

Does the consumer awareness protect the exploitation? A quantitative study in FMCG sector

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ABSTRACT

Consumer awareness is one where the buyer could take the right decision in purchasing all types of product. Marketers in view of earning profit, neglect the interest of the consumers and this leads to exploitation of the buyers. To investigate the current scenario, this study focused on the consumer awareness in the urban and rural area towards the Fast Moving Consumer Goods (FMCG) along with the exploitation if any that existed in the market. For this purpose, 557 consumers who were using FMCG products residing in the western region of Tamilnadu were selected through cluster sampling followed by simple random sampling. To meet out the objectives, various statistical tools through SPSS 21 were applied and the result revealed that all the constructs like communication, price, labeling, promotion and unfair trade practices, if any remarkably influencing the consumer awareness. Also, labeling has a noteworthy mediating role between consumer awareness and satisfaction. But there existed a direct negative effect of consumer awareness on the satisfaction. It is suggested that marketers need to focus to fulfill all the rights of the consumers as detailed in the consumerism.

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1. Introduction

Consumer protection builds a safety environment through efficiency, effectiveness, ethics and equality. (Makenyeza et al., 2021; Wath, 2020) pointed out that the primary concern of Consumerism is protection of consumers irrespective of the sector. Fast Moving consumer goods are those which are being consumed by the people at regular intervals through small quantities. In India, Fast moving consumer goods (FMCG) sector is occupying the fourth place in the economy due to its high demand in the market. While blissful with this positive growth in the economy, there witnessed a high range of exploitation of consumer's interest in these sectors. Even though, Government of India has enacted many acts against this exploitation (i.e.) MRTP Act, 1968; Essential Commodities Act, 1955; Sales of Good Act, 1930 and Consumer Protection Act, 1986, still there is no positive mark in the awareness level among the consumers (Lokhande, 2006). Reason behind this is the availability of various brands in the same product and this makes the consumer prefer the other one if they are dissatisfied with the products. In fact, many marketers have hidden the information through their social media advertisements (Arora, Chawla & Sachdeva, 2014) and most of the consumers relied upon this information as a reliable source which created the root cause for the exploitation. Churi (2017) during their examination about the consumer awareness highlighted that 78 percent of the consumers especially in the rural side have not sentient about the rights they have through consumerism such as Right to Safety, Right to be informed, Right to Choose, Right to be heard, Right to seek redressal and Right to Consumer Education. There also a question arises regarding the awareness among the consumers in the urban area? But the findings of (Khan, 2013) have given the answer to this in such a way that majority of the urban customers were aware about the Maximum Retail price (MRP) and

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they were having the habit of price comparison but this awareness was found low among the rural consumers. Also, awareness towards consumer protection act is found very low in both Urban and Rural areas. Mittal & Gupta (2013) in contrast with the above findings informed that the level of awareness found differed based on the educational qualification.

This is not only applicable to the traditional buying but also rests with the online purchasing. (Chawla & Kumar, 2021) highlighted that the emerging trend of technology has changed the mindset of people but they are also facing the problem in right to be heard through the privacy, security, website information and the warranty in both the status of the residential area of the respondents. Considering all the above, the researcher(s) of this study have focused on the core objective to study the level of consumer awareness among the consumers towards the FMCG products in the urban and rural of Tamilnadu along with exploitation if any among them and for this, various demographic factors and the other constructs that influencing the consumer awareness were considered. The researcher(s) has coined the following questions in this study.

1. Is the consumer has high level of awareness towards purchasing of FMCG product?
2. Whether the labeling made them satisfied through their awareness when purchasing the FMCG product?

