

Consumer Awareness: A Key Factor in Global Sustainability

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Abstract: *This study explores the role of consumer awareness in promoting global sustainability. It investigates the level of consumer awareness among the general population and its impact on consumer behaviour and decision - making. The study utilizes a quantitative research design, with data collected through a survey administered to a random sample of the general population.*

Keywords: Consumer rights, Consumer awareness, Sustainable growth, Right to complain, Consumer responsibility, Consumer safety, Consumer behavior

1. Introduction

Consumer awareness refers to the knowledge and understanding that consumers have about their rights and responsibilities when purchasing goods and services. It is important for consumers to be aware of their rights and responsibilities in order to make informed decisions and protect themselves from fraud or other unethical practices.

2. Purpose of the Study

The purpose of this study is to determine the level of consumer awareness among the general population. Additionally, this study will explore the impact of consumer awareness on consumer behaviour and decision - making.

3. Research Problem Statement

The research problem for this study is to determine the level of consumer awareness among the general population. Specifically, this study will examine the following research questions:

- 1) What is the level of consumer awareness among the general population?
- 2) What factors contribute to consumer awareness?
- 3) How does consumer awareness impact consumer behaviour and decision - making?

4. Methodology

This study will utilize a quantitative research design. Data will be collected through a survey administered to a random sample of the general population. The survey will include questions related to consumer awareness, as well as demographic information such as gender, residing place, and occupation. Data will be analysed using statistical methods to determine the level of consumer awareness and the factors that contribute to it.

5. Research Design

The research design for this study is a cross - sectional survey. A random sample of the general population will be selected to participate in the survey. The survey will be

administered online and will take approximately 10 - 15 minutes to complete. Data will be collected over a period of two weeks, and the results will be analysed using statistical methods.

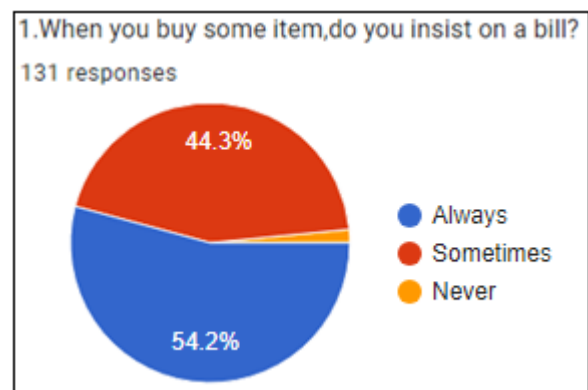
6. Population

The population for this study is the general population of consumers in India. The sample will be selected using a random sampling method to ensure that the results are representative of the population.

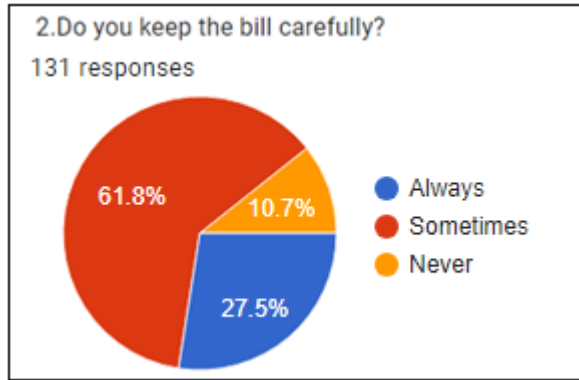
7. Data Collection Procedure

Data is collected with the help of google forms. 17 closed ended questions were asked to identify responses pertaining to awareness, willingness and need for consumer rights for the wellbeing and sustainable growth of our society.

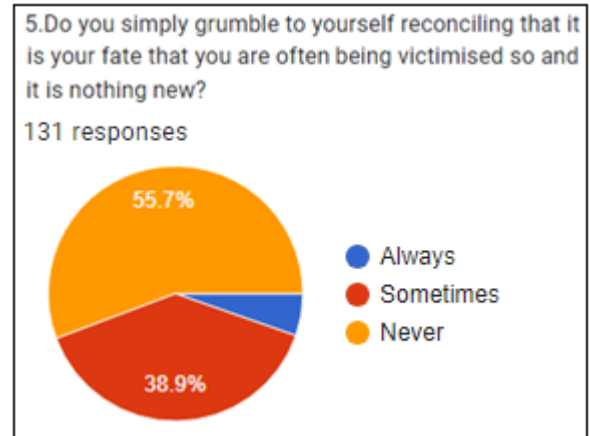
8. Results



Customer awareness is necessary as 54.2% of people make sure to receive a bill when they make a purchase. Out of this group, 44.3% say they sometimes insist on a bill while the remaining percentage does not insist on receiving a bill. The survey highlights the importance of customer awareness when it comes to tracking purchases and suggests that more education is needed to encourage all customers to request a bill.



