

**CONSUMERS' ATTITUDES TOWARDS CONSUMERISM,
MARKETING PRACTICES AND GOVERNMENT REGULATIONS: A
STUDY OF CONSUMERS OF PHARMACEUTICAL PRODUCTS**

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ABSTRACT

In this modern era of societal marketing concept business ethics and social responsibility is becoming one of the central issues of all the marketing practices. Now the business enterprises cannot consider themselves as sovereign in the marketplace. The modern waves of consumerism have made the consumers vocal in expressing their rights and privileges in the marketplace. Consumerism is an inevitable response to the increasingly complex and impersonal society of our times, and will be a powerful influence on business in the coming years. Present study is taken up with the objectives of consumer attitudes towards consumerism and different marketing practices and government regulations in promoting consumerism and assess the degree to which consumer protection, education, and information are available to various consumer groups in Uttarakhand. For this 315 respondents were surveyed from different part of Uttarakhand state and it was found that there is a significance difference in the different factor across the educational category and occupation of the respondents and factors promoting consumerism. Consumers believe that consumerism and consumer education are associated with one another. Moreover the aspect of consumerism has made manufacturer to be more sensitive regarding price, quality and composition of their products. Several suggestions were drawn to make the consumers aware and concerned towards the consumerism issues in a country

Keywords: Consumer Behaviour, Consumerism, consumer protection, consumer education, etc.

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1. INTRODUCTION

In this modern era of societal marketing concept business ethics and social responsibility is becoming one of the central issues of all the marketing practices. Over the last decade, more and more people around the world, primarily in industrialized countries, have become better informed and more aware of the origins of the goods they purchase on a day-to-day basis, the buying policies and practices of the shops they visit and the policies and principles of the services they buy. In a growing number of cases, this increased awareness and knowledge is affecting consumer practices and may be the difference between someone buying a particular product or service or not. Two key elements that have contributed to this development are the significant and rapid progress in Information and Communications Technologies, particularly internet-based, and the role of the media in exposing bad practices in global supply chains of goods and services.

In the external environment of business, consumerism has emerged as an issue of considerable importance affecting managerial decisions in the marketplace (Ede and Calcich, 1999; Day and Aakar, 1997; Holden, 1993). Consumerism has been defined as “an organized movement of consumers whose aim is to improve the rights and powers of buyers in relation to sellers” (Kotler et al., 1998). Following Smelser’s (1963) work, Kotler (1972) identified six factors responsible for the development of consumerism: -

- (1) *Structural Conduciveness*: Basic development in the society resulting in potent contradictions (growing consciousness of quality of life, increasing complexity of marketing and technology and environmental pollution);
- (2) *Structural strain*: Discontents with economic (inflation), society (poverty, racism), ecological (pollution, population explosion), and market system (questionable products, deceptive advertising);
- (3) *Growth of generalized belief*: A growing consensus as to the cause of social malaise. The major impetus came from critical writings, government initiatives and consumer organizations;
- (4) *Precipitating factors*: Acceleration of consumer discontent as a result of their exposure to business practices detrimental to their interest;
- (5) *Mobilizing factors*: The support of the media, labour union, consumer organizations in mobilizing the movement; and

- (6) *Social control*: Improper response from the agents in the social control in terms of business resistance and inadequate support from the legislative bodies led to direct actions from consumers.

The growth of consumerism has resulted in consumers being critical of many questionable business practices and has supported the imposition of increasing regulation on the corporate sector. Over the years, business response ranged from inaction to adaptation to the growing trends of consumerism. However, the level and pattern of business reactions have varied in different cultures and societies. In the western countries, responding to consumerism has become a routine exercise for most businesses. But in the developing countries, the level of corporate attitude and action has been relatively low, as the pressure arising from the movement is generally low.

2. LITERATURE REVIEW

The consumer movement was given its spark in the USA with President Kennedy's 1962 call for a "Bill of Consumer Rights" and with the appointment in 1964 of a special assistant to the President for Consumer Affairs (Lampman, 1988). Shortly thereafter, business practitioners and academicians began investigating the degree to which people were satisfied or dissatisfied with marketing practices. Consumerism is a social force within the environment designed to protect cultural values, physical environment and quality of life and protects the consumers by exerting legal, moral and economic pressures on business. It is a social movement initiated by the public and voluntary consumers' organizations, which pressurize the government to adopt necessary legal measures to protect their interests. It aims to remove those injustices, and eliminate those unfair marketing practices, e.g. misbranding, spurious products, unsafe products, planned obsolescence, adulteration, fictitious pricing, price collusion, deceptive packaging, false and misleading advertisements, deceptive warranties, hoarding, profiteering, black marketing, short weights and measures etc. Consumerism is the public demand for refinement in marketing practices to make them more informative, more responsive, more sincere, more truthful and more efficient.

