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### Awareness of Consumer Rights on Marketing Practices in Kailali District of Nepal

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#### Abstract

The aim of this study is to examine the awareness status of consumer rights on marketing practices in Kailali district of Nepal. The empirical study depends on a convenience sample of 418 consumers in different locations of Kailali district with a structured questionnaire to measure consumer awareness regarding four consumer rights: Right to safety, right to be informed, right to choose and right to be heard, utilizing a five-point Likert scale for measurement. The overall findings show that the current consumers' awareness towards marketing practices related to protection of consumer rights is *medium* favorable. There is significant difference among the gender, age group, occupation and educational level except location of the consumers related to the consumer awareness. In addition, consumer awareness leads to a rational buying behavior, critical thinking, right decision to purchase, improved life skills, increased self-confidence and safe from market exploitations. The outcomes of the study become important to consumers, consumer forum, business firms, government units and policy makers for understanding the current status of consumer rights with implications for better business practices issuing on policy making for consumer protection.

**Keywords:** Consumer awareness, consumer rights, consumer protection, consumerism, corporate social responsibility, marketing ethics

#### Introduction

Consumer is a buyer who buys goods and services for personal and family consumption and not for the resale or commercial purposes. They buy more varieties of goods and services in day-to-day in the market for their fulfilment of needs and wants; but sometimes consumers do not feel satisfied with the purchased products and services (Arora & Chaula, 2014). More problems are mostly situated in the markets of underdeveloped and

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developing countries such as poor quality or harmful product, poor service, overpricing, lower quantity, unclear labelling, deceptive packaging, false promise, misleading advertisement, and so on. Moreover, sometimes government law also does not in the position to best champion the rights of consumers (Sakina, Suzanna, Azimon, & Ong 2012). Alsmadi and Khizindar (2015) argued that many consumers are abused in the market, as their basic rights are seriously threatened by unethical marketing behaviour.

In the Nepalese context, consumers are facing a huge number of marketing problems while shopping the products of their needs. There are many malpractices in price and bill, date of manufacturing and expiry, weight and size, warrantee cards, product quality, and other records. More issues came out in the newspapers about the unhealthy business activities. The Kathmandu Post (2017, July 12) published that the Department of Supplies Management checked a total of 3,731 business firms during the eleven months; among them, 1,086 firms were taken for not displaying their price lists, 1,042 for selling products without proper labels and 751 for selling date expired products. Many of these firms were found to be repeated offenders. Similarly, the Department of Supply Management has started investigation from a number of firms in Kathmandu valley for selling date-expired and adulterated items. In that situation, out of total the 46 business firms that have been sealed and given permission to 22 business firms and institutions to continue their business after fulfilling necessary requirements (The Rising Nepal, 2019, September 14). Finally, Government of Nepal introduced Act to ensure consumer rights for effective monitoring of market but efforts to control black marketing are still ineffective (The Rising Nepal, 2020, January 28). Therefore, consumer awareness has been a burning issue in the Nepalese market. So, with this very marketing backdrop, it is essential to identify the awareness level of consumer rights on their purchasing behaviour of consumers in different localities in Kailali district. Being based on this statement of problem, the following overarching research questions are raised for the study:

- What is the consumers' awareness level of their rights on the marketing practices?
- Does the level of awareness of consumer rights vary with location, gender, age, occupation and education?

The consumers have also responsibility to aware and fight the unfair practices in markets. They should be aware of their rights as provisioned in the Consumer Protection Act and should complaint for breach of the provisions. Every consumer needs to be aware of their rights during the shopping products and services. A consumer right is the most important issue in the modern business dynamism. Self-awareness of consumer rights give emphasise to consumerism concept. Consumerism is fast emerging as an environmental

force affecting major business decision as consumers become more aware about their rights (Chandra, 2011). The rational buying behaviour and awareness makes them alert about the possible market exploitation and able to protect their consumer rights leading to the perfect consumerism. Consumer awareness is an act of making the buyer or consumer sure about the information of products, services, and consumers rights and it helps buyer to take the right decision and make the right choice. Parimala (2016) defined that consumer rights are the rights given to the consumers to ensure them from being tricked by marketers. John Fitzgerald Kennedy referred four basic rights of the consumer: right to safety, right to be informed, right to be heard, and right to choose (Sekhar, 2018). Consumer Protection Act of Nepal, (2018) focused on right to be protected, right to be informed, right to choose, right to be heard, right to readdress and right to consumer education. This study addressed the four basic rights referred by John F. Kennedy and main objective is to identify the consumers' awareness level towards marketing practices in Kailali district of Nepal.

