

A Study on Consumer Protection and Empowerment Issues and Challenges:

(A Case Study of Quetta, Baluchistan)

By

¹Sana Ullah, ²Siraj Bashir

Abstract:

This study on consumer protection and empowerment issues and challenges (A case study of Quetta, Balochistan) investigate the level of consumer awareness regarding their basic consumers rights and responsibilities as well as regarding Balochistan consumer protection act 2003, this research study focused on question like role consumer rights commission Pakistan providing awareness regarding consumers rights in region and it analyzed the role of TV advertisements on consumer buying behavior in Quetta city. The basic aim of this study was to find out about the actual conditions of consumer in Quetta city and their attitude or knowledge regarding consumers' rights, those are provided by the legal system of Balochistan government and internationally recognized basic consumer rights, these are right to safety, right to be informed, right to choose, right to be heard, right to seek redressal and right to consumer education. A questionnaire was used as a major tool primary data collection source from 100 respondents of Quetta city, these respondents were from different respectable departments and institutions of Balochistan province, mostly the educated class of the city, these were form university of Balochistn's professor, lecturer and students, Bolan Medical complex and livestock department's professional doctors were participated in research as respondents as well casual consumer were given the chance to participate in as respondent. The tool for data analysis was Statistical Package for Social Sciences (SPSS) which were consisted of Descriptive statistics, cross-tabulation, logistic regression, ANOVA, correlation, linear regression. Expressive insights were utilized to investigate this

¹M.Phil. Scholar Department of Social Work University of Balochistan Quetta Pakistan
E-mail: jahazib333@gmail.com Mobile:03343482807

²Siraj Bashir Lecturer Department of Social Work, University of Balochistan, Quetta Pakistan E-mail: siraj.dr.siraj.bashir.edu.uob@gmail.com Contact no:0321-851070/0305-3884901

information. The study found that consumers in Quetta are in very much critical and miserable conditions, most of market places and business do not have any concern regarding the protection of basic consumers' rights and there are number fake products, deceptive goods and services, misleading information about products and there isn't any safety assurance in food producing farm especially those foods which are being sold in dusty road sides of Quetta city.

Keywords: Consumer rights, Consumer protection, Consumer empowerment, Balochistan consumer rights protection act 2003, Consumer rights commission of Pakistan etc.

Introduction:

Consumers' protection and empowerment is one of the most important issue regarding consumer rights. Consumer protection is basically about how to protect the masses from unfair, deceptive business, dangerous products and services, fake goods and misleading advertisements. Consumer purchases a product or service based on fulfilling their recognized needs (Khan, 2000). The choice of this product to satisfy needs depends on the perception of the consumer about the product quality capable of the satisfying that needs. Consumer played very much crucial role for the development of nation, every one of us is a consumer. Consumers are the largest economic group, effecting and effected by almost every public and privet decision.

Having such consideration on mind United Nations General Assembly adopted guideline for consumer protection through a resolution passed on 16th April 1985). The basic purpose of this guideline was to provide strength to consumer protection policies and legislations specially in developing countries, also the World Consumer Rights Day happens every year on March 15, and the charitable gathering Consumers International initiates the exertion. The motivation behind World Consumer Rights Day is to join shoppers an extensive yet regularly divided gathering – and repeat that companies must not break their guarantees or generally manhandle the purchasers that are so essential to their organizations. The event gets universal consideration and is frequently joined by board and different talks about current occasions in the buyer world. There are number of organizations working on protection and empowerment of consumer globally, organizations like Organization for Economic Cooperation and Development deals with wide range of issues relevant for consumers, through its committee on policy. Talking about United Nations Conference on Trade and Development, it works on competition and consumer policies those are beneficial for partner countries. (Bicchetti, D, 2017).

Each working individual needs top quality items and services as an end-result of his well-deserved cash. The privileges of customers are an essential piece of human rights motivation, particularly explained in the rules for purchaser insurance planned by United Nations General Assembly in 1985. These rules give a structure to shield the buyers against double dealing, fraud and exploitation.

