

MS.S.DEEPA LAKSHMI -CONSUMER BEHAVIOUR AND CONSUMER RIGHTS(2022)

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"CONSUMER BEHAVIOUR AND CONSUMER RIGHTS"

In the peer-reviewed edited book entitled

"EMERGING TRENDS IN COMMERCE & MANAGEMENT: VOLUME-2"

*Edited by Sruthi. S, Y Suryanarayana Murthy, Dr. Ashwinkumar A. Santoki, Salaudddeen Shaik,
Dr. Pallavi, Priyadarshini. V, Sachindra G R, Dhirendra Bahadur Singh, Dr. Ravi Kumar Gupta, Dr. Dimple, Surbhi Birla*

Published in Category of Edited Book

January, 2022, (First Edition)

ISBN: 978-93-93239-35-8 | ISBN-10: 93-93239-35-5 | DIP: 18.10.9393239355 | DOI: 10.25215/9393239355

www.redshine.co.in



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CHAPTER 24

CONSUMER BEHAVIOUR AND CONSUMER RIGHTS

Ms. S. Deepalakshmi³⁵, Dr. K. Antony Baskaran³⁶

Abstract:

The study of consumer behavior formally investigates individual qualities such as demographics, personality lifestyles, and behavioral variables (such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals), in an attempt to understand people's wants and consumption patterns. Consumer behavior also investigates on the influences on the consumer, from social groups such as family, friends, sports, and reference groups, to society in general (brand-influencers, opinion leaders). This paper contains the information about consumer behavior, consumer behavior models, decision making process and Consumer rights and responsibilities.

Keywords: consumer behavior, consumer rights, decision making

CONSUMER BEHAVIOR

Introduction

Meaning:

Consumer behavior entails "all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities. "The term, consumer can refer to individual consumers as well as organizational consumers, and more specifically, "an end

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include satellite, cable modem, digital subscribers lines, and wireless cable. [Collins 2002]

Online enrollments continuing to grow at rates faster than for the broader student population and institute of higher education expect the rate of growth to continue increasing. [Sloan consortium]

Scope of Online Learning

Online courses: Many universities and institutes have been offering online courses for graduation, master's degree, diploma programs. This is quite beneficial as student can learn the subject from the comfort from his home. This way of learning helps them achieve higher educational qualifications and turn in get good jobs.

Online revisions: Revisions is one of the key for daily studies and exam preparations. A revision does not need a teaching but a constant grading of performance or updating the knowledge. Performance refers to ability to recall the subject while updating refers to improving the current knowledge of a topic from the on already had before. Students can able to recall and remember through the revisions.

Online training: Some companies and educational institutions may need some training for their employees and students. This training mostly involves field or practical training. This way of online training reduces travel, time and other expenses.

Online library: Online libraries and other informative services as a part of online education help to solve the problem. One is accessible to unlimited set of journal or books for references.

Online research paper writing services: Many people try to outsource their writing work. It saves time for students to utilize in other productive works.

Importance of Online Learning in Teaching and Learning Process

1. Increased flexibility of time
2. Increased flexibility of location
3. Context

4. Information sharing
5. Online resources
6. Diverse and enriching experience
7. Access, equity and disability
8. Digital information literacy
9. Administration

Advantages of Online learning:

1. Convenience
2. Enhanced learning
3. Comfort
4. Interaction
5. Innovative teaching
6. Improved administration
7. Savings
8. Self paced learning
9. Maximize physical resources
10. Outreach

Disadvantages of online learning:

1. No humanistic touch
2. Isolation feeling
3. Cost effective
4. Negative attitudes of parents, teachers, educational authorities
5. Lack of proper knowledge
6. Health issues

The Most Popular Digital Education Tools for Teachers and Learners

Many digital education tools are available for the purpose of giving autonomy to the student, improving the administration of academic processes, encouraging collaboration, and facilitating communication between teachers and learners. Some of the most popular tools are explained below:

without communication with other students. Therefore, a more modern approach is necessary to supplant the communicational of skills and abilities.

Collaborative Online Learning

Collaborative e-learning is a modern type of learning method, through which multiple students learn and achieve their learning objectives together as a group. Students have to work together and practice teamwork in order to achieve their common learning objectives. This is done through the formation of effective groups, where each individual student has to take into account the strengths and weaknesses of each other student. This boosts the communicational skills team working abilities of the students. Collaborative e-learning expands on the idea that knowledge is best developed inside a group of individuals where they can interact and learn from each other. While this type of learning is more often used in traditional classrooms than in online courses, it's still a valid type of e-learning which can be highly effective if done correctly.

In conclusion, online learning should be seen as a complement and extension of classical forms of learning. Not even the best online course can fully replace the personal contact with a teacher, or the human relationships that develop in a group. So, traditional classes shouldn't be replaced with online learning.

Conclusion

Online learning has many benefits as compared to the conventional learning in the classroom environment. Though online learning has several challenges such as lack of feedback from students and lack of the proper technology to effectively conduct online learning, lack of technology etc., these limitations can be overcome by upgrading the E-Learning systems and the use of online discussion forums and new web based software's.

Online learning is beneficial to the students, teachers and the institution offering these courses. Online courses offer an excellent way for students to broaden their educational opportunities and stay

competitive in the ever demanding realm of education. Students embarking on the path of higher education through online coursework need to be self-motivated, independent, and responsible learners. Understanding one's learning style and skills will allow students to more accurately determine if online learning is suitable for them. Instructors and course designers will also benefit from understanding the aspects of a course that increase students' understanding and participation. Overall, online learning environments allow for learning to occur in a setting that is not restricted by place or time. Online learning has the ability to disassemble barriers that have been constructed by poverty, location, disability, as well as other factors.

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