### **Literature review**

The study was conducted by Kumar and Batra (1990) in consumers' rights, awareness and action in Muzaffarnagar and Saharanpur districts, India. This empirical study pointed out position of consumer rights was not satisfactory and consumers were inactive and ignore to the complaining behaviour against the dissatisfaction of marketing practices. Likewise, Rousseau and Venter (1995) conducted an empirical investigation in Zimbabwe and found that there were significant differences on consumer awareness with regard to education, age, income and area. Furthermore, consumer awareness program mostly needed and educational levels enhanced consumer awareness. Giram and Savarkar (1996) carried out a survey on consumer awareness in Marathwada region of Maharashtra State, India and found that the majority of the consumers were dissatisfied but they did not file any complaint to authorized organizations because of lack of awareness about the provisions of Consumer Protection Act. Another study investigated that the awareness level of consumer rights was not satisfactory in Haryana, India and consumers did not go to consumer forums for any complaints because they felt that it was the wastage of time and money in the courts (Jindal, 1997).

Sivaprakasam and Rajamohan (2001) found that the urban consumers were more awareness than rural consumers. The study analyzed the eight recognized consumer rights and majority of the urban consumers were known about few consumer rights. In addition, the study showed different role to play in relation to consumer awareness towards socio-economic factors like sex, age, marital status, education, occupation and income level. Kaur (2003) found that more than eighty percent of women consumers were not aware of

their consumer rights and about ninety percent female consumers had no knowledge about necessary documents required for filing complaints in consumer courts for purchase related problems in Ludhiana city, India. Alsmadi (2004) found that marketing communications were lacking honesty and credibility, with much misleading information in Jordan. Therefore, there was lack of consumer right to be informed. A study of Saudi Arabia showed that the consumer voice did not give the impression to be well represented in the process of economic planning and policy development and that consumer issues were beginning to be taken seriously by public policymakers (Morris & Al Dabbagh, 2004). A female related study demonstrated in their comprehensive research on awareness of consumer rights among the women consumers and study concluded that majority of women consumers were not found aware about their consumer rights (Gokilavani & Nageswari, 2007). In India, a study exposed the positive evidences from their study of Knowledge and Utilization of Consumer Education by Rural and Urban Women. There were significance differences between urban and rural women consumers regarding the knowledge and utilization of consumer education (Siwach & Dahiya, 2009)

Chandra (2011) analyzed that different locations, education level, occupation and income level of consumers have significance difference in their purchase behaviour for non- durable consumer goods in Raipur district, India and study found that the consumer of different residential background and occupation are less aware in comparison to those who are educated with post- graduation and professional degree. Nair (2012) studied a case of consumer awareness amongst undergraduate students of Thane District, India. Descriptive study stated that the level of consumer awareness is limited and need to education of consumers awareness against the marketing exploitation. Khan (2013) conducted an empirical study on consumer rights awareness in urban and rural areas of Muzaffarnagar and Saharanpur districts, India. The study found that there was less awareness of consumer rights and significance differences between urban and rural area. Kulkarni and Mehta (2013) examined that most of the management students are aware than other faculties towards consumer rights but they never play vital role in the complaints against sellers' unethical marketing activities. Thomas (2013) explored that there were significant differences of consumer rights awareness on gender, locale and age wise in Kerala, India and study also highlighted to the fact that consumer education is essential for all sectors. Alsmadi and Khizindar (2015) conducted an empirical study on consumer' perceptions of consumer rights in Jordan. The study concluded that consumers' attitudes toward marketing practices related to protection of consumer rights were not highly favourable, in an additional way that consumer attitudes toward marketers' practices related to be the weakest among the four basic rights. Parimala (2016) studied about the awareness on consumer rights of

student- teachers and study found that students and teachers were having high awareness about consumer rights but there was significant difference on awareness level of student-teachers with regard to gender, age, locality, qualification and subject. Likewise, a study pointed that people are less aware of the movement of consumerism; therefore, consumer awareness is mostly needed regarding consumer rights, responsibilities and the complaining behaviour (Chaudhary, 2017). An empirical study conducted on the perception of consumers towards marketing practices and consumer rights in Tikapur Municipality, Kailali based on college students and study communicated that the students' attitudes towards marketing practices related to protection of consumer rights were low favourable (Rawal, 2019). In another study, the awareness level of management students was high in comparison to non-management student and male consumers were found more aware than female (Rawal, 2021).