There are four Consumer Protection Laws that are operative in Pakistan: Punjab Consumer Protection Act 2005 (PCPA), Baluchistan Consumer Protection Act 2003, Islamabad Consumer Protection Act 1995, Sindh Consumer Protection Ordinance 2004 (promulgated in Sindh years ago but it lapsed as same was not presented before the provincial assembly, and NWFP (now Khyber Pakhtunkhwa) Consumer Protection Act 1997. Territories falling within federal or provincial administration—FATA and PATA—are without consumer protection laws, and some are with and some without constitutional status. These laws that came into existence with establishment of consumer courts deal with consumer related disputes. (Sarmad Ali, 2016)

Consumers Rights:

Consumers rights are basic rights of every consumer these basic rights are enforced by legal system of almost every modern nation state, basically consumers' rights are reference to a group of law that relates to things the makers of products must do to shield clients from hurt. These laws have appeared through a progression of legitimate debate and have been molded by the aftereffects of those cases. According to Sarmad (2016) negligence and absence of consumer protection laws basically create major hurdle for consumer to have the privilege of their basic consumers' rights.

In a couple of occurrences, a few states have really arranged controls that they allude to as "customer rights" laws, yet this isn't yet the larger part here, and even these codifications may not cover the majority of the rules that are for the most part considered "shopper rights." (Legal resources HG.org 2018) every country has its own ways to deal with any consumer fraud with its citizens, but every consumer has some basic right in global consumer protection and empowerment context and these basic rights are as follows, right to Safety, right to be Informed, right to Choose, right to be heard and international organization of consumer union added four new basic consumer rights and these are the right to Redress, the right to satisfaction of basic needs, the right to consumer Education and the right to a healthy environment.

Consumer Protection:

Whatever we purchase we pay for it and get fulfillment from its utilization and utilize. Be that as it may, here and there we don't feel happy with the item we purchase. This might be by virtue of low quality of the item, cheating by the retailer, bring down amount of substance, deluding commercial, et cetera. Would it be advisable for us to enable these practices to proceed? Clearly not; at that point is there any solution for such acts of neglect? The appropriate response lies in the idea and routine with regards to shopper security, the rights and duties of customers, legitimate arrangements and system for settlement of buyer complaints. In this exercise, let us know insights about every one of these focuses.

Basically, consumer protection is set of laws those are designed to safeguard the consumer from fraud, fake product, dangerous goods and services and misleading advertisement. Consumer protection is about securing the basic rights of every consumer, these basic rights of every consumer is clearly indicated in legal framework of most of modern nation including Pakistan and its province of Balochistan, under the Balochistan Consumer Protection Act 2003. (Gazette of Balochistan 2003).

Consumer Empowerment:

According to social sciences the concept of empowerment is highly recognizable and give since of complete self-sufficient role to the client, same can apply towards the empowerment concept in consumer right subject. The concept of power and distribution in society is just more than a simple concept it has its practical applications. (Hofstede, 1980). A great part of the writing on consumer empowerment centers on buyers' endeavors to recapture control of their utilization forms from providers. The reason for existing is to contend that numerous providers make progress by making a decent attempt to enable customers. The component by which this happens comprises of inquiring about and giving what customers need. Buyers feel engaged when they can appreciate the utilization procedure. This is of specific note in shopping, which isn't just getting items yet additionally experience and satisfaction. (Len Tiu Wright, 2013)

Literature Review:

Historical Background of Consumerism:

History of consumerism or consumer culture can be traced in 1920 when over-production exceeds demand. In such crucial timing industrialists rather than balancing out the economy, lessening working hours, and sharing work around, which would have brought more recreation time for all, industrialists chose to extend advertisements by elevating consumerism to the regular workers. The social choice to deliver boundless amounts of products as opposed to relaxation, sustained inefficiency, outdated nature, and wastefulness made the establishment for our cutting-edge purchaser culture. Individuals were prepared to be the two specialists and purchasers in a culture of work and spend.

Development of Consumer Culture in 19th Century:

In his article, Robert O. Herrmann (1970) in which he analyses the causes of the current influx of customer agitation, objectives of buyer dissent gatherings, and the manner by which they are composed and upheld. He additionally inspected the customer development of the 1960s and contrasted it and the purchaser developments of the mid 1900s and the 1930s. The examination recommends new answers and a reason for anticipating the future course of consumerism.