2. Review of Literature

This section enables the researcher(s) to have an idea about the outcome of the past research works to decide the research gap of this study. Singh et al. (2016) examined the consumer awareness and perception towards FMCG shopping in Jammu region and found that maximum consumers preferred purchasing of FMCG products through traditional buying and most of them have awareness about the FMCG products and that too from the social media advertisements through television, magazine and internet. (Mohanasundaram, 2019) analyzed the consumer attitude towards the fast moving consumer goods and revealed that demographic profile of the consumers like gender, educational qualification and marital status have no significance on the attitude towards FMCG. Mandaric et al. (2021) investigated the customer attitudes towards sustainable business practices in the fashion brands and observed a gap between awareness and the positive attitude along with the lack of direction in taking the decision towards the purchase. Also, awareness was found more with women customers than the male one towards fashion brands. (Nibsaiya et al., 2021) confirmed that there is a significant brand awareness and brand loyalty in consumer purchase decisions and also there existed an emotional bond between the consumer and brand only when they believed the brand of the product. Sen (2021) informed that consumer's purchasing decision is finalized only after careful analysis of price, quality, brand image and quantity of the product. It is also suggested to conduct awareness program in the rural areas

Sarkodie and Boakye-Kessie (2017) highlighted that there was a high awareness among the consumers of Sunyani area towards food labeling especially with the list of ingredients, expiry date, instruction of usage and the nutritional value. Also, it is informed that the unknown language printed in the labeling is the foremost barrier in knowing the content of the products. (Jain, Gomathi & Kar ,2018) in their studies about the consumer awareness through food labeling confirmed awareness and preference of the food items with label were found high among the consumers of selected supermarket's in Puducherry but their understanding about the content of label is very low and suggested to have a easy content for the better understanding of the consumers even for the illiterates.

Debnath and Mazumdar (2015) evaluated the present position of consumer rights in the business among 95 consumers in Assam, India and found that only 10 percent are aware about the consumer rights and it is the social media that forces them to have the right consciousness. They witnessed an exploitation with the customers who were rarely visiting the outlet for their business. (Maslan et al., 2014) analyzed the customer awareness through education in Malaysia and revealed that there is no streamline education system in the country but establishment of consumer club and movement made the young generation to have an understanding about the rights they have during their purchase of product. It is also suggested to have an integrated education approach for the above awareness. Rawal (2019) examined the consumer's perception towards marketing practices and consumer rights in Nepal and noticed that the consumer protection position is found weak with a low favorable attitude towards the practices in the market in connection with the consumer rights. (Gupta & Bansal, 2015) underlined that the consumer protection in India is ensured through Lok Adalats, Public Interest Litigation (PIL), Redressal Forums, Consumer Protection Council, Eco-mark scheme and National Youth award on Consumer Protection and the need of Government support in overcoming the issue is in need presently. The above outcome of the research clearly highlighted that only a meager percentage of consumers are aware about the price, quality and quantity through labeling but it is only in certain cases and on many occasions, there needs a consumer education for this awareness. Also, many studies done earlier focused on the brand awareness and loyalty towards the FMCG product and no study is found regarding the consumer awareness and exploitation if any particularly in Tamilnadu, India. This is considered as a major research gap and the researchers have proceeded with this gap as a core objective so as to analyze the level of awareness along with their satisfaction through labeling during their purchase of FMCG products.

3. Theoretical Model

Fig. 1 shows the structure of the proposed study of this paper.

