

# CONSUMER EDUCATION

Semester – 5<sup>th</sup>

CC – 12

RM (502)

Credit – 2 + 2 = 4

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## Objectives :-

1. To become aware of the consumer problems in the market.
2. To realize the importance of the effective role of consumer in the market.
3. To develop good buymanship skill in the selection of goods in the market.

## Unit – 1 Consumer and consumer problems.

- Definition of consumers, importance and objectives of consumer education.
- Choice and buying problems of consumers.
- Faulty weights and measures.
- Adulteration and other malpractices.
- Causes and consequences.

## Unit – 2 Role of standards in consumer protections.

- Meaning of standards.
- Product certification.
- Role of certification.
- Good buymanship.

## Unit – 3 Consumer rights.

- Consumer responsibilities.
- Factors affecting consumer's decisions in the market.

## Unit – 4 Consumer protective services.

- Educational institute.
- Govt. agencies.
- Non govt. agencies, co – operatives.
- Consumer legislations etc.

**Practical :-**

1. Market surveyor products-
  - With regards to advertisement, Label, Packaging, Material and Safety and Pricing.
2. Food adulteration.
3. Study about different certification marks.

**References:**

- Sarkar, A. (1989): Problems of consumers in modern India, Discover Publishing House, Delhi (Unit I, III, V).
- Consumer Report, CERC, Thakurbhai Desai Smarak Bhavan, Ahmedabad (Unit I -V).
- Consumer Conformation, CERC, Thakurbhai Desai Smarak Bhavan, Ahmedabad (Unit I - V).
- Ghosh, A. (1992) The theory of consumer behaviour and welfare in classical paradigm, Bombay: Himalaya Publication House.
- Verma Yogindar, S. and Sharma Chandrakant (eds) (1994); Consumerism in India, Delhi, Anamika Prakashan.