Behavior of Pakistani Female Consumers:

Pakistani consumers are mostly unaware about their basic rights, in particular women are mostly less educated and have very few information about their basic rights as a consumer. A study was conducted by Zeb, Rashid and Javeed (2011), in which they examined the purchasing conduct of female shoppers of Pakistan and explored the fundamental factors that persuade female customers to purchase in vogue marked garments. The fundamental focal point of the examination was to explore the purchasing conduct of Pakistani female buyers and to comprehend the significant components of marked attire which induces the contribution of enthusiasm of Pakistani female purchaser's towards in vogue marked clothing.

The investigation was directed by social event information from Pakistani female purchasers ranging 20 years to 35 years old, keeping in mind the end goal tends experimental sign by utilizing survey and factual instruments. Add up to 415 female respondents finished the instrument. The aftereffects of the examination uncovered that marking identified with status, premium charges against marked attire, self-idea,

mark mentality and reference bunches had a positive innocence on the buy choice of female consumers from Pakistan. The investigation extended the information of procurement conduct of female purchasers from Pakistan. In addition, it additionally brought up the components that induce the inclusion of the purchasers in form attire. Siddiqui (2013) also find the similar out comes in his research on women perception towards branded clothing in Pakistan.

Role of TV Advertisements on Consumer's Behavior:

A study on role of TV advertisements on consumer attitude was conducted by Sutherland (2008), in which he concluded that TV adverts normally tend to have a greater amount of buyer's consideration since not just we hear what the promoter needs to state, we likewise observe what we can get. The more mindful we are of a need, the more engaged we are. Individuals will probably glance through magazines on the off chance that they are searching for something. However, contends that the situation of advertisement pattern is changing through computerized retailing. Individuals tend to utilize the web increasingly and buy on the web. Computerized retailing is by all accounts advantageous and in this manner, it can nearly endanger the eventual fate of retail shops. Organizations anyway can endeavor to draw in client's straightforwardly through coupons and rebates though promoting is utilized for the most part to pull in the mass-advertise. According to Metha, (2000) advertisement attitude and effectiveness of advertisements always play key role in regard of consumer buying behavior and mostly consumers are very much keen to drive their interest in effective advertisement industry.

Consumer Educational Awareness regarding Consumer Rights:

Consumer rights awareness in relation with their education level, a study by Vijayakumar and Venugopal (2012) show the relationship level between consumer awareness based on their educational level, they keenly hypothesized that customer instruction upgrades shopper rights mindfulness. The investigation on customer rights mindfulness led in India discovered that instructive establishments played a huge part in raising customer rights mindfulness. Further, the investigation could set up that customers can still be misused notwithstanding when mindful of their rights. The investigation concentrated on colleges that offer examinations on shopper undertakings as a major aspect of their syllabus. Lion's share of understudies met concurred that shopper mindfulness can help with decreasing purchaser abuse in the commercial center demonstrating a connection between buyer rights mindfulness what's more, decrease in purchaser misuse in the commercial center. They analyzed the general mindfulness among

buyers with respect to purchaser assurance measures and the Consumer Insurance Act (1986) in India.

The investigation was directed in the District of Yamuna Nagar of Haryana State. One of the goals of the investigation was to give proposals that to fortifying shopper mindfulness program in India. They consider discovered that all respondents had general consciousness of customer security and that all purchasers had confronted the circumstance of buyer abuse in one way or other. The outcomes additionally discovered that exclusive 10% of the respondents had moved toward the buyer gathering for equity while none of them had utilized the National Consumer Helpline as a method for looking for change for the issues looked as shoppers.

This demonstrated a low level of use of shopper insurance instruments in the nation notwithstanding the presence of general customer rights mindfulness in the nation. Consumer awareness basically set the put steps of an empowered consumer according to Steven Rosenbaum (2015), we can't trace the actual birth of word an empowered consumer but we can directly determine the worth of word empowered consumer in market places and business.

Importance of Consumer Awareness:

Taking about consumer awareness about his or her basic right is a very much mandatory area about any researcher, such consideration taken by researcher like Kaynak and Akan (2011) in their studied they found significance of purchaser mindfulness in the security of shoppers in light of a field investigation of families in Erzurum. The investigation went for deciding the level of customer attention to the legislation on buyer rights, shopper started generation and deal arrangements of organizations, and crafted by purchaser associations to secure buyers. It incorporated a review contemplate did on family units and the examination of information. The examination found that most of the purchasers thought about the law on shopper assurance and, in the meantime, of crafted by buyer associations; in any case, they didn't know much about customer rights.

