



A PROBE ON THE AWARENESS OF CONSUMERS RIGHTS AND RESPONSIBILITIES IN THE MUNICIPALITY OF BAGGAO CAGAYAN

JENY M. GALARIO

Cagayan State University, Andrews Campus, Tuguegarao City, Cagayan Philippines.

Abstract

Consumer awareness emerged as a response to the growing complexity of modern markets, where a wide range of products and services are available to consumers. It recognizes that consumers should not be passive recipients but active participants in the marketplace. By being aware of their rights, consumers can demand fair treatment, quality products, accurate information, and reasonable prices. The purpose of the study is to gauge consumer knowledge, specifically about consumer rights and responsibilities, consumer protection projects and programs, and trade and industry rules. This study employed a descriptive research approach to examine consumer awareness in the municipality of Baggao. The Department of Trade and Industry (DTI), region 2, created a survey questionnaire that was used to collect data from the participants. The survey's findings showed that most respondents are aware of their rights to basic necessities and environmental concerns, but not to consumer education and solidarity. The majority of participants are also aware of the many organizations in charge of products and services. The Consumer Act's highest priorities are meeting basic needs and purchasing quality goods. The majority of participants are also aware of the many organizations in charge of products and services. The consumer act's main priority in trade and industry are essential necessities and valuable items. Additionally, only few of them participated in consumer education events. According to the survey, there ought to be more consumer awareness programs to promote knowledge, competence, values, and skills directed toward the growth of an informed and responsible consumer. Created a program for ongoing consumer education to educate customers on their fundamental rights and obligations.

Keywords: Consumer, Consumer Awareness, Consumer Right and Responsibilities, Consumer Act, Department Of Trade and Industry

INTRODUCTION

Consumer awareness refers to the knowledge and understanding that individuals have about their rights and responsibilities as consumers in the marketplace. It involves being informed about products, services, pricing, and the overall quality of goods available for purchase. Consumer awareness empowers individuals to make well-informed decisions, protect their interests, and advocate for their rights.

Consumerism, as described by Bloom (1982), is a social movement that aims to provide consumers with safer products, more information, a sufficient selection, and better access to redress mechanisms. Researchers from many different fields have studied consumerism using a wide range of research methodologies. In light of this, governments are always working to increase consumer awareness by teaching them not only about products but also about their rights as consumers (R. Romero et al, 2023). One of the things that liberates people in life is consumer knowledge. According to Kareem et al. (2016), consumer awareness of the numerous significant concerns in daily life is one of the most crucial priorities. This understanding allows society to be freed from many of these challenges, which elevates it to a sophisticated and civilized state. However, he noted that many civilizations, particularly those in developing nations, have difficulty raising consumer awareness of many essential daily items, particularly the manufactured foods that have evolved into one of the staples of the meals served every day. The Philippines is not a defense.



Ishak and Zabil (2012) cite studies by Hartlieb & Jones (2009), Coulter et al. (2012), Donoghue & de Klerk (2012), McEachern & Warnaby (2008), McEachern & Warnaby (2009), Coulter et al. (2005), and Dommeyer & Gross (2003) that demonstrate how consumer awareness and knowledge have a significant influence on various types of effective consumer behaviors. Since it stresses the significance of ethical labeling for humanizing business images, Hartlieb & Jones (2009), as referenced by Ishak & Zabil, has concretized the claims of the previously stated studies. The purpose of ethical labeling is to prominently incorporate moral attributes into product features so that consumers are aware of and knowledgeable about the crucial elements that are anticipated to affect their decisions or behaviors. Consumer awareness is a critical aspect of modern societies, directly influencing the behavior and choices of individuals in the marketplace. It refers to the extent to which consumers possess information about products, services, their rights, and the potential impacts of their decisions. In conclusion, consumer awareness is a fundamental pillar of a healthy and efficient marketplace. When consumers are knowledgeable and actively engaged, they can make better choices, protect their rights, and contribute to positive changes in the business landscape. Governments, businesses, and consumers themselves all have roles to play in fostering and promoting consumer awareness to ensure a more transparent, fair, and sustainable economy.

Statement of the Problem

This research undertaking was conceptualized and implemented to measure the awareness of consumers on their rights and responsibilities and their knowledge on the related provisions of the Consumer Act of the Philippines and other related Trade and Industry laws.

Specifically, it sought to answer the following questions, to wit:

1. What is the socio-demographic profile of the respondent-consumers in terms of:
 - 1.1 sex
 - 1.2 marital status
 - 1.3 sectoral affiliation
 - 1.4 age
 - 1.5 highest educational attainment
 - 1.6 religious affiliation
 - 1.7 family size
 - 1.8 family income
2. What is the extent of the consumers' awareness on their rights and responsibilities?
3. What is the extent of their awareness on the different remedies available to them when their consumer rights are being violated?
4. What are the different mass media sources of information on their consumer rights and responsibilities?
5. Are the respondent-consumers aware on the programs initiated by the Department?
6. Are the respondent-consumers aware of any consumer organization in their locality and its importance?