The aforesaid studies have related to consumer protection areas with much focus on the western and Indian consumer perceptions. Poor conditions have been found in developing countries and slowly improvements in the awareness and protecting the basic consumer rights. More studies focused on the level of consumer awareness and their rights only, but these studies have not categorized the different dimensions of consumer rights except a study on perceptions of consumer rights. There have been no more research studies found out in the area of consumer awareness and rights related content in the context of Nepal. Therefore, this study expects to fulfil the research gap relating to time, location and specifically, exploring the awareness of consumer rights in their basic four dimensions and their effects of demographic variables.

## **Methods**

The study represents the descriptive based quantitative research design. The structured questionnaire method was adopted to collect the primary data from different respondents in this empirical study. At first, the questionnaire was designed in English-language but distributed questionnaires were translated into Nepali language for easy comprehension. Before collecting final data, a small-scale pilot test was conducted to assure the content validity of all the attitude statements in study area. Cronbach's alpha value ranged from 0.81 to 0.91 and 0.94 as whole instruments of pilot test and satisfactory research instruments of variable were used for final data collection in this study (Nunnally, 1978).

Convenience sampling was used in this study and 560 structured questionnaires were equally distributed in consumers from selected demographic variables. Out of the 560 questionnaires, only 429 questionnaires were received (131, 93, 107 and 98 from Tikapur, Dhangadhi, Janaki and Joshipur respectively) and there were 11 incompletely filled questions. Therefore, the usable sample size was 418, which made sufficient percentage

of responses rate near about 75 percent (Cochran, 1977). The following table 1 shows the demographic distribution profile of the respondents:

**Table 1**

*Demographic Profile of the Respondents*

Demographic Variables	Frequency	Percent
<i>Location</i>		
Municipality	221	52.9
Rural Municipality	197	47.1
Total	418	100.0
<i>Gender</i>		
Male consumers	241	57.7
Female consumers	177	42.3
Total	418	100.0
<i>Age</i>		
20 and below years	102	24.4
21-40 years	174	41.6
41-60 years	107	25.6
61 and above years	35	8.4
Total	418	100.0
<i>Occupation</i>		
Student	122	29.2
Business	105	25.1
Agriculture	93	22.2
Service	98	23.4
Total	418	100.0
<i>Education</i>		
High school and below	244	58.4
Bachelor	121	28.9
Master and above	53	12.7
Total	418	100.0

To find out the reliability of the collected final data, the information was entered into SPSS software 25 version and Cronbach alpha test was conducted for all the Likert scale questions as dimension wise. The reliability of measuring instrument of variables was tested by Cronbach's alpha for internal consistency which showed satisfactory and acceptable range (Nunnally, 1978) of Cronbach's alpha value from 0.81 to 0.89 as can be seen in the table 2.

**Table 2***Values of Cronbach Alpha for Different Instruments (N = 418)*

Instruments	No. of Items	No. of Item Deleted	No. of Items Retained	Cronbach Alpha Before Deletion	Cronbach Alpha after Item Deletion
Right to Safety	5	-	5	-	0.85
Right to be informed	5	-	5	-	0.81
Right to Choose	5	-	5	-	0.87
Right to be Heard	5	-	5	-	0.89

Furthermore, Skewness and Kurtosis test were examined for the normality test of data (Falola, Osibanjo, & Oja, 2014). Threshold values for Skewness is  $\pm 3$  and threshold values for Kurtosis is  $\pm 10$  (Kline, 1998, as cited in Musil, Warner, Yobas, & Jones, 2002). Skewness and Kurtosis values of all variables are laid under criterion value. Therefore, all the data of variables are normally distributed in this study.

Statistical tools were used for data analysis, namely, descriptive statistics, independent t-test, ANOVA t-test and post-hoc (LSD) test. All the awareness statements of consumer rights were measured in five-point Likert scale of agreement ranging from strongly disagree to strongly agree with a neutral category for scale midpoint (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree). As the measuring statements were all positively phrased, the measurement logic maintains that the higher the attitude mean score the more favourable the attitude and vice versa. The Likert measuring scale is divided into three scoring areas (Alsmadi & Khizindar, 2015) as the length category for the scale is 1.33, (resulting from  $1-5/3 = 1.33$ ), the three categories are: low awareness [ $1.00 \leq \text{mean score (MS)} \leq 2.33$ ], medium awareness ( $2.33 \leq \text{MS} \leq 3.66$ ) and high awareness ( $3.66 \leq \text{MS} \leq 5$ ). P-value was determined to significant differences among the demographic variables of the respondents.