According to Duyck (1975) consumerism is the expression of a wider social movement which is concentrated on the exchange mechanism in the market economy and its social consequences and which aims to attain a lasting equilibrium between different parties in the market. Virginia Knauer, a former US President Special Assistant for Consumers Affairs, summarized consumerism as "...a challenge to business to live up to its full potential - to give consumers what is promised, to be honest, to give people a product that will work and is

reasonably safe, to respond effectively to legitimate complaints, to provide information concerning relevant characteristics of a product....the basic principle upon which so much of our nations' business was structured - "Satisfaction, guaranteed or your money back".

McIlhenny (1990) saw it as "a citizens' movement which will make broad-reaching social, ecological and political demands on suppliers of goods and services". Maynes (1990) defined it as "the voicing of consumer discontent and the furtherance of corrective actions". In a third-world perspective, it has been defined as "the efforts made either by the consumer himself, the government, and/or independent organizations to protect the consumer from the unscrupulous practices of businesses in their quest for profit" (Onah, 1979). Cravens and Hills (1973) defined consumerism in operational terms as "a multitude of group actions concerned with such issues as consumer protection laws, the availability of product and price information, fraudulent and deceptive business practices and product safety". In essence, consumerism deals with consumer issues about a range of marketing related issues.

According to Kaynak (1985) and Quazi (2002) the consumerism is concerned with both the micro and macro consumerist issues. The micro consumerist issues include the issues product safety, misbranding practice, misleading advertisement, deceptive packaging, unfair pricing, unit pricing, labeling, product quality etc. While on the other hand, the macro consumerist issues are mainly concerned with the broader contexts like environmental pollution, health care system, welfare systems, poverty, antinuclear issues etc. Consumerism in developing countries differs from consumerism in developed countries. Consumerism in most developing countries is more a matter of government policy via legislation and efficient enforcement than a matter of engaged public support (Kaynak, 1985). Most researches in developing countries have examined consumer organizations (Clifford, 1988; Hinds, 1988; Hong, 1989), growth of consumer movements (Kim, 1985; Newman, 1980; Peterson, 1987) and consumer problems (Onah, 1979; Stanley, 1987). Few studies have examined consumers' attitudes toward consumerism in developing countries (Thorelli and Sentell, 1982). There have been few studies on business attitudes towards consumerism for developed countries (Johan et al., 1977; Barksdale and French, 1976; Greyser and Diamond, 1974), more few studies for developing countries (Varadarajan et al., 1991, 1994).

Consumer attitudes are an important and integral part of the marketing environment that managers need to scan to understand potential forces that could curtail marketing activities. Failure to monitor the environment or misdiagnosis of environmental trends can lead to serious problems for marketers (Kotler, 1972; Nicouland, 1987). One way to gauge consumers' attitudes toward marketing is to examine their perceptions towards a wide range

of marketing mix activities and issues pertaining to consumerism. Over the past years, several studies have sought to quantify the attitudes consumers hold toward marketing and consumerism issues. They showed a high level of consumer discontent with various aspects related to marketing and consumerism. Barksdale and Darden (1972) found that 70 percent of respondents in the USA believed that most manufacturers were not satisfactorily handling consumer complaints. Such complaints were associated with the quality of products, their reliability and safety aspects and were felt to be endemic to the marketing system rather than being just a failure of poorly designed corporate policy. Hence, it was believed that firms were marketing products that could potentially cause harm to the users.

Jones and Gardner (1976) attributed the causes of consumer discontent to two reasons: first, higher expectations of a better lifestyle resulting from increasing incomes and sociological changes, and second negligence by business and government to protect consumers. Andreasen and Best (1977) documented consumer discontent arising from marketers' incompetence or reluctance to resolve complaints; the government was also blamed for the rise of consumer discontent since it was viewed as being more pro-business and not defending the interests of consumers effectively. Greyser and Diamond (1974) found that consumers were not adequately protected since laws were founded on the principle of *caveat emptor*. Moreover, Hustad and Pessmier (1973) found a range of marketing practices that contributed to this discontent.