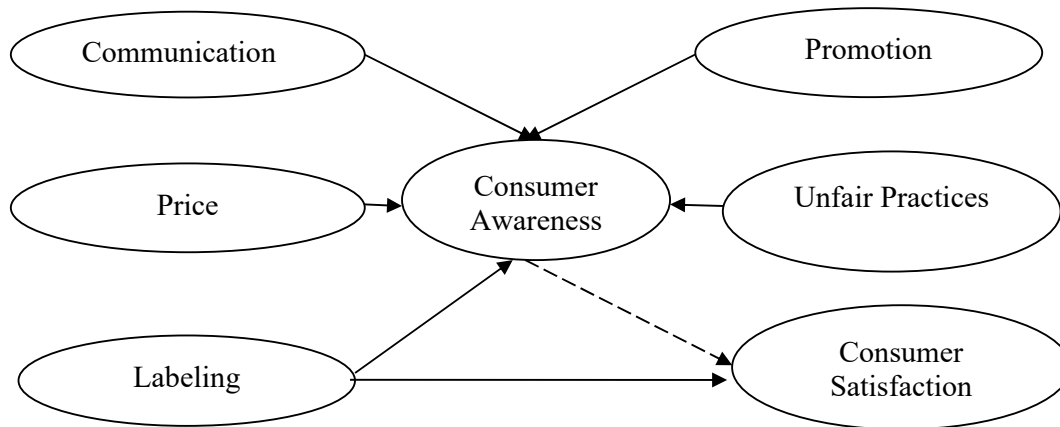


Fig. 1. Theoretical Model of the Study

4. Objectives of The Research

Every research should be conducted with an aim and this could be through the objectives of the study and this objective should give the definition and meaning as well as the characteristics of the research. Only framing the objectives will guide the researcher about the methodology to be considered for the research. Also, objectives alone make the audience about the purpose of the research. The researcher of this study has framed the following objectives based on the constructs and the model of the study.

1. To find the association between the demographic profile of the consumer and the factors that influence the awareness and satisfaction among them.
2. To examine the association among the factors that influencing the consumer awareness and the satisfaction
3. To analyze the impact of consumer awareness on the consumer satisfaction in respect of FMCG products.
4. To investigate the mediating role of labeling between the consumer awareness and satisfaction in respect of FMCG products.

5. Hypothesis of the Study

It is the hypothesis in every research that connects the theory with the specific research question and proves its validity. The future prediction of the particular concept could be assessed only through the hypothesis formulated in every research. In this study, the following hypotheses were framed based on the primary objective of the study.

H₁: Demographic profile significantly associated with the factors that influence consumer awareness and satisfaction.

H₂: Information regarding the FMCG product positively influencing consumer awareness.

H₃: Price of the FMCG product constructively impacts consumer awareness.

H₄: Unfair Practices in the FMCG market positively related to consumer awareness.

H₅: There is a noteworthy impact of promotional activities of FMCG products on consumer awareness.

H₆: Consumer awareness positively impacts consumer satisfaction.

H₇: Labeling mediating the consumer awareness on the level of satisfaction.

6. Methodology

6.1 Population and Sample of the Study

This is the study conducted during January 2023- April 2023 among those who were the FMCG consumer but utilizing various brands in that domain. The main intention is to know the awareness among them during their purchasing of FMCG products about the price, promotion, labeling, unfair trade practices if any are engaged, communicating the information to the consumer and also to know whether these constructs created awareness among them and led to satisfaction. As a one step forward,

labeling was considered as a mediator between the awareness and the satisfaction. A total of 28 variables were considered in the questionnaire and the opinion was obtained through 5 point Likert Scale. Basically, this is the unknown population and hence the researcher has decided to follow the cluster sampling methodology in each district of western region, Tamilnadu (i.e.) Nilgris, Coimbatore, Tirupur, Erode, Salem, Namakkal, Dharmapuri, Krishnagiri and Tirupattur districts.

The criteria for forming the cluster in this research is the age of the respondents and those who were in the range of 25-35 years were considered as the population of this study. Initially, the researcher and the team visited every district and contacted 250 persons of this age group and got the basic information so as to survey them in an efficient manner. Hence the total sample collected is 2250 and by using the simple random sampling 802 consumers were selected for the actual survey. But, only 557 questionnaires were found with the reusable condition for further analysis with 79.34 %. Prior to this, a total of 75 consumers selected for the pilot study to verify the reliability of the questionnaire and found that the reliability value as 0.777 which was above the prescribed value in the earlier works. On completion of the survey, the reliability value of each constructs was also calculated and detailed under:

Table 1
Reliability value of the constructs

Factors	Number of Variables	Cronbach's Alpha
Information	5	0.786
Price	5	0.774
Labeling	5	0.782
Promotion	4	0.850
Unfair Practices	5	0.869
Consumer Satisfaction	4	0.780

Source : Primary Data

The entire analysis of this study was done through IBM SPSS 21.0 version and the result revealed is detailed in the underneath sections.

