



**Enhancing quality in
innovative higher education about consumer awareness**

Consume-aware

Erasmus+ Action 2



CHAPTER 3

CUSTOMER AWARENESS

IMPORTANCE



GOALS

1.

Understand the notion of consumer rights

2.

Understand the notion of consumer awareness

3.

Understand the notion of consumer protection

4.

Understand the importance of customer awareness

US President declared four basic consumer rights:

Consumer rights – J.F. Kennedy

**THE RIGHT
TO SAFETY**

**THE RIGHT
TO BE
INFORMED**

**THE RIGHT
TO CHOOSE**

**THE RIGHT
TO BE HEARD**

CONSUMER RIGHTS - 80s

Four more rights were added by the international coalition of consumer groups:

- the right to satisfaction of basic needs
 - the right to redress
- the right to consumer education
- the right to a healthy environment

CONSUMER AWARENESS

Consumer awareness refers to the combination of the following (Sharma, 2013:

84):

- The knowledge of the product quality
- The education about the various types of hazards and problems associated with marketing of a product
- The knowledge about 'Consumer Rights'
- The knowledge about consumer's own responsibilities

CONSUMER PROTECTION GUIDELINES

In 2016, the United Nations have underlined the importance of consumer protection and launched the consumer protection guidelines. Member States should develop, strengthen or maintain a strong consumer protection policy, taking into account the guidelines and relevant international agreements. Each Member State is obliged therefore to set its own priorities for the protection of consumers in accordance with the economic, social and environmental circumstances of the country and the needs of its population and bearing in mind the costs and benefits of proposed measures (United Nations, 2016: 7-8).

CONSUMER AWARENESS NEED

➤ Privacy

➤ Misleading information

➤ Lack of unity

➤ Globalization

➤ Others?

CONSUMER MOVEMENTS



QUESTIONS

Identify 3 consumer rights which are the most important for you. Have they ever been threatened? How?

Are there any consumer protection guidelines in your country? How do they differ from those introduced by the United Nations?

Identify reasons to be aware as consumer



THANK YOU