Varadarajan and Thirunarayana (1990) examined consumers' attitudes towards marketing practices, consumerism and government regulations in India. They found a high level of consumer skepticism regarding the operating philosophy of business, discontent with marketing practices and support for the consumer movement and greater government regulation. Roberts and Manolis (2000) compared consumerism and advertising attitudes of those born from 1946 to 1964 to those born from 1965 to 1974 in the USA. They found that there were generational differences in that the later cohort were more favorably disposed towards marketing and advertising, considered marketing to be more beneficial and marketers to be more socially responsible than did the earlier cohort.

Lysonski et al. (2003) studied the attitudes of marketing managers towards marketing and Consumerism in New Zealand. The study clearly reveals that there has been significant change in consumer perceptions over the last fifteen years from 1986 to 2001, and managers are exhibiting more responsiveness to consumer issues. Nonetheless, marketers must continue to remain vigilant in identifying and addressing any significant consumer complaints that may arise. The study also shows that attitudes towards marketing and consumerism issues are

likely to be less problematic when an economy is allowed to operate more freely and government creates rules that encourage fair play and equal access to the market system for all businesses.

3. OBJECTIVES OF THE STUDY

With the view of analyzing the attitudes of the consumers towards consumerism, fair marketing practices and role of government in promoting consumerism, this study is carried out with the following objectives:

1. To examine the changing market and consumer attitudes towards consumerism.
2. To analyze the consumer attitude towards marketing practices and government regulations in promoting consumerism.
3. To assess the degree to which consumer protection, education, and information are available to various consumer groups in Uttarakhand.

4. RESEARCH METHODOLOGY

In order to analyze the attitudes of consumers towards consumerism and government regulations, relevant data were collected by administering a questionnaire containing a series of Likert-type statements from various districts of Uttarakhand. The questionnaire asked subjects to indicate the degree to which they agreed or disagreed with each statement. All questionnaires were in English. To attain these objectives and test the hypothesis, a survey of 315 respondents was administered. To collect the necessary information, various parameters were developed with the help of literature. To measure the intensity of parameters open ended and close ended questions were used. The responses to these parameters were gathered, coded, tabulated and analyzed. Reliability test of various statements used in the questionnaire was carried out with the objective of knowing consistency in the response. It was found to be .874 which is sufficient enough to carryout onward factor analysis. KMO value was calculated with the help of SPSS 15 software and found to be .832 which indicates that data is adequate to carry out factor analysis. To test the hypothesis, factor analysis, Mean, ANOVA and χ^2 tests were applied.

Table 1: Demographic Characteristics of Respondents

Demographic Characteristics	Characteristics	No of Respondents	%
	Total Number of Respondents	315	100
Age	Up to 20 years	20	6.3
	from 20 o 30 years	141	44.8
	from 30 to 40 years	82	26.0
	from 40 to 50 years	43	13.7
	from 50 to 60 years	19	6.0
	above 60 years	10	3.2
Gender Category	Male	165	52.4
	Female	150	47.6
Marital Status	Married	182	57.8
	Unmarried	133	42.2
Income	Upto Rs 15000PM	129	41.0
	Rs15000 - Rs30000 PM	44	14.0
	Rs30000 - RS45000PM	83	26.3
	Rs45000 - Rs60000PM	44	14.0
	Above Rs 60000PM	15	4.8
Occupation	Students	86	27.3
	Business	27	8.6
	Employed	187	59.4
	Unemployed	15	4.8

This section analyses demographic profile of respondents. The sample represents a cross section of the population regarding age, gender, income, educational background, marital status and occupation. **Table 1** shows the demographic characteristics of respondents. It shows that sample is dominated by those respondents (44.8%) who are in the age group of 20-30 years, showing that middle and younger age group people are more in the sample. Majority of the employees belongs to male category and married. Almost half of the sample belongs to employee category and in the income upto Rs 15000 PM.

Table 2: Average expanse on medical

SI No	Description	No of Respondent	%
1	Upto 1000PM	200	63.5
2	From1000 to 2000PM	57	18.1
3	From 2000 to 3000 PM	43	13.7
4	From 3000 to 4000PM	15	4.8
Total		315	100

Table 2 indicates the average amount of money spend by respondents on pharmaceutical product per month. 63.5 % respondents are spending Rs 1000 per month on medical bills. The monthly expense of only 4.8 % respondents is from Rs 3000 to Rs 4000 on medical bills.