6.2 *Confirmatory factor analysis*

Normally, the uni-dimensionality of every instrument could be confirmed only through the confirmatory factor analysis of structural equation modeling along with analyzing by checking the goodness of fit of each index so as to confirm the model fit of the study (Chau, 1997). Regarding the goodness, it is observed that all the measurement index have a fair goodness of fit in the model as i) CMIN (X²) =1041.567; degree of freedom=339; CMIN/Degree of Freedom (df) =3.072; GFI=0.884; CFI=0.901; NFI=0.848 and RMSEA=0.061. The path diagram is depicted in the figure 2 below:

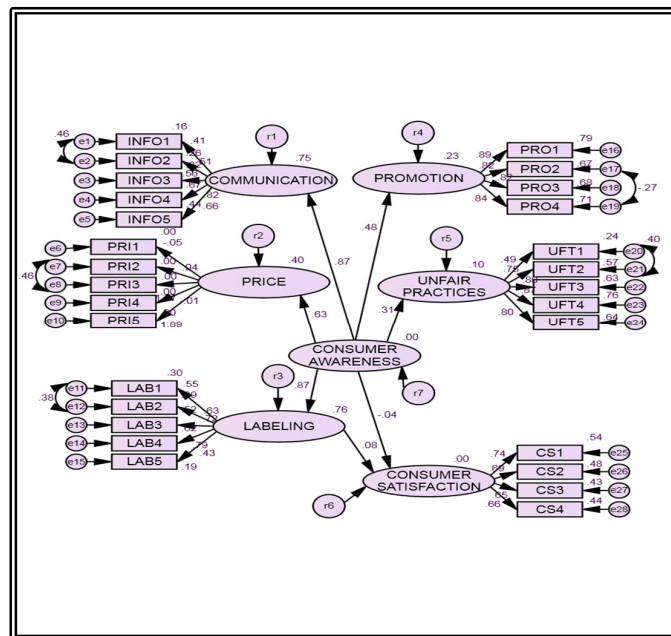


Fig. 2. Path Analysis through Structural Equation Modeling

Regarding the association between the constructs taken up for consideration in this study, the maximum likelihood estimates through standardization proved the result of the objective based hypothesis.

Table 2

Standardization Estimates

Hypothesis		Critical Path	Estimate	C.R.	Decision of the Hypothesis
H ₁	Communication	← Consumer Awareness	0.868	8.248**	Supported
H ₂	Labeling	← Consumer Awareness	0.870	8.389**	Supported
H ₃	Price	← Consumer Awareness	0.630	14.149**	Supported
H ₄	Promotion	← Consumer Awareness	0.476	6.286**	Supported
H ₅	Unfair Practices	← Consumer Awareness	0.304	5.556**	Supported
H ₆	Consumer Satisfaction	← Consumer Awareness	-0.048	-0.226	Not Supported
H ₇	Consumer Satisfaction	← Labeling	0.084	0.520	Not Supported

Source: Primary Data

The above table confirmed that the constructs like communication, labeling, price, promotion and the unfair practices in the market towards FMCG has positively influencing the consumer awareness as the critical ratio found statistically significant at one percent level of significance, but while analyzing the impact of consumer awareness on the satisfaction, the path result showed that there is a negative impact noticed but not significantly associated. But when the awareness mediated through the labeling to the satisfaction have the positive impact in such a way that a unit increase of accuracy of labeling information increases the satisfaction level to 8 percent.

6.3 Outline of the Respondents

Purchasing and repurchasing intention of any products mainly based on the demographic characteristics like gender, educational qualification, age and other things because those people with higher age normally make stable and matured decisions in all aspects. Hence it is a principal value to understand the perception of every one based on the demographic characteristics. This sector has given the outline of the characteristics of the clients of this study.