## Results and discussion

### Awareness of consumer right to safety

**Table 3***Descriptive Statistics for Awareness Statements of Right to Safety*

Statements	Mean	SD	Rank
I always check expiry date and quality assurance mark when I buy the packaged products from the market.	2.76	1.48	3

I am conscious about effect of goods of market in my health.	3.03	1.32	1
I haven't faced any risks in purchased goods from the market till date.	2.35	1.22	5
I am aware of business people's activities related to safety standards in the market.	2.80	1.25	2
I am aware of the government activities related to product safety aspects.	2.69	1.24	4

Among the five statements in table 3, the statement “I am conscious about effect of goods of market in my health” has the highest mean score 3.03 with standard deviation 1.32. It represents that most of the consumers are conscious about effect of goods of market in their health. But mean score of all awareness statements of rights to safety are situated in the medium scoring area ( $2.33 \leq MS \leq 3.66$ ).

#### *Awareness of consumer right to be informed*

**Table 4**

*Descriptive Statistics for Awareness Statement of Right to be Informed*

Statements	Mean	SD	Rank
I am aware about the potential benefits and warnings of the products and services.	3.02	1.31	1
I always verify the reliability of the labelling information with the reality of the content.	2.34	1.18	4
I cannot find overstatement in the information listed on the goods while shopping.	1.94	1.01	5
I am aware about the information provided through advertisement of business.	2.83	1.29	2
I always share important information about products and business to my friends and relatives.	2.57	1.35	3

Table 4 shows that the descriptive statistics of right to be informed. Among the five statements, the statement “I am aware about the potential benefits and warnings of the products and services.” Has the highest mean scored 3.02 with standard deviation 1.13. It represents that most of the consumers are aware about the potential benefits and warnings of the products and services. Mean score of four awareness statements of rights to be informed



are located in the medium scoring area ( $2.33 \leq MS \leq 3.66$ ). But one statement “I cannot find overstatement in the information listed on the goods while shopping” has low scoring category with a mean score of 1.94 ( $1.00 \leq MS \leq 2.33$ ), it reflects a low level of consumer acceptance in this area.

### *Awareness of consumer right to choose*

**Table 5**

*Descriptive Statistics for Awareness Statements of Right to Choose*

Statements	Mean	SD	Rank
I easily choose the products diversity in the market to meet all tastes.	2.18	1.32	5
I always compare the products with different alternatives in the market.	2.70	1.23	4
I am aware of choosing products as with available budget.	3.09	1.27	1
I am aware of the location effects while choosing the product	2.95	1.17	2
I always buy the best quality goods among the different alternatives from the market.	2.94	1.29	3

Table 5 indicates the highest mean score 3.09 with a standard deviation 1.27 of the statement “I am aware of choosing products as with available budget” among the five statements. It expresses that more consumers are aware of choosing products as with available budget. Four awareness statements are present in the medium scoring area ( $2.33 \leq MS \leq 3.66$ ), while one statement “I easily choose the products diversity in the market to meet all tastes.” is low scoring category with a mean score of 2.18 ( $1.00 \leq MS \leq 2.33$ ), indicating that more consumer does not agree to easily choose the products diversity in the market to meet all tastes.

### *Awareness of consumer right to be heard*

**Table 6**

*Descriptive Statistics for Awareness Statements of Right to be Heard*

Statements	Mean	SD	Rank
I always complaint the business people about weaknesses.	2.89	1.31	1

I am conscious about the reaction of the business person about the complaints.	2.76	1.27	2
I am aware of how company management takes and handle consumer feedback.	2.49	1.11	3
I am aware of the existing laws to protect the consumer rights.	2.11	1.22	4
I complaint to the authorized organization against exploitation.	1.97	1.13	5

Table 6 indicates the highest mean score 2.89 with a standard deviation 1.31 of “I always complaint the business people about weaknesses” and lowest mean score 1.97 with a standard deviation 1.13 of “I complaint to the authorized organization against exploitation” among the five statements. It communicates that more consumers are always complaint the business people about weaknesses; but most of them, they do not complaint to the authorized organization against exploitation. Three awareness statements are cited in the medium scoring area ( $2.33 \leq MS \leq 3.66$ ) and two statements are low scoring category ( $1.00 \leq MS \leq 2.33$ ). In addition, only few consumers are also aware of the existing laws to protect the consumer rights.