Table 3: Purchase of Medicine on Prescription

SI No	Description	No of Respondent	%
1	Regularly	83	26.3
2	Sometimes	78	24.8
3	Occasionally	126	40.0
4	Rarely	28	8.9
Total		315	100

Table 3 shows the behaviour of consumer regarding the purchase of medicine on prescription. Majority of respondents are purchasing medicine occasionally on prescription. Only 26.3 % respondents are showing regular behaviour of purchase through prescription.

Table 4: Asking bill of Purchased medicine

SI No	Description	No of Respondent	%
1	Regularly	94	29.8
2	Sometimes	101	32.1
3	Occasionally	93	29.5
4	Rarely	27	8.6
Total		315	100

Table 4 depicts the awareness and attitude of consumer to ask for bill of purchased medicine. Only 29.8 % respondents ask for bills of transaction. 32.1 % respondents demand for bill sometimes and 8.6 % consumers rarely take the bill of their purchase with respect to pharmaceutical products.

Table 5: Action in case of deceptive products

SI No	Description	No of Respondent	%
1	Change Shop	115	36.5
2	Insist shopkeeper to change the product	90	28.6
3	Complain the mater to consumer forum	110	34.9
Total		315	100

Table 5 illustrates the actions taken by the respondents when retailer offers deceptive products to them. 36.5 % respondents change the shop when offered deceptive products. 34.9 % respondents complain the matter to consumer forum. 28.9 % respondents insist retailers to change the product.

Factor Analysis

Factor analysis is used to study the patterns of relationship among many variables, with the goal of discovering the nature of the variables that affect them. The exploratory factor analysis was used in order to identify the various issues related to consumerism. Principal Component analysis was employed for extracting factors and orthogonal rotation with Varimax was applied. As latent root criterion was used for extraction of factors, only the factors having latent roots or Eigen values greater than one were considered significant; all other factors with latent roots less than one were considered insignificant and disregarded. The extracted factors along with their Eigen values are shown in table 6. The factors have been given appropriate names on the basis of variables represented in each case. The names of the factors, the statements, the labels and factor loading have been summarized in Tables 7. There are seven factors each having Eigen value exceeding one. Eigen values for seven factors are 10.483, 2.850, 2.650, 2.373, 1.742, and 1.323, respectively. The index for the present solution accounts for 76.505% of the total variations factors consumer attitude towards consumerism. It is a pretty good extraction because we are able to economize on the number of choice factors (from 29 to 7 underlying factors), we lost 24.495 % of information content for choice of variables. The percentages of variance explained by factors one to seven 37.438, 10.179, 9.465, 8.476, 6.222, and 4.725 respectively. Large communalities indicate that a large number of variance has been accounted for by the factor solutions. Varimax rotated factor analysis results for motivational factors are shown in table 6 which indicates that after 6 factors are extracted and retained the communality is 0.872 for variable one, .742 for variable 2 and .794 for variable 3 and so on. It means that approximately 87.2 % of the variance of variable 1 is being captured by extracted factors together. The proportion of the variance in any one of the original variable which is being captured by the extracted factors is known as communality (Nargundkar, 2002).

Table 6: Principal Component with Rotated Component Matrix

	Component						Comm unality
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	
The wide variety of competing products and brands makes intelligent buying decisions more difficult.	.890						0.872
Manufacturers advertisements of drugs are reliable sources of information about the quality and performance of products	.782						.742
For most types of products, the differences among competing brands are insignificant and unimportant	.781						.794
In your opinion how far drug manufacturing companies provide all round information to its customer	.769						.781
High prices of pharmaceutical product are caused primarily by wholesale and retail middlemen taking excessive profits	.739						.787
Most medicinal product advertising is believable	.719						.793
Most manufacturers are more interested in making profits than in serving consumers	.703						.654
Consumers often try to take advantage of manufacturers and dealers by making claims that are not justified	.608						.459
In the future, consumerism will be more important		-.838					.780
The government should have more responsibility for regulating the advertising, sales and marketing activities of manufacturers		-.796					.739
Consumerism is an important issue today		-.741					.820
Manufacturers' advertisements usually present a true picture of the drug advertised		.560		.545			.742
In general, manufacturers make an effort to design products to fit the needs of consumers		.520					.739
The average consumer is willing to pay higher prices for medical products which can be availed at lower price by developing			.819				.801
The exploitation of consumers by businesses deserves more attention than it receives			.670				.736
Many of the mistakes that consumers make in buying products are the result of their own carelessness or ignorance	.531		.669				.772
The information needed to become a well informed consumer is readily available to most people			.624				.847
Government price control is the most effective way of keeping the prices of consumer products at a reasonable level				.828			.888
Most manufacturers operate on the philosophy that the consumer is always right				.813			.838
Considering the wage rates and income levels today, most drugs are priced fairly				.615			.693
The government should test competing brands of products and make results of these tests available to consumers					-.819		.866
The government should set minimum standards of quality for all products sold to consumers					.777		.793
Competition ensures that consumers pay a fair price for products					.579		.815
Manufacturers occasionally think responsibility to the consumers					.563		.711