Table 3

Demographic based characteristics sample

Sl. No.	Demographic Profile	Number(Frequency) (n=557)	Percentage
01.	Gender		
	Male	282	50.6
	Female	275	49.4
03.	Marital Status		
	Married	340	61.0
	Unmarried	217	39.0
04.	Educational Qualification		
	Illiterate	13	2.3
	SSLC	184	33.1
	HSC	131	23.5
	Undergraduate	73	13.1
	Post Graduate	141	25.3
	Others	15	2.7
05.	Occupation		
	Government Sector	65	11.7
	Private Sector	337	60.5
	Business	12	2.3
	Agriculture/Agriculturist	98	17.6
	Homemaker	43	7.5
	Others	2	0.4
06.	Monthly Income		
	< Rs.15000/=	190	34.1
	Rs.15001/= to Rs.30000/=	228	40.9
	> Rs.30000/=	139	25.0
07.	Area of Residence		
	Urban	335	60.1
	Rural	153	27.5
	Semi Urban	69	12.4
08.	Type of Family		
	Nuclear	128	23.0
	Joint	429	77.0
09.	Size of the Family		
	1-3 members	147	26.4
	4-5 members	309	55.5
	Above 5 members	101	18.1
10.	Are you aware of Consumerism and consumer protection?		
	Yes	557	100.0
	No	0	0
11.	Frequency of purchase of FMCG products		
	Daily	89	16.0
	Weekly	87	15.6
	Fortnightly	149	26.8
	Monthly	222	39.9
	Rarely	10	1.7

Source: Primary Data

The result showed that maximum respondents were found as Male (n= 282) and of the total population of this study, it is noticed that maximum respondents were married but the educational qualification confirmed that most of them have the secondary school level only. 337 consumers of FMCG with 60.5 percent were working in the private sector and 40.9 percent

of the consumers were having a monthly income ranging from Rs.15001= to Rs. 30000/=. Maximum respondents were living jointly with their family members and the 55.5 percent have 4-5 dependent members in their respective family. It is quite happy to see that all the clients of this study have well known about consumerism and the consumer protection act. While analyzing the frequency of purchasing the FMCG product, it is seen that maximum have the practice of monthly purchase only (n=222).

6.3 Karl Pearson Correlation

In view to have an idea about the relationship amid the constructs that impacting the consumer awareness and the level of fulfillment, this method is applied and the outcome is detailed below:

Table 4
Karl Pearson Correlation

	Mean	SD	Inter -Correlation					
			F1	F2	F3	F4	F5	F6
Communication	3.33	0.71	1	0.690**	0.192**	0.008	0.166**	0.039
Price	3.53	0.66		1	0.171**	0.014	0.139**	0.031
Labeling	3.28	0.68			1	0.364	0.104*	0.456*
Promotion	3.51	0.76				1	0.045	0.026*
Unfair Practices	3.45	0.69					1	0.215*
Satisfaction	3.03	0.63						1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data

The above result revealed that there was a low to high correlation ensued amid some of the constructs and the consumer satisfaction and the high correlation existed between the communication and the price ($r=0.690^{**}$) followed by labeling and the consumer satisfaction ($r=0.456^{*}$). Also, the lowest correlation found between the price and the labeling ($r=0.171^{*}$) followed by Communication ($r=0.192^{*}$). There is no correlation found between the communication with the promotion and satisfaction; price with the promotion and the satisfaction; labeling with the promotion. Even though promotion is playing a significant role in the unfair practices, this study confirmed that there is no correlation between promotion and the unfair practices at 1 percent and 5 percent level of significance. Regarding the deviation among the consumer, it is noticed that maximum deviation in the opinion rested with the promotion (0.76) followed by communication (0.71).

6.4 Association of Demographic profile with the constructs that influencing the consumer awareness and the satisfaction

Consumer awareness mainly rested with the demographic and socio demographic profile of the clients. Hence it is mandatory to find the relationship among these profiles and the factors that impact the awareness and also the level of satisfaction of the consumers. Researcher (s) has applied the one way ANOVA and the paired sample “t” test and the outcome is detailed below:

Table 5
One way ANOVA and Paired sample “t” test

Demographic Variables	Communication	Price	Labeling	Promotion	Unfair Practices	Satisfaction
ONE WAY ANOVA “F “ TEST						
Educational Qualification	0.807	0.863	1.944*	2.588*	3.003**	1.213
Occupation	1.511	0.988	0.962	0.921	1.389	2.097*
Monthly Income	2.472*	0.589	1.599	0.536	1.702	0.623
Area of Residence	1.513	0.914	10.923**	1.341	1.553	1.379
Size of the Family	1.233	1.890	2.127	1.595	0.423	2.615*
Frequency of purchasing of FMCG product	1.586	0.483	1.989*	3.010*	3.847**	1.887
PAIRED SAMPLE “t” TEST						
Gender	99.137**	114.450**	101.789**	96.464**	97.021**	68.691**
Marital Status	96.261**	111.899**	99.259**	92.224**	94.067**	64.553**
Type of Family	98.332**	113.990**	100.177**	96.330**	95.549**	65.349**
Awareness about the Consumerism	103.761**	119.680**	106.206**	101.556**	101.859**	73.940**