In the meantime, there were factually noteworthy contrasts amongst male and female consumers' level of learning, where guys were more knowledgeable than were females about buyer assurance. Moreover, the two gatherings suspected that purchaser assurance was not adequate in Turkey. The examination included comparative investigations as for some other statistic factors, for example, training, pay level, and so forth and found that the level of learning about purchaser assurance expanded as the level of instruction and wage expanded among shoppers. Be that as it may, the examination found that when all is said in done the level of mindfulness about purchaser rights was low among families in

Erzurum (It ought to be noticed that the investigation utilized the information from the year 2008).

Rational of the Study:

Consumer protection and empowerment is the subject of global concern and the birth of Occupy Wall Street Movements fast spreading across the world. This movement is response to the gross misuse of purchasers by the sorted-out business gatherings. During a time of solid customer voice in the West, numerous stay voiceless and needing portrayal in alternate parts of the world. The reason for customer rights battle is to join purchasers – an expansive however regularly divided gathering - and emphasize that enterprises must not break their guarantees or generally mishandle the shoppers that are so fundamental to their organizations.

It is incidentally evident that lone two for each penny individuals in Pakistan know about their rights as customers and a bigger cut of this little section is unable by one way or other to initiate endeavors to get their rights executed at any level. It is a noteworthy logical inconsistency in the buyer kingdom that because of absence of solidarity and mindfulness, purchaser larger part is managed by the corporate minority.

This research is worth able for academic points of view, market places and for governmental as well as for privet organizations, those are working on a cause of consumer protection and empowerment, on academic prospective new researchers on this area will gain the basic knowledge about the conditions of consumers in Balochistan. Unfortunately, in past not a single study has been conducted on the situations of consumer in Balochistan so this study on consumer protection and empowerment will help any researcher who want to study the consumer situation in this region.

For market point of this research is help for supplier and business to understand the real situation of masses regarding their services by this they can improve the quality of product and services for the betterment of their own businesses as well as for the satisfaction of their customers, market places in Quetta usually do not have any idea about the protection of consumer and also they do not have any knowledge about the Balochistan Consumer Protection Act 2003 and Consumer Protection Council, the basic reason of this problem is that usually Quetta's supplier and market individuals are mostly illiterate and their major focus is just to gain profit at any cast and sell their product to maximum possible price, such behavior at market places really the matter concern for the consumers at Quetta and this research is really helpful to understand the overall market conditions in Quetta.

In the context of governmental and private organization this study is able enough to put the basic concept of consumer conditions and role of market places in Quetta, Consumer conditions in Baluchistan need serious concentrations because awareness level of consumers regarding their rights is not any easy task in Baluchistan because of lack of information and awareness regarding their rights and another major problem can be found about consumer protection is that most of consumers are illiterate and do not have any idea about the rights and responsibilities.

Objective of the Study:

- To know the role of consumer rights commission of Pakistan regarding protection of consumer rights in Quetta
- To find out the level of consumer awareness regarding their rights and responsibilities.
- To analyze the role of TV advertisement on consumer behavior.

Materials and Methods:

Research methodology assumes an essential part of the examination. It incorporates investigation plan, information accumulation, investigation and elucidation of results. The term 'methodology' includes this entire process. The last aftereffects of an exploration rely upon the approach that we are utilizing, and system relies upon the kind of information expected to answer the exploration questions.

According to (Irony and Rose, 2006) research methodology is scientific, theoretical investigation of the techniques connected to a field of contemplation. Research procedure it is a parameter symbolizing those ideologies, plans and actions, which govern the scope of study, methods to gather data and its enquiry to find association between variables of the study (Matin, 1989). The population of this research was consisted of 100 consumer individuals from Quetta city, the selection of population was basically based on certain individual who were casual consumers, university students and teachers who consume goods in their daily routine lives, as well as individual from different governmental offices, members of civil society, law informant department, duty bearers were part of population thorough these different individuals from Quetta city.