Organized consumer movements have not been an important factor in changing business practices and procedures						.819	.691
By asking the medical bill the problems of consumers are less serious now than in the past						.795	.756
Over the past several years, the significant improvement has been brought in the product						.725	.790
Manufacturers seem to be more sensitive to consumer complaints now than they were in the past						.500	.634
<i>Eigen Values</i>	10.483	2.850	2.650	2.373	1.742	1.323	
% of Variation	37.438	10.179	9.465	8.476	6.222	4.725	
Cumulative % of Variation	37.438	47.617	57.082	65.557	71.780	76.505	

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 A Rotation converged in 9 iterations.

Table 7: Principle components and associated variable

Product information and self disclosure	Attitude toward Advertising	Consumers consciousness factor	Information Utility and uses	Government role	Legal Issues
The wide variety of competing products and brands makes intelligent buying decisions more difficult.	In the future, consumerism will be more important	The average consumer is willing to pay higher prices for medical products which can be availed at lower price by developing consumerism.	Government price control is the most effective way of keeping the prices of consumer products at a reasonable level.	The government should test competing brands of products and make results of these tests available to consumers.	Organized consumer movements have not been an important factor in changing business practices and procedures.
Manufacturers advertisements of drugs are reliable sources of information about the quality and performance of products.	The government should have more responsibility for regulating the advertising, sales and marketing activities of manufacturers.	The exploitation of consumers by businesses deserves more attention than it receives.	Most manufacturers operate on the philosophy that the consumer is always right.	The government should set minimum standards of quality for all products sold to consumers.	By asking the medical bill the problems of consumers are less serious now than in the past.
For most types of products, the differences among competing brands are insignificant and unimportant.	Consumerism is an important issue today.	Many of the mistakes that consumers make in buying products are the result of their own carelessness or ignorance.	Considering the wage rates and income levels today, most drugs are priced fairly.	Competition ensures that consumers pay a fair price for products.	Over the past several years, the significant improvement has been brought in the product.
In your opinion how far drug manufacturing companies provide all round information to its customer.	Manufacturers' advertisements usually present a true picture of the drug advertised.	The information needed to become a well informed consumer is readily available to most people.		Manufacturers occasionally think responsibility to the consumers.	Manufacturers seem to be more sensitive to consumer complaints now than they were in the past.
High prices of pharmaceutical product are	In general, manufacturers make an effort to design				

caused primarily by wholesale and retail middlemen taking excessive profits.	products to fit the needs of consumers.				
Most medicinal product advertising is believable.					
Most manufacturers are more interested in making profits than in serving consumers.					
Consumers often try to take advantage of manufacturers and dealers by making claims that are not justified.					

Principle components and associated variable indicates that first factor (**Product information and self disclosure**) indicating the organizations ability to provide product information. This is the combination of variable like the wide variety of competing products and brands makes intelligent buying decisions more difficult, manufacturers advertisements of drugs are reliable sources of information about the quality and performance of products, for most types of products, the differences among competing brands are insignificant and unimportant, In your opinion how far drug manufacturing companies provide all round information to its customer , High prices of pharmaceutical product are caused primarily by wholesale and retail middlemen taking excessive profits , Most medicinal product advertising is believable , Most manufacturers are more interested in making profits than in serving consumers , Consumers often try to take advantage of manufacturers and dealers by making claims that are not justified , and accounting 37.438% variance of the total variances. The second Factor is the consumers **Attitude toward Advertising** which is the combination of the variable like In the future, consumerism will be more important The government should have more responsibility for regulating the advertising, sales and marketing activities of manufacturers Consumerism is an important issue today Manufacturers' advertisements usually present a true picture of the drug advertised In general, manufacturers make an effort to design products to fit the needs of consumers And contributes 10.179 % variance of total variance. Third factor is **Consumers consciousness factor** which is the combination of The average consumer is willing to pay higher prices for medical products which can be