** -1% level of significance: * - 5% level of significance

Source: Primary Data

Regarding the association between the demographic profile and the constructs under the consumer awareness in the FMCG product and level of satisfaction, the one way ANOVA test confirmed that there is a significant association found between

educational qualification and the frequency of purchase with the labeling, promotion and the unfair practices; occupation and size of the family with the satisfaction ; monthly income with the communication and area of residence with the labeling at one percent and five percent level of significance.

The result of the paired sample “t” test also proved that there is a noteworthy relationship existed between the demographic profile like gender, marital status, type of the family and the awareness towards the consumerism and the consumer protection and the factors that influencing the consumer awareness and the level of satisfaction at 1% level of significance.

7. Garrett Ranking Method

In the demographic profile, respondents were asked about the awareness about consumerism and the consumer protection and based on their consciousness about the subject, they were asked to rank the available rights to the consumers based on their opinion and the ranking was calculated through Garrett’s ranking technique. The result revealed is detailed in the underneath table.

Table 6
Garrett Ranking to the Rights available to the consumers

Sl. No.	Rights available to consumer	Percentage	Ranking
01.	Right to safety	52.4	4
02.	Right to be informed	47.1	6
03.	Right to Choose	44.4	7
04.	Right to be heard	57.1	1
05.	Right to redress	41.3	8
06.	Right to consumer education	47.5	5
07.	Right to basic needs	54.7	3
08.	Right to healthy environment	55.7	2

Source: Primary data

From the opinion survey, it is confirmed that the first rank was given to the Right to be heard (57.1) followed by Right to healthy environment (55.7) and Right to basic needs (54.7) in the FMCG products. Likewise, the least score was given to the Right to redress (41.3) followed by Right to choose (44.4) and right to be informed (47.1).

8. Discussion And Managerial Implication

Now-a-days consumer awareness has been taken as international affairs as there witnessed much exploitation during purchasing of products. It was shocking to see the availability of fake products with the leading brand logo that confused the consumers to the great extent. This is most prevalent in the rural areas where people don’t have brand awareness. The reason behind the screen is the educational level and non exposure of promotional aspects of the products as they were in the remote areas where the social media could not be accessed. But they were also using the FMCG products for their day to day purpose and hence (Dharmarasu & Mathavan, 2019) pointed out that quality is the foremost factor for the consumer’s to buy the FMCG products in all the areas. (Malhotra, 2014) also informed that it is mandatory for every company to create the value of the products especially FMCG products in the mind set of the consumers so as to increase the awareness among them and this mind set could be achieved by engaging the brand ambassadors than the celebrities.

How should this mind set be reached? This is the universal question now dwelled in among the marketers. Basically, consumer always perceives any product through information, price, labeling and the promotional activities pertaining to it and this is admitted by (Sarkar & Rahman, 2017) who highlighted that consumer purchase decision is influenced by cost, product variety, quality and features, sales person, advertisement, display, income, demand and popularity of the retailers and personality is not having any effect on the decision. This clearly informed that wherever the people may be, it is the features of the product that attracting the them but it is the duty of the marketers to cause initiation in reaching their product in all the areas (both urban and rural) to capture that mind set and this also agreed with the outcome of (Nawaz et al., 2020) who enlightened that it is the brand love that acted as a important forecaster for the brand loyalty and the brand equity.