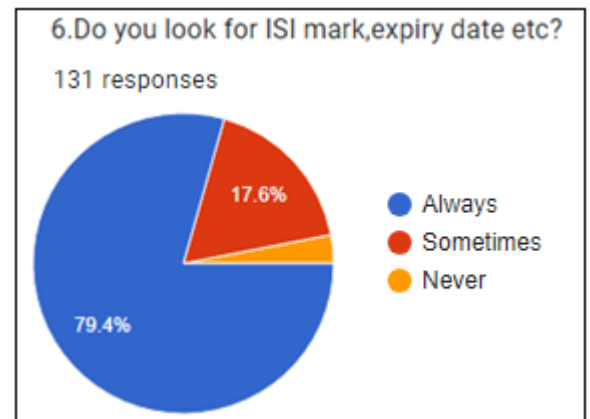
Customer awareness and responsibility hold a significant role in protecting and preserving the environment. Out of 131 customers, 27.5% diligently keep their bills, while 61.8% occasionally do, and the rest do not keep the bills at all.



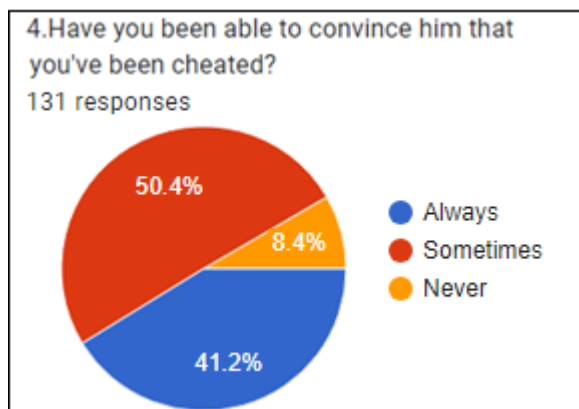
5.3% never complain internally and accept it as their destiny to be frequently victimized, while 38.9% express discontentment sometimes, and 55.7% did try to change it.



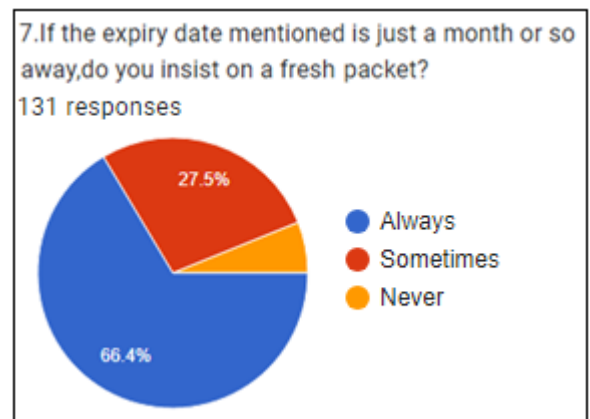
As part of the basic consumer rights, customers have the right to complain, and thus enhance customer awareness and responsibility. From statistics, 67.9% of customers do raise their voice and complain to shopkeepers when they feel that they've been misled, while 28.2% choose to do so occasionally. However, 3.8% of the customers don't express their grievances, remaining silent.



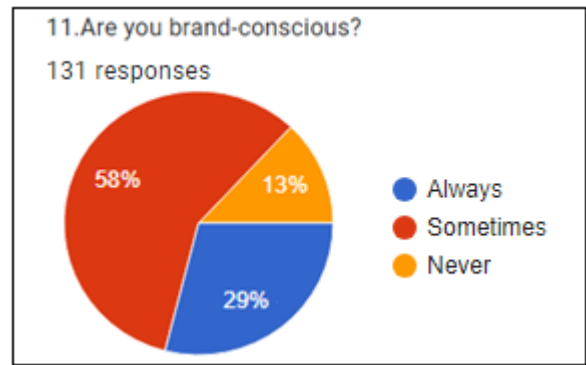
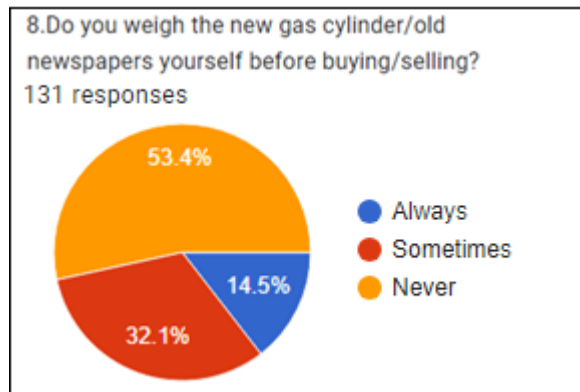
79.4% of consumers consistently check for quality certifications like ISI marks and expiration dates. However, only 17.6% do that sporadically, and 3.1% never check.