To achieve the objective one, there is a need to mean score and standard deviation as a whole statement of four dimension of consumer rights. Therefore, weighted mean scores in descriptive statistics of consumer rights are presented in the table.

**Table 7**

*Descriptive Statistics for Variables of Consumer Rights*

Variables	Mean	SD	Rank
Right to safety	2.73	1.03	2
Right to be informed	2.54	0.93	3
Right to choose	2.77	1.01	1
Right to be heard	2.44	0.99	4
Total	2.62	0.93	

Table 7 shows that consumers are generally of medium favourable about marketing practices related to their basic right, with an overall mean score (2.62) for the whole dimension being in the medium awareness category ( $2.33 \leq MS \leq 3.66$ ) and low standard deviation value (0.93), indicating little dispersion around the mean. The overall picture in this table indicates that the variables’ mean score is medium, with actually medium attitude

favourableness. It means reflecting relatively neither high level nor low level of consumer awareness with regards to their rights in the study area.

### ***Comparison among different groups***

#### ***Effect of location on awareness of consumer rights***

**Table 8**

*Group Statistics and Independent t-test between Municipality and Village Municipality*

Variables	Location	N	Mean	SD	t-value	Sig.
Right to safety	Municipality	221	14.00	4.91	1.52	0.129
	Village Municipality	197	13.22	5.46		
Right to be informed	Municipality	221	12.95	4.59	1.17	0.243
	Village Municipality	197	12.42	4.73		
Right to choose	Municipality	221	14.17	5.10	1.31	0.192
	Village Municipality	197	13.52	5.05		
Right to be heard	Municipality	221	12.59	4.76	1.63	0.103
	Village Municipality	197	11.80	5.21		

Table 8 show that independent-samples t-test was conducted to compare awareness of basic consumer rights for location in municipality and village-municipality. There is no significant difference in the scores for municipality and village-municipality of all consumer rights (right to safety:  $t= 1.52$ ,  $p= 0.129$ ; rights to be informed:  $t= 1.17$ ,  $p= 0.243$ ; right to choose:  $t= 1.31$ ,  $p= 0.192$  and right to be heard:  $t= 1.63$ ,  $p= 0.103$  in localities. These results suggest that location does not have an effect on awareness of basic consumer rights in study area.

### ***Effect of gender on awareness of consumer rights***

**Table 9**

*Group Statistics and Independent t-test between Male and Female Consumers*

Variables	Gender	N	Mean	SD	t-value	Sig.
Right to safety	Male	241	14.11	5.21	2.19	0.029
	Female	177	12.99	5.10		
Right to be informed	Male	241	13.19	4.71	2.52	0.012
	Female	177	12.04	4.50		
Right to choose	Male	241	14.51	5.22	3.14	0.002
	Female	177	12.97	4.76		
Right to be heard	Male	241	12.93	5.21	3.51	0.001
	Female	177	11.25	4.50		

In independent-samples t-test, there are statistically significant difference in the scores for male and female ( $t= 2.19$ ,  $p= 0.029$  of rights to safety;  $t= 2.52$ ,  $p= 0.012$  of rights to be informed;  $t= 3.14$ ,  $p= 0.002$  of right to choose and  $t= 3.51$ ,  $p= 0.001$  of right to be heard). These results suggest that gender has an effect on awareness of basic consumer rights. Thus, there is significant difference between male consumers and female consumers towards awareness of consumer rights. This means, male consumers are more aware than female consumers in study area.

