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3 Year Validity (Multiple Devices)

Home Family and Home Science – Consumer Education, Advantages, Problems & Solutions of Consumer Education

Consumers are people who buy goods and services to satisfy to their needs. We buy a lot of things to fulfil our needs. These may include ‘goods’ like food, fuel, paper, electronic items, etc. , ‘services’ are the facilities offered to us various agencies with or without payment. These include water, electricity, health and sanitation, education, transport, communications, etc.

Consumer Education

- Consumers are cheated in the market because they do not get proper “consumer education.”
- Consumer education means to educate the consumers as to what, where, when, how and how much to buy and how to use what they have bought.

Advantages of Consumer Education

- Develop the ability to decide and choose things intelligently.
- Demand safe, reliable and goods quality products at a reasonable price.
- Be alert, well informed and vigilant against corrupt practices in the market, and
- Take suitable action when faced with a problem.

Problems Faced by Consumers

- Price variation

- Adulteration and Poor Quality
- Non-availability – Hoarding and Black marketing
- Defective weights and Measures
- Deceptive Trade Practices
- Poor Consumer Guidance
- Lack of Standardized Products

Solutions to Consumer Problems

- Always conduct market surveys and tap all the sources of information (TV, magazines, newspapers, salespersons, and if possible, somebody who is already using the product) before buying a product.
- Buy from Kendriya Bhandar, fair price shops, authorized company show-rooms, cooperative stores, or other reliable shops of good reputation in your area. This will enable you to buy good quality products at right price.
- Obtain bills, receipts and guarantee cards for all purchases made and keep them safely. They will be of use in case any fault in the products.
- Instead of loose items, preferably buy properly packed and labelled products.
- Read labels carefully for brand names, ingredients, net weight, MRP (maximum retail price) , expiry date and standardization mark.
- Think of alternate items, for those that are in short supply. Refuse to pay more and discourage hoarding and black marketing.
- Do not accept irregular weights like bricks and stones. Be alert and vigilant about the weights and measures and the procedure used by the seller.
- Do not get deceived by sales tricks and sales talks, like free gifts and high discounts.
- Buy products that guarantee good quality, after sales service.
- If you notice any trader cheating or using unfair trade practices do not remain quiet. Report such cases to the concerned authorities.