

- **A consumer is a person who purchases or buys goods and services for their personal use.**
- **Example :**
 - **A company that buys a printer for company use.**
 - **A person who pays a hairdresser to cut and style their hair.**

CONSUMER AWARENESS

- **Consumer awareness means to being conscious of having knowledge about the different consumer rights, consumer laws etc. Consumer should be aware about their rights so that they will not get interrupted in the situation of fraud, cheating etc.**

TYPES OF CONSUMERS

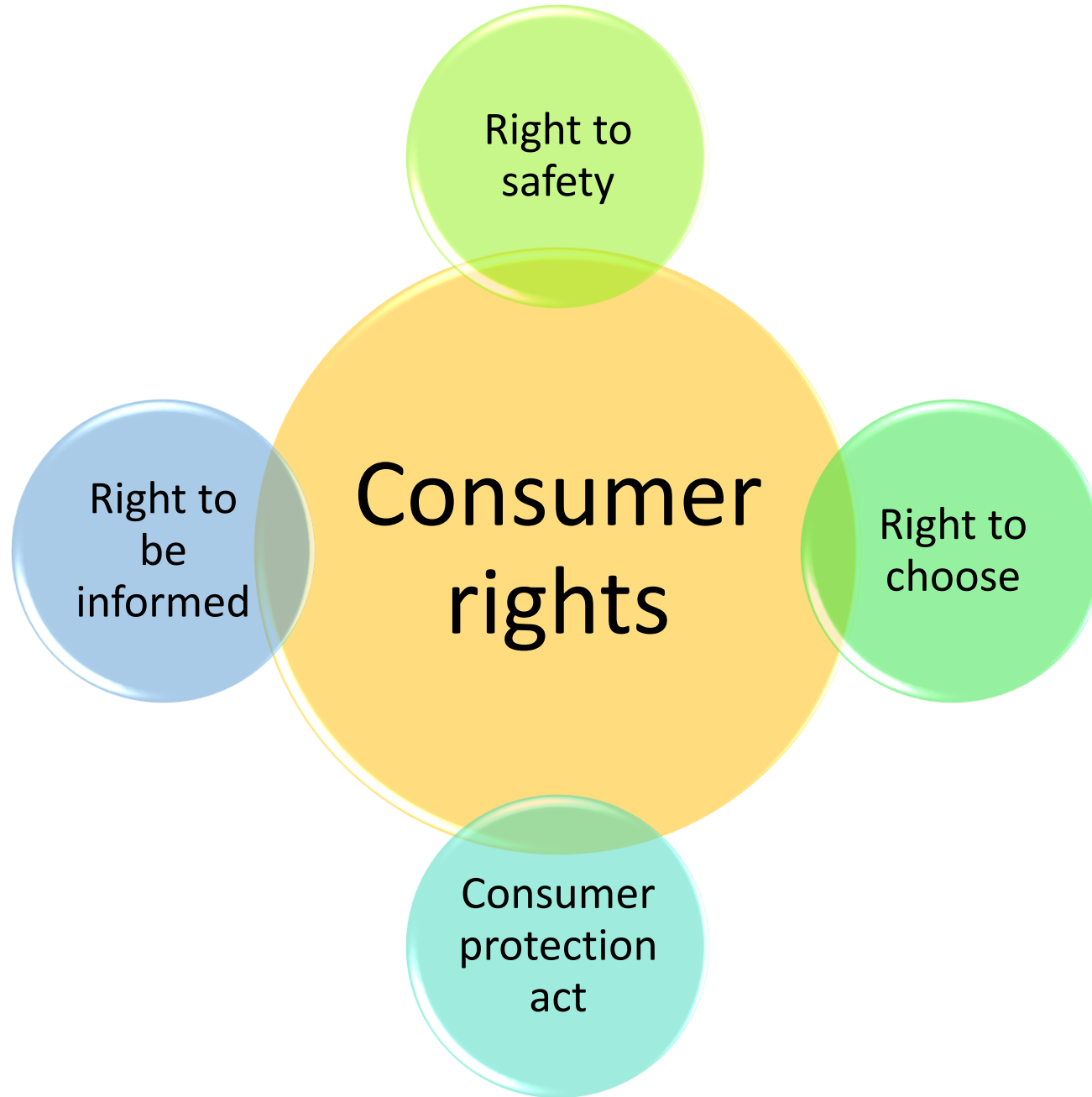
HOUSEHOLD CONSUMERS

INDUSTRIAL CONSUMER

RESELLER

CONSUMER RIGHTS

- **Consumer rights are those rights which are given to the consumers to safe or protect the consumers from unfair trade practice in the market.**



RIGHT TO CHOOSE

- **Consumer have right to be protected against the marketing that are hazardous to the health.**
- **Example: if the pressure cooker have deflection safety value which can cause serious accident.**

CONSUMER PROTECTION ACT

- **It is the practice of safeguarding buyer against the unfair practices in the market.**
- **Like:**
 - **Fraud**
 - **Adulteration**

WHY IT IS IMPORTANT TO CREATE AWARENESS ABOUT CONSUMER RIGHTS TO THE CONSUMERS

- consumer awareness is very important so that buyer can take the right decision and make the right to choose. Consumer awareness is important so that consumer can prevent themselves from the fraud, unfair trade practices, misleading, adulteration etc.
- If consumers are not aware about their rights then they can take step against the unfair trade practices and safeguarding themselves.

CONCLUSION

- There are various rights which are given to the consumers so that they can safeguard themselves from the unfair trade practices, fraud, misleading, adulteration etc. Consumer should be aware about their right { right to choose, right to be informed, right to seek redressal etc. } so that they can take step against fraud, adulteration, misleading etc. if the consumers are not aware about their rights then will have to suffer from lots of problems. If consumer rights are violated then consumer may file sue.

THANK YOU