availed at lower price by developing consumerism, the exploitation of consumers by businesses deserves more attention than it receives, many of the mistakes that consumers make in buying products are the result of their own carelessness or ignorance, the information needed to become a well informed consumer is readily available to most people, and account 9.465% variance of the total variances. Fourth factor is the **Information Utility and uses** factor which include the variable like Government price control is the most effective way of keeping the prices of consumer products at a reasonable level, Most manufacturers operate on the philosophy that the consumer is always right, Considering the wage rates and income levels today, most drugs are priced fairly and accounts 8.476% of total variance. Fifth factor is **Government role**, which is the combination of variable like The government should test competing brands of products and make results of these tests available to consumers, The government should set minimum standards of quality for all products sold to consumers, Competition ensures that consumers pay a fair price for products, Manufacturers occasionally think responsibility to the consumers, and account 6.222% of total variance. Sixth factor is the **Legal Issues** , which is the combination of factor like Organized consumer movements have not been an important factor in changing business practices and procedures, By asking the medical bill the problems of consumers are less serious now than in the past ,Over the past several years, the significant improvement has been brought in the product, Manufacturers seem to be more sensitive to consumer complaints now than they were in the past, and account to 4.725% of total variance.

Table 8: Mean of Different factors of Consumerism across Education Level

Level of education	Product information and self disclosure	Attitude towards advertising	Consumer consciousness factor	Information utility and uses	Government role	Legal issues
Upto Matriculation	3.8478	3.1130	3.8261	3.9420	3.7283	3.2283
Upto Graduation	4.0937	3.2919	3.9335	3.7876	3.8306	3.0726
Upto Post Graduation	3.9200	3.3660	3.4825	4.0633	3.6475	3.3650
Professional and other qualification	3.6471	3.4088	3.7279	4.2500	3.8750	3.0147
Total	3.9242	3.3276	3.7381	3.9862	3.7746	3.1643

The mean of different factors of consumerism across the different level of education reveals that information utility and usage scored highest mean across the respondents of professional categories. At the same time this factor has scored highest among all education category respondents.

Table 9: Anova with Education level

		Sum of Squares	df	Mean Square	F	Sig.
Product information and self disclosure	Between Groups	8.923	3	2.974	4.235	.006
	Within Groups	218.439	311	.702		
	Total	227.362	314			
Attitude towards advertising	Between Groups	1.813	3	.604	2.244	.083
	Within Groups	83.737	311	.269		
	Total	85.550	314			
Consumer consciousness factor	Between Groups	11.451	3	3.817	5.364	.001
	Within Groups	221.317	311	.712		
	Total	232.768	314			
Information utility and uses	Between Groups	10.261	3	3.420	3.879	.010
	Within Groups	274.235	311	.882		
	Total	284.496	314			
Government role	Between Groups	2.740	3	.913	3.396	.018
	Within Groups	83.632	311	.269		
	Total	86.372	314			
Legal issues	Between Groups	6.687	3	2.229	3.611	.014
	Within Groups	191.999	311	.617		
	Total	198.686	314			

One-way ANOVA analysis was carried out with the assumption that mean of different factors promoting consumerism does not differ significant across the education level of respondents. From the table 9, it is clear that calculated value of F is greater than the tabulated value of F (2.37, $\alpha = .05$) except the factor like attitude towards advertisement. Hence the null hypothesis is rejected, indicating that there is a significant difference in the mean of different factors across the different factors of educational category except in the case of factor like attitude towards advertisement.

Table 10: Mean of Different factors of Consumerism across Occupational categories

Occupation	Product information and self disclosure	Attitude towards advertising	Consumer consciousness factor	Information utility and uses	Government role	Legal issues
Students	3.9738	3.3674	3.5378	4.1240	3.5930	2.8924
Business	4.5324	3.5481	4.6389	4.3951	4.0926	3.1296
Employed	3.8369	3.2567	3.6551	3.8610	3.7861	3.2701
Unemployed	3.6333	3.5867	4.3000	4.0222	4.1000	3.4667
Total	3.9242	3.3276	3.7381	3.9862	3.7746	3.1643

The mean of different factors of consumerism across the different level of occupation indicates that Consumer consciousness factor scored highest mean across the respondents of occupational categories. At the same time this factor has scored highest among all occupation category respondents.