### *Effect of age group on awareness of consumer rights*

**Table 10**

*Group Statistics in Age Group (One Way ANOVA)*

Variables	Age	Descriptive			ANOVA	
		N	Mean	SD	F	Sig.
Right to safety	20 and below	102	11.74	4.71	13.83	0.000
	21 – 40	174	15.40	5.14		
	41 – 60	107	13.07	4.69		
	61 and above	35	12.11	5.57		
Right to be informed	20 and below	102	11.01	4.11	11.22	0.000
	21 – 40	174	14.11	4.88		
	41 – 60	107	12.27	4.09		
	61 and above	35	11.94	4.74		
Right to choose	20 and below	102	11.47	4.57	17.61	0.000
	21 – 40	174	15.67	4.73		
	41 – 60	107	13.62	5.05		
	61 and above	35	12.57	5.08		
Right to be heard	20 and below	102	10.30	4.45	13.84	0.000
	21 – 40	174	13.91	4.86		
	41 – 60	107	11.55	4.79		
	61 and above	35	11.40	5.16		

Table 10 displays the results of analysis of variance inquiry for age group of the consumers and influencing factors towards the awareness of consumer rights in the research area. One-way ANOVA was conducted to check if there exist statistically significant differences in rights through the different age groups of consumers. There are the significant differences among the age groups toward the all variables as rights to safety ( $F= 13.83$ ,  $p =$

0.000), right to be informed ( $F= 11.22, p = 0.000$ ), right to choose ( $F= 17.61, p = 0.000$ ) and right to be heard ( $F= 13.84, p = 0.000$ ).

According to appendix 1, a post-hoc (LSD) test revealed significant pair-wise differences among the age groups and the mean difference is significant at the 0.05 level. According to appendix 1, the results show that consumers' age group 21 to 40 is highly significantly different with other age groups. Therefore, younger consumers (21 to 40 ages) are more aware than the other age groups of consumers in their basic rights. Age 20 and below of consumers is not significantly different with elders' consumers (60 and above) in awareness of their basic rights.

### ***Effect of occupation on awareness of consumer rights***

Following table 11 shows that statistically-significant differences among the occupations as student, business, agriculture and service toward the all-variables rights to safety ( $F= 7.39, p = 0.000$ ), right to be informed ( $F= 6.68, p = 0.000$ ), right to choose ( $F= 10.21, p = 0.000$ ) and right to be heard ( $F= 9.43, p = 0.000$ ) were found.

**Table 11**

*Group Statistics in Occupations (One Way ANOVA)*

Variables	Occupation	Descriptive			ANOVA	
		N	Mean	SD	F	Sig.
Right to safety	Student	122	12.75	5.22	7.39	0.000
	Business	105	14.30	5.32		
	Agriculture	93	12.31	4.60		
	Service	98	15.28	5.03		
Right to be informed	Student	122	11.97	4.47	6.68	0.000
	Business	105	13.86	4.84		
	Agriculture	93	11.47	4.25		
	Service	98	13.55	4.67		
Right to choose	Student	122	12.60	4.87	10.21	0.000
	Business	105	15.18	4.79		
	Agriculture	93	12.53	5.18		
	Service	98	15.29	4.88		

Right to be heard	Student	122	10.93	4.38	9.43	0.000
	Business	105	13.54	5.17		
	Agriculture	93	11.09	4.76		
	Service	98	13.48	5.08		
Buying behaviour	Student	122	22.55	6.38	5.42	0.001
	Business	105	24.37	6.99		
	Agriculture	93	21.16	7.78		
	Service	98	24.80	7.59		

According to appendix 2, a post-hoc (LSD) test presents significant pair-wise differences among the occupations and the mean difference is significant at the 0.05 level. This result point out, occupation of business and service are highly significant terms of differences with other occupation of student and agriculture. Therefore, businessmen and job holders consumers are more aware than other consumers as students and farmers in their basic rights and buying behaviour. Students and farmers are not significantly differences and they are comparatively less aware than business and service people in their basic rights.

### ***Effect of Education on Awareness of Consumer Rights***

Table 12 shows that statistically-significant differences among the level of education as high school and below, bachelor, and master and above toward the all-variables rights to safety ( $F= 59.05$ ,  $p = 0.000$ ), right to be informed ( $F= 38.59$ ,  $p = 0.000$ ), right to choose ( $F= 50.91$ ,  $p = 0.000$ ) and right to be heard ( $F= 45.08$ ,  $p = 0.000$ ) toward the awareness was found.