In the context of consumer rights and promoting sustainable growth, 41.2% of customers successfully convinced the shopkeeper that he was cheating others, while 50.4% were only able to convince him on few occasions, and the remaining people were not able to convince the shop keeper.

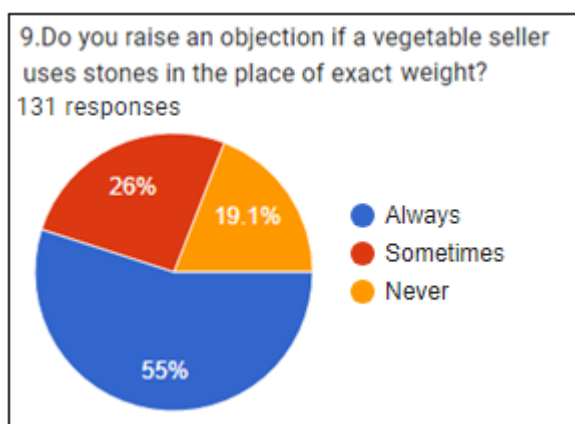


According to the survey, 64% of people do insist on a fresh packet, 27% do so sometimes, and 6.1% never do.



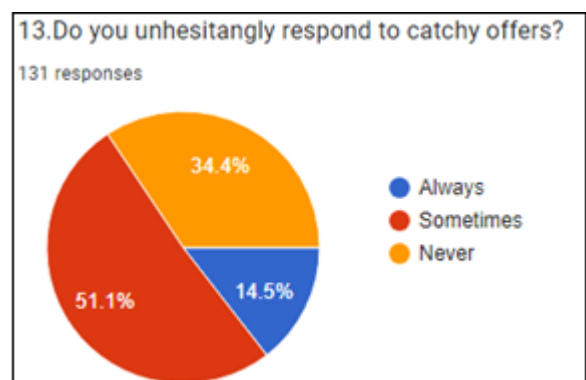
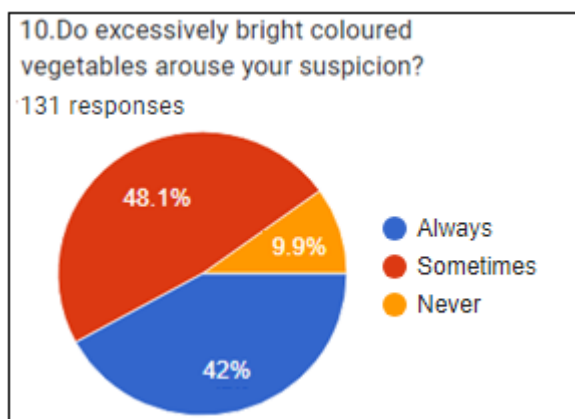
The survey found that 53% of people never check, 32% of people do so sometimes and only 14.5% of people do check. These practices align with consumer rights to a healthy environment and sustainable growth of society.

When making purchases, 29% of consumers consider the brand of the product. Out of the 131 consumers, 58% do so occasionally, while the remaining group never do. These aspects of consumer awareness are crucial for the sustainable growth of society.



Based on consumer awareness for the sustainable growth of society, it is important to note that 55% of respondents raise an objection when a vegetable seller uses stones instead of an exact weight, while 26% do so sometimes, and 19.1% never do.

35.1% associate a high price with good quality. Of the remaining respondents, 51.9% sometimes associate high price with good quality, and the rest do not make a connection between high price and good quality.