Table 11: ANOVA with Occupation

		Sum of Squares	df	Mean Square	F	Sig.
Product information and self disclosure	Between Groups	12.894	3	4.298	6.232	.000
	Within Groups	214.468	311	.690		
	Total	227.362	314			
Attitude towards advertising	Between Groups	3.397	3	1.132	4.287	.006
	Within Groups	82.153	311	.264		
	Total	85.550	314			
Consumer consciousness factor	Between Groups	31.384	3	10.461	16.155	.000
	Within Groups	201.384	311	.648		
	Total	232.768	314			
Information utility and uses	Between Groups	9.100	3	3.033	3.425	.018
	Within Groups	275.396	311	.886		
	Total	284.496	314			
Government role	Between Groups	7.179	3	2.393	9.397	.000
	Within Groups	79.193	311	.255		
	Total	86.372	314			
Legal issues	Between Groups	9.851	3	3.284	5.408	.001
	Within Groups	188.835	311	.607		
	Total	198.686	314			

One-way ANOVA analysis was carried out with the assumption that mean of different factors promoting consumerism does not differ significant across the occupation of respondents. From the table 11, it is clear that calculated value of F is greater than the tabulated value of F (2.37, $\alpha = .05$) for all factors promoting consumerism. Hence the null hypothesis is rejected, indicating that there is a significant difference in the mean of different factors across various occupational category respondents.

Table 12: Consumerism and Consumer education

SI No	Description	No of Respondent	%
1	Always	63	20.0
2	Sometimes	129	41.0
3	Rarely	111	35.2
4	Rarely	12	3.8
Total		315	100

An attempt was made to know the customers opinion about the relationship between consumerism and consumer education. Study reveals that majority of the respondents are of the opinion that consumerism and consumer education are associated with each other. On the other hand very few respondents projects that it is rarely associated with.

Table 13: Consumerism and Its impact on Manufacturer

SI No	Description	No of Respondent	%
1	Strongly Agree	37	11.7
2	Agree	163	51.7
3	Neither agree nor Disagree	52	16.5
4	Disagree	49	15.6
5	Strongly Disagree	14	4.4
Total		315	100

The growing consumerism has forced the manufacturers to redesign their marketing strategies for enhancing consumer education. With this background, an attempt was directed whether Consumerism has made manufacturer to be more sensitive regarding price, quality, and composition. The majority of the respondents agreed with the statement.

Table 14: Level of Sensitiveness

SI No	Description	No of Respondent	%
1	Remains Same	156	49.5
2	Change as per situation	159	50.5
Total		315	100

An attempt was directed to know the customer sensitiveness by knowing the sensitiveness towards purchase of medicine for self and for others. Analysis projects that customers are almost equally sensitive while purchasing medicine for self and for others.

CONCLUSION

Consumerism has become a fashionable area of concern, centered on the belief that there is a compelling need to strengthen the consumer's position in the market-place. Consumerism is fast emerging as an environmental force affecting major business decisions as consumers become more aware about their rights. The study shows that the spread of consumerism in India is a consequence of a complex of global and local factors. The study identifies six main factors of consumerism viz., Product information and self disclosure, Attitude toward

Advertising, Consumers consciousness factor, Information Utility and uses, Government role and Legal Issues.

The study reveals that a significant numbers of consumers are purchasing medicine on prescription occasionally and similarly they are asking for purchase receipt. The most general behaviour of consumers towards purchase deceptive products is change the shop. The study also shows that there is a significance difference in the different factor across the educational category and occupation of the respondents and factors promoting consumerism. Consumers believe that consumerism and consumer education are associated with one another. Moreover the aspect of consumerism has made manufacturer to be more sensitive regarding price, quality and composition of their products. Further, in order to make the consumers aware and concerned towards the consumerism issues in a country the government should take the most important and crucial role. In fact the government should provide a good shelter to the aggrieved consumers. If the consumers can be made aware and concerned regarding the consumerism issues then the consumers will equally give importance to the ethical aspects of products with the other functional aspect of the products.

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