According to Rosenthal, R., & Rosnow, R. L. (1991) sampling design is very much crucial to determine the side effects in research study, sampling design for current research was collecting primary data which were collected through multiple sampling techniques through probability sampling methods using random sampling method by directly interacting with respondents in university, governmental office

and market places in this process every individual from these organization had the equal chance of selection, other design for sampling was non-probability sampling that is purposive sampling method with help of interview schedule method, respondents were selected on the bases of their intellectual knowledge and skills about the consumer rights and consumer protection and empowerment in Quetta from 100 respondents in Quetta city. Research design is the procedure and method of collecting and analyzing the variables selected in a research problem. It basically provides the assessment of relationship between cause and effect and their relationship between dependent and independent variable. According to Graziano and Raulin (2002) research design is a blueprint of research study, which guides the researcher about the task and activities those are related to method and procedure of variable analysis and collection of research data.

Current study used of two research methods and these were exploratory and descriptive research. The descriptive research involves gathering information that portray occasions and afterward composes, arranges, delineates, and depicts the information gathering. It frequently utilizes visual guides, for example, diagrams and outlines to help the reader in understanding the information dispersion and thusly offered a superior elucidation on internet publicizing, and at last give a reasonable picture on the adequacy and unwavering quality of online advertisement and its relationship buying behavior.

According to Holliday (2001) questionnaire is a survey tool to know the respondent's knowledge and attributes regarding the research issue. A questionnaire was used as a major and primary source of data collection. The tool for data analysis was Statistical Package for Social Sciences (SPSS) which were consisted of Descriptive statistics, cross-tabulation, logistic regression, ANOVA, correlation, linear regression.

Respondent's Profile:

Through the survey, out of 100 respondent's majority of respondent's age were from 20 to 25 that is 51% out of 100 percentages, during the survey most of respondents were females (57) and males were (43). In regard of respondent's occupation most of respondents were university level students that making the percentage of 69 and 31% respondents were professional doctors and university lecturer and professors. Qualification level indicated most of respondents were studying at university which is 44% out of 100, 24 were graduate level student, 27 were MPhil and 5% PhD degree holders. The survey indicated most respondents were form Quetta city. The data revealed that 74% of respondents never heard about Balochistan consumer protection act

2003 and 91% respondents mentioned that they had never listened and thought about inspecting any food or product before consuming or dealing with.

Results and Discussion:

The basic purpose of this research was to explore the level of consumer awareness regarding goods and service which they consume and deal with in their routine base in Quetta city Baluchistan, it was also about whether consumers in Quetta are able enough to deal with unfair, deceptive business, dangerous products and services, fake goods and misleading advertisements. The result reflected that most consumers don't have knowledge about their basic consumers' rights in Quetta and majority of consumers are not satisfied with role of market places, legal authorities and consumer rights commission of Pakistan regarding protecting the basic consumers' rights in Quetta.

Percentage Distribution Regarding, Consumer rights commission of Pakistan is securing the rights of every consumer in Balochistan

	Frequency	Percent
Valid SA	6	6.0
A	16	16.0
N	24	24.0
D	27	27.0
SD	27	27.0
Total	100	100.0

Question regarding consumer rights protection in regarding the protection of consumers rights in Balochistan, from the above table, shows that the frequency of strongly agree 6, agree 16, neutral 34, disagree 27 and strongly disagree are 27 out of 100 respondents. With this subject of matter respondent are much agree with the option "agree" and "strongly disagree" that is 54% out of 100 respondents because, consumer rights protection is not so much functional in province of Balochistan.

Percentage Distribution regarding, what do you know about consumer protection and empowerment?

	Frequency	Percent
Valid Don't have knowledge	43	43.0
Protection of consumer rights	57	57.0
Total	100	100.0

Form the above table, respondents were asked about the question (What do they know about consumer protection and empowerment), 43 respondents mentioned that they do not possess any knowledge about consumer rights and empowerment, 43 respondents mean almost half of 100 frequencies while most of respondents mentioned that consumer rights and empowerment is about protecting the rights of every consumer which is making the frequency 57 out of 100 respondents.

Percentage Distribution Regarding, how do you perceive the situations of consumer in Quetta, Balochistan?

	Frequency	Percent
Valid Don't have knowledge	13	13.0
Not good condition	80	80.0
Little bit good condition	7	7.0
Total	100	100.0

Respondents were asked about the question (How do they perceive the situations of consumers in Quetta, Balochistan.) 13 respondents out 100 mentioned that they do not have any knowledge and information about the situation of consumers in Quetta, while 80 respondents mentioned that consumers of Quetta are not in good condition and mostly victim of fraud and misleading information and 7 out of 100 respondents mentioned that consumers of Quetta are in little bit good condition.