**Table 12**

*Group Statistics in Education (One Way ANOVA)*

Variables	Education	Descriptive			ANOVA	
		N	Mean	SD	F	Sig.
Right to safety	High school and below	244	11.72	4.56	59.05	0.000
	Bachelor	121	15.39	4.95		
	Master and above	53	18.43	3.75		
Right to be informed	High school and below	244	11.23	4.19	38.59	0.000
	Bachelor	121	14.15	4.69		
	Master and above	53	16.17	3.70		

Right to choose	High school and below	244	12.06	4.60	50.91	0.000
	Bachelor	121	15.64	4.92		
	Master and above	53	18.09	3.44		
Right to be heard	High school and below	244	10.53	4.43	45.08	0.000
	Bachelor	121	13.92	5.05		
	Master and above	53	16.11	3.61		

According to appendix 3, a post-hoc (LSD) test presents significant pair-wise differences among the level of education and the mean difference is significant at the 0.05 level. In these results, there are significant differences among the all-education level of consumers in their basic consumer rights. Comparatively, master level and above possesses highly significant difference with high school level and below. It reveals that master and above has the highest mean score and high school and below education level of consumers has the lowest mean score in all variables. It means consumers with masters and above academic qualification are comparatively more aware for their basic consumer rights.

Descriptive result of this study has determined that customers of Kailali district are neither high awareness nor low awareness (medium level) on basic consumer rights. The finding of this study result is similar to Jordan research by Alsmadi and Khizindar (2015). Awareness of right to choose has the highest mean score perceived by respondents. It means, consumers are comparatively more aware in right to choose than other rights. In inferential analysis, result of independent t- test revealed that there is no significant difference among the residence location (Municipality and Rural Municipality) of consumers toward awareness of rights except right to safety. The results suggest that location (rural and urban) does not have an effect on awareness of basic consumer rights. The finding does not align with the previous researches (Rousseau & Venter, 1995; Sivaprakasam & Rajmohan, 2001; Siwach & Dahiya, 2009; Chandra, 2011; Khan, 2013; Thomas, 2013, Parimila, 2016).

The result explored that there is significantly deference between male consumers and female consumers towards awareness of consumer rights. It indicates that male consumers are more aware than female consumers. ANOVA and Post-hoc results show that there is a significant difference among the age group (Age 20 & below, 21 to 40, 41 to 60 and 60 & above), occupation (student, business, agriculture and service) and education (high school and below, bachelor, and master and above) of consumers concerning towards the awareness of rights. This study additionally found that the consumers' age group 21 to 40 shows highly

significant differences and more aware than other age groups of consumers. The study also revealed that occupation of business and service are highly significant differences and more aware than other consumers such as students and farmer. In level of education, master and above educated consumers are highly significantly difference and comparatively more aware in their basic consumer rights. All these findings were similar to the previous studies (Rousseau & Vender, 1995, Sivaprakasam & Rajamohan, 2001; Gokilavani & Nageswari, 2007; Siwach & Dahiya, 2009; Chandra, 2011; Thomas, 2013; Arora & Chaula, 2014; Parimila, 2016).

### **Conclusions and Implications**

This study concluded that the awareness level of consumer rights is moderate in Kailali district. There are significant differences among various demographic characteristics such as gender, age, occupation and education. But there is no significant difference between location (municipality and village municipality) regarding the awareness of consumer rights. Male consumers, younger customers, businessmen and jobholder consumers, and high education level consumers are comparatively more aware in consumer rights. Moreover, students and farmers (consumers) are comparatively low aware on consumer rights. Thus, quality of consumerism should be improved in developing countries like Nepal. In addition to it, this must improve the level of understanding of how consumer rights are addressed by the international business community. Thus, promoting the standards of consumer protection and improving relevant legislations. The government should be involved strongly in implementation of consumer protection activities addressed by Consumer Protection Act of Nepal (2018), and should be concentrated about consumerism, consumer rights, CSR and other marketing activities.

The study has been conducted in limited area and sample size in Kailali district of Nepal and also emphasized on only consumer rights. It cannot be fully generalized the awareness of consumer rights on marketing practices and did not cover whole characteristic of consumers. However, it is meaningful and worth for the direction and references to further studies in the context of consumer awareness and rights. The outcomes of the study become important to consumers, consumer forum, business firms, government units and policy makers for understanding the current status of consumer rights with implications for better business practices issuing on policy making for consumer protection.

Yet future research can be conducted in large sample in different areas in the different regulatory, political, socio-cultural and economic environments. The study also can be conducted on awareness sector i.e., label information, nutritional information, brand, organic product, green product, protection act, consumerism etc. and its impacts on buying behaviour



in demographic variables, namely, income level, house holder consumers, consumer ethnocentrism, and psychographic variables. In the same way, further study can be preceded including moderating effect on buying behaviour and using regression method. References

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