This study also have the primary objective to analyze whether the consumer awareness eliminate the exploitation particularly in the FMCG sectors and the researcher(s) tried to find it through various factors like communication, price, labeling, promotion, unfair practices along with its impact on the level of satisfaction among the consumers located in the western region of Tamilnadu encompasses nine districts. As a first step, they tried to confirm the goodness of fit of the model through structural equation modeling and found that the model has good indices of fit. Regarding the association between the demographic profile and the factors that influencing the consumer awareness and the satisfaction, it is noticed all the demographic profile were found statistically significant at 1% and 5% level of significance except the status of the residential area and thereby accepted the alternative hypothesis (H_1)but this result found against the findings of (Pradhan & Misra ,2014) who pointed out that there is no significant relationship between the demographic profile like age, gender, family type, income, occupation and education and the brand preference towards buying of FMCG products. While analyzing the direct effect and the indirect

effect along with the total effect of the constructs that influencing the consumer awareness and the satisfaction, the path analysis result revealed the following:

Table 7

Direct, Indirect and Total effects of the constructs

Factors	Direct effect			Indirect Effect			Total Effect		
	F1	F2	F3	F1	F2	F3	F1	F2	F3
Communication	0.869	0.000	0.000	0.000	0.000	0.000	0.869	0.000	0.000
Price	0.632	0.000	0.000	0.000	0.000	0.000	0.632	0.000	0.000
Labeling	0.869	0.000	0.000	0.000	0.000	0.000	0.869	0.000	0.000
Promotion	0.476	0.000	0.000	0.000	0.000	0.000	0.476	0.000	0.000
Unfair practices	0.312	0.000	0.000	0.000	0.000	0.000	0.312	0.000	0.000
Satisfaction	-0.036	0.000	0.084	0.073	0.000	0.000	0.037	0.000	0.084

F1- Consumer Awareness ; F2- Consumer Satisfaction; F3- Labeling

Source: Primary data

There witnessed a negative direct effect between the consumer awareness and the satisfaction (-0.036) but when it is mediating through the labeling, it is noticed that there is a positive effect of (0.073) and resulted with the total effect of (0.037) which implied that increased in consumer awareness through labeling increases the consumer satisfaction to the tune of 3.7% and also the direct effect of labeling on satisfaction was found as 0.084 which implied that one unit increase in the information through labeling increases the consumer satisfaction to the tune of 8.4 percent. Hence consumer awareness and satisfaction is mainly based on the labeling and thereby accepted the alternative hypothesis (H₇). Also, communication (0.869); price(0.632); promotion(0.476) and unfair practices (0.312) of which the unfair practices has the least effect and thereby confirmed that all these constructs have a remarkable effect on the consumer awareness and satisfaction and accepted the alternative hypotheses (H₂ to H₅) and this result found in parallel with the outcome of (Zhao et al., 2021) who highlighted that the product pricing, packaging and customer satisfaction were found positive predictor to the consumer purchase decision making process. But at the same time, consumer awareness is having a remarkable impact on the satisfaction but negative one and thereby rejecting the alternative hypothesis (H₆).

9. Conclusion

As discussed earlier, to safeguard the consumer, it is mandatory for every organization to give all the rights to the consumer as prescribed in consumerism. Even though various outcomes of earlier research is there, that is based on the geographic location and the law being imposed by the concerned nation. This study mainly focuses on the core to find whether the acquired awareness eliminates the exploitation particularly among 557 consumers who were residing in the western region of Tamilnadu and the result revealed that the labeling of the product played a significant role in the awareness and the satisfaction among the consumers of this geographic location. But, a direct impact is noticed by the awareness on the satisfaction level and this is due to the problem in the influencing factors like price, promotion, communication and especially unfair trade practices. It is not possible for all the customers to understand the information given in the label of the products because some ratios may be illiterate and could not be followed. Hence it is suggested that marketers should follow an ethical marketing for fulfilling the needs and wants of the consumer which makes zero deflection of customers/consumers from their service.

10. Limitations And Scope For Future Research

This is a research based on consumer awareness and satisfaction in the FMCG industries and done in the western region of Tamilnadu encompasses only nine districts. But still more area needs to be covered. Also, the sample considered here is 557 only. It is suggested that further research on this topic may be carried out comparatively by considering different locations and also with different products so that the result can make the marketers and the Government about the present status of consumerism.

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