Percentage Distribution Regarding, TV advertisement do not have any effect on consumer buying behavior in Balochistan

	Frequency	Percent
Valid SA	12	12.0
A	20	20.0
N	40	40.0
D	12	12.0
SD	16	16.0
Total	100	100.0

In regard of statement, TV advertisement do not have any effect on consumer buying behavior in Balochistan, the frequency of strongly agree 12, agree 20, neutral 40, disagree 12 and strongly disagree are 16 out of 100 respondents. Most of respondent's tick mark the "neutral" option which is 40% out of 100 respondents, with the statement of TV advertisement do not affect the consumer buying behavior in Balochistan. The matter fact related to this question is correlated with modern technological advancement that is why mostly response were neutral.

Percentage Distribution Regarding, Consumers in Quetta know how to deal with any fraud done by the dealer/supplier

	Frequency	Percent
Valid SA	10	10.0
A	15	15.0
N	20	20.0
D	40	40.0
SD	15	15.0
Total	100	100.0

From the above table, no shows that the frequency of strongly agree 10, agree 15, neutral 20, disagree 40 and strongly disagree are 15 out of 100 respondents. Discussing the question consumers in Quetta know how to deal with fraud done by the supplier or the dealer, most of respondents were agree on ticking the option "disagree" which is 40% out of 100 respondents. While 20 respondents tick on option "neutral" which the second biggest frequency and 15 respondents out of 100 agree on option "strongly disagree".

Conclusion:

There were several crucial findings were traced during the data collection process form the respondents of Quetta city in regard of their basic rights as consumer, role of consumer rights commission of Pakistan about providing awareness among the consumers of Quetta city, level of awareness regarding Balochistan consumer protection act 2003, consumers rights and responsibilities as consumer, role of law enforcement department as well as the role of civil society's organizations regarding the production of consumer rights production and the role of TV advertisements on consumer buying behavior in Quetta, Balochistan.

The study concludes that most of respondents were very much concerned about protection of their basic rights as consumers, all most every consumer mentioned that their legal rights are being violated in a very much large scale in market places, because there isn't any proper system of check and balance regarding violation of consumer rights, harm that was caused by the supplier, misleading information regarding products and services, fake foods and product and protection and empowerment issues of consumers are highly neglected in market places.

Another important factor was regarding the role of consumer rights commission of Pakistan, which is responsible for providing awareness to the citizen of Pakistan regarding their rights and duties as consumer as well as to facilitate the consumer rights movement in Pakistan, but unfortunately these to task and mission statements of (CRCP) are not fulfilled by the organization, which is why most of respondents responded, that (CRCP) is not performing any role for the betterment of consumers situation in Quetta.

Recommendations:

1 For Law Enforcement Department and Civil Society Organization:

- Law enforcement department and civil society organization should take serious steps against those market places and dealers who are selling fake products, selling expired goods, selling deceptive foods and commodities in a market place, spreading misleading information and misguiding the masses regarding their products and service.
- Civil society's organizations should start provincial vise awareness programs and seminars at grass root level to aware the masses regarding their basic rights as consumer and provide the guidelines to the public how to deal with any fraud caused by the

supplier in market places as well as should empowered the consumer of Quetta in accordance of Balochistan consumer protection act 2003.

2 For Market Places and Business:

- Market places and business should adopt such rules and regulations for healthy consumer and business environment, by which both the parties should benefit and level of attachment and understanding between the market places, business and the consumer should be developed in market places of Quetta city, which will defiantly build the concept of trust among the supplier and the consumer.
- Market places and business should itself should provide a complete system of check and balance in regard of any harm caused by the dealers of market places and complain boxes should be there in market areas to register a complied about any fraud, deceptive and misleading information about the products available in market places, such steps also ensure the confidence level of consumer to buy goods in services in a smooth business environment.

