

Topic	Consumers Rights
Pre-Requisite for the course	Student apprehension about their awareness while purchasing products in their routine life.
Assessment of qualifying knowledge	Questions based on the importance of consumer in market.
Objectives	• To understand the dynamics of consumer behavior and its relevance to marketing management. • To comprehend the nature and complexity of the internal and external influences upon consumer buying behavior. • To analyze the consumer buying process and its outcomes. • To discuss relevant research articles within consumer behavior. • To apply the principles discussed in class to actual case situations. • To develop analytical and communicative skills.
Learning outcomes	• Motivation is the driving force of all important things to be learnt. Motives allow individuals to increase their readiness to respond to learning. It also helps in activating the energy to do so. Thus the degree of involvement usually determines the motivation to search information about product. Showing advertisements for summer products just before summer season or for winter clothes before winters. Motives encourage learning and cues stimulate the direction to these motives. • Cues are not strong as motives, but their influence in which the consumer responds to these motives. For example, in a market, the styling, packaging, the store display, prices all serve as cues to help consumers to decide on a particular product, but this can happen only if the consumer has the motive to buy. Thus, marketers need to be careful while providing cues, especially to consumers who have

	expectations driven by motives. • Response signifies how a consumer reacts to the motives or even cues. The response can be shown or hidden, but in either of the cases learning takes place. Often marketers may not succeed in stimulating a purchase but the learning takes place over a period of time and then they may succeed in forming a particular image of the brand or product in the consumer's mind. • Reinforcement is very important as it increases the probability of a particular response in the future driven by motives and cues.
Transaction Methodology	PEDAGOGICAL METHODS • A combination of methods is utilized by this instructor in teaching consumer behavior. To introduce any topic area a lecture is given. The format of these lectures generally begins with a definition or definitions of the variable or topic followed by relevant background. If measurement of the variable is important such as for attitudes, social class, etc., alternative approaches to measuring the variable are presented. • Attention is then directed to other sub categories or classifications (i.e., subcultures, learning process elements, etc.). • Finally, in every instance a concerted effort is expended in providing appropriate marketing implications. • Other pedagogical tools used include class discussion and case presentations. Class discussion revolves around a few interesting research articles from current periodicals for discussion purposes. • Case presentations are conducted by teams of three to five students. They are required to orally present one case before the entire class as well as submit the written case analysis. • In evaluating the performance of students, a midterm and final exam are the major vehicles used. Although class discussion and the case analysis account for approximately

	twenty-five percent of the grade, they are not adequate barometers of an individual student's mastery of the course material. The midterm exam is given after completing the discussion of the intra-personal variables. The final exam then covers the remainder of the semester's work. Both exams follow an essay format with emphasis given to understanding and applying the topic areas. Typical questions ask the students to show how a particular variable is or is not useful for market segmentation purposes or to give the marketing implications of various learning theories
Questions	1. What is 'consumer exploitation'? 2. When is the 'World Consumers Rights Day' celebrated? 3. Mention organizations which provide certification of standardization in India. 4. Why was 'Consumer Protection Act 1986' enacted? 5. State the organization that sets international food standards. 6. State the organization that sets standards of products at the international level. 7. Mention the factors which cause exploitation of consumer. 8. What is the need for consumer awareness? 9. What is adulteration? 10. Name the consumer courts at the district, state and national levels. 11. State the role of Public Distribution System. 12. Enumerate the measures to protect the rights of the consumers. 13. State the various ways in which a consumer is exploited by

	manufacturer and traders. 14. State and explain the various rights of consumers. 15. What are the duties that consumers must fulfill to secure the right. 16. To protect the interests of the consumers, the government adopted three strategies – legislative, administrative and technical. What do you mean by these strategies? 17. What is legislation concerning consumer rights?
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