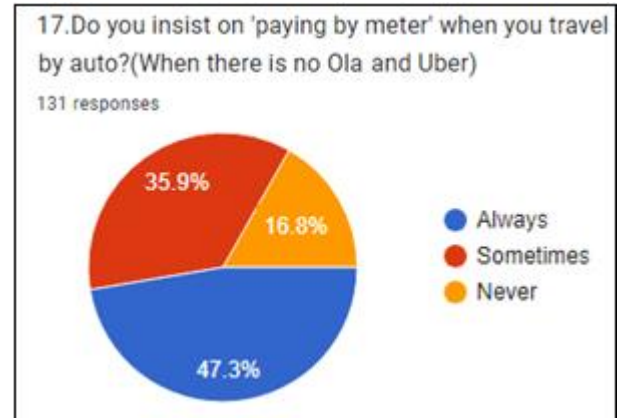


42% of consumers have doubts about vegetables with bright colours, while 48.1% are occasionally suspicious and the remaining percentage are not.

Catchy offers attract 14.5% of consumers who respond unhesitatingly, while 51.1% of consumers sometimes respond unresistingly to such offers, and the rest do not respond to catchy offers. This highlights the need for consumer awareness to promote sustainable growth within society.



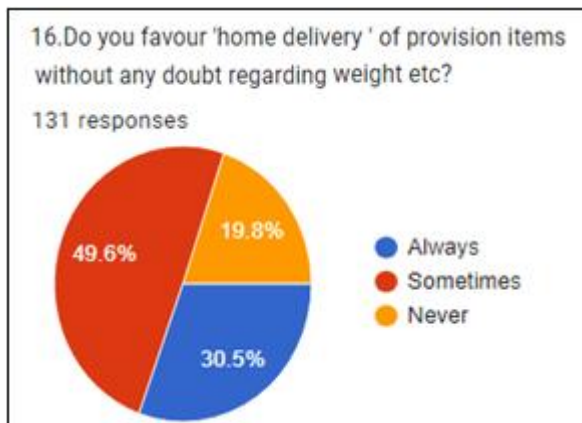
In my survey, out of the 131 responses, 32.8% of the participants reported to always comparing the price they paid with those of others, while 57.3% reported to do it sometimes, and the remainder do not compare.



As for traveling by auto, without Ola or Uber, 47.3% always insist on paying by meter, 35.9% sometimes do, and the rest never do. It's important to recognize our basic consumer rights, prioritize the wellbeing and sustainable growth of society, and understand our responsibility as consumers to complain when necessary.



In terms of trust, 31.3% strongly believe that shopkeepers never cheat regular customers like them, while 46.6% sometimes feel that they might be cheated and 22.1% are sure that it is a possibility.



When it comes to home delivery of provision items, 30.5% always prefer it without any doubt regarding weight, while 49.6% sometimes feel the same and the rest never order without doubt regarding things such as weight.

9. Discussion

These findings highlight the basic consumer rights for the wellbeing and sustainable growth of our society. As consumers, we have the right to complain, and it is our responsibility to exercise this right. In conclusion, consumers have the right to demand a healthy environment and hold companies accountable that contribute to pollution. It is imperative for individuals to make informed and responsible choices that aid in environmental preservation. As Mahatma Gandhi said, "The earth has enough resources for our need, but not for our greed." Hence, it is our responsibility as consumers to use our resources wisely and efficiently for the sustainable growth of society.

10. Conclusion

This study underscores the importance of consumer awareness in promoting global sustainability. By understanding the level of consumer awareness, strategies can be developed to improve consumer education and protect consumers from unethical practices. As consumers, we have a significant role to play in promoting sustainability through our consumption choices.

11. Future Scope

Consumer awareness is a critical factor in promoting global sustainability. By being mindful of our consumption choices, we can contribute to a more sustainable world. Raising consumer awareness requires a concerted effort from various stakeholders, and we all have a role to play in promoting sustainability. Let's work together to create a more sustainable future for ourselves and future generations.

References

- [1] Understanding Economic Development: Social Science Text Book for Class 10 by National Council of Educational Research and Training.

Author Profile



As a dedicated and ambitious student currently enrolled in grade 10. Author has a passion for exploring the intricacies of psychology and data analytics. Her insatiable curiosity has led her to delve into the statistics of consumer awareness in global sustainability, a project that has allowed her to develop a deeper understanding of the complex relationship between human behaviour and environmental consciousness. Through her academic pursuits, she has gained valuable insights into the ways in which data can be harnessed to inform and shape our understanding of the world around us. She is committed to use her skills and knowledge to make a positive impact in society and to contribute to the advancement of our collective understanding of the world. With a strong work ethic, a thirst for knowledge, and a passion for learning, author is eager to take on new challenges and to continue to grow and develop as a student and a person.