For Consumers or Public:

- Internationally it has been recognized that “costumer is king” and can influence almost every decision of product quality to prices and in western countries consumer are empowered enough to influence manufacturing decisions, unfortunately people of Balochistan do not have such power and privilege. Consumers in Quetta should understand their power as consumer and should have to aware about their basic globally recognized consumer rights as well as the legal rights as citizen of the province by Balochistan consumer protection act 2003.
- Consumers of Balochistan especially the educated class of consumer in Quetta should start a consumer rights protection movement to secure their basic consumer rights, there are number of ways through which consumers can influenced the market authorities for the safeguard of their basic rights, they can use the press club as a source of protest to highlight their issues related to suppliers and market places, they can lunch awareness seminars to aware the people of Quetta regarding consumers rights and with contribution of law enforcement authorities and (NGOs) those working on consumer rights protection in city, they can put number of banners and posters in different public and market places to aware the people about consumer rights.

References:

- A, Sarmad. (2016) Absence of consumer protection laws” Daily Times,<https://dailytimes.com.pk/75801/absence-of-consumer-protection-laws/>
- Adrian Holliday (2001). Doing and Writing Qualitative Research. London: Sage, 211 pages, ISBN 0 7619 6391 X (cloth), £ 60.00, ISBN 0 7619 6392 8 (paper), £ 18.99
- Bicchetti, David and Neto, David, (May 17, 2017). Monitoring Financial Stability in Emerging and Frontier Markets (May 17, 2017). Available at SSRN: <https://ssrn.com/abstract=2978196> or <http://dx.doi.org/10.2139/ssrn.2978196>
- Gazette of Balochistan, Extraordinary, (2003), The Balochistan Consumers Protection Act. <http://nasirlawsite.com/laws/bcpa.htm>
- Graziano and Raulin (2002). Research Methods: A Process of Inquiry. 7th edition, State University of New York Buffalo.
- Hofstede, G. (1980), Culture’s Consequences: International Differences in Work-Related Values, Sage, Beverly Hills, CA
- Irony, S.I. and Rose, A.A. (2005) “Designing a Strategic Information Systems Planning
- Kamran Siddique, (2013). Women perception towards branded clothing in Pakistan, Imam Abdulrahman bin Faisal University.<http://iau.edu.sa/>
- Kaynak, S. and Akan, Y. (2011). Tüketicinin Korunmasında Tüketici Bilinç Düzeyinin Önemi: Hane Halkları Üzerine Bir Uygulama (Eng: The Importance of the Consumer Awareness Level in Consumer Protection: An Application on Households). Gaziantep Üniversitesi Sosyal Bilimler Dergisi.
- Khan Muhammad Sarwar and Abrar Hafeez, 2000, ‘Consumer Laws in Pakistan: A Ready Reference for Consumers and Practicing Lawyers’, Consumer Rights Commission of Pakistan.

- Legal resources HG.org (2018), legal resources. What are consumer rights? <https://www.hg.org/legal-articles/what-are-consumer-rights-31356>
- Len Tiu Wright . (2013). Consumers online: intentions, orientations and segmentation (De Montfort University, Graduate Business School, Leicester, UK
- Matin, (1989). Methods of research for Business and Social Sciences. University of Grants Commission, Islamabad. Methodology for Malaysian Institutes of Higher Learning (isp- ipt), Issues in Information.
- Metha, A., (2000), Advertising attitudes and advertising effectiveness. Journal of Advertising Research, Methodology for Malaysian Institutes of Higher Learning (isp- ipt), Issues in Information System,
- Robert O Herrmann, “Consumerism: Its Goals, Organizations and Future”, Journal of Marketing, Vol.34, October 1970, pp.55-60.
- Rosenthal, R., and Rosnow, R. L. (1991). Essentials of behavioral research: Methods and data analysis (2nd ed.). New York: McGraw Hill.
- Steven Rosenbaum (2015), The New World of the ‘Empowered Consumer ‘Forbes
- Sutherland M., (2008) Advertising and the mind of the consumer; what works, what doesn’t and why, revised 3rd ed., AU: Allen & UnwinSystem, Volume VI, No. 1.
- Vijayakumar, P., and Venugopal, P. (2012). Consumer awareness and the role of Educational Institutions. A Journal of Radix International Educational and Research Consortium (RIJS) Vol. 1.

Zeb H., Rashid K., & Javeed M. B. (2011). Influence of Brands on Female Consumer's Buying Behavior in Pakistan. *International Journal of Trade, Economics and Finance*.