RESEARCH METHODOLOGY

This study focused on the awareness of consumer rights and responsibilities in the municipality of Baggao, Cagayan. A questionnaire was utilized to generate the responses from the different sectors. The study used the descriptive-normative method of research. The descriptive statistics was used to summarize the profile of the respondents like percentages, frequency counts and mean. A questionnaire was utilized to gather information from the respondents which consisted of two parts: Part I on the profile of the respondents and Part II consisted of the questions pertinent to the study being covered such as their awareness on the different consumer rights and responsibilities and its utilities to remedy certain violations which may be possibly committed by establishments.

RESULTS AND DISCUSSION

Part I. Profile of the Participants

Table 1: Distribution of Participants in terms of Sex

Sex	Frequency	Percentage
FEMALE	57	67 %
MALE	28	33 %
Total	85	100.00

The frequency and percentage distribution of participants by sex is shown in Table 1. According to the table, there are twenty-eight or thirty-three percent men and fifty-seven- or sixty-seven percent women among the participants. The higher number of females implies that women are more concerned about their consumer rights and have a greater interest in advocating for fair treatment in the marketplace. This statistic is in line with a Bloomberg analysis that asserts women make up over 85% of consumer purchases in the US and have a 95% total sway over the volume of goods and services bought. Additionally, a woman's purchasing strategy is deeply ingrained in her identity; it is a part of her DNA. According to a 2007 survey by the AMP Agency, a woman will shop in the same way she does when she is 18 years old—until she is 43 years old. It is a persistent mindset. Women are given the power that may help reduce the gender gap at society's most fundamental levels while also making society stronger as a consequence. As a consequence, society becomes stronger and women are given the power to help bridge the gender gap at the most fundamental levels of society. This also helps consumers become more aware of their rights. According to a recent analysis of the Department of Education's "Condition of Education 2009" by AAUW (formerly known as the American Association of University Women), business is the most popular college major for women. This just serves to explain why women make up the majority of responders, as seen in the figures above. This suggests that the results of the study may place greater emphasis on the replies of female respondents than on those of male respondents.

Table 2: Distribution of Participants in terms of Marital Status

Marital Status	Frequency	Percentage
Single	44	52 %
Solo parent	0	0.00
Married	37	43 %
Widow/Widower	4	5 %
Legally Separated	0	0.00
Total	85	100.00

The frequency and percentage distribution of individuals' marital status is shown in Table 2 for the sample. As can be seen from the table, the majority of participants are single, with a

frequency of forty-four to fifty-two percent, while widows and widowers have the lowest frequency, at four to five percent. The statistics suggest that the vast majority of participants were single young adults who made up the study's youth segment. The result implies that singles have greater financial responsibility for their purchases and decisions that could lead to a higher interest in consumer awareness as they bear the full consequences of their choices. According to research from ConsumersInternational.org, single people make an effort to lead active lifestyles and combat feelings of loneliness. This may lead to a variety of marketing initiatives.

Table 3: Distribution of Participants in terms of Sector

Sector	Frequency	Percentage
Housewife	8	9 %
Farmers/ fisher folks	9	11 %
Government/Private Employees	11	13 %
Persons with Disability	3	3 %
Business Sector	9	11 %
College/ High School Students	33	39 %
OSYs/ Unemployed	4	5 %
Senior Citizens	8	9 %
Total	85	100.00

Table 3 displays the frequency and percentage distribution of participation by sector. High school and college students, as shown in the table, have the highest frequency at 33, or 39%, while OSYs and the unemployed have the lowest frequency at 4, or 5 %. A higher number of college or high school students indicates that they are more interested in consumer awareness and have a greater willingness to engage in such activities. Younger individuals are more attuned to the latest trends, products, and services making them more active related to consumer behavior. The information provided demonstrated that all relevant industries were covered in the execution of this investigation.

Table 4: Distribution of Participants in terms of Age

Age	Frequency	Percentage
10-18 years old (youth)	22	26 %
19-59 years old (middle age)	52	61 %
60 years old and above (old)	11	13 %
Total	85	100.00

One of the most crucial factors in determining the participants' perspectives on a given issue—which may indicate a person's level of maturity—is their age. Table 4 displays the frequency and percentage distribution of participants by age. According to the table, participants in the middle age group (19–59 years old) have a frequency of 52 or 61%, while participants in the older age group (60 years and over) have a frequency of 11 or 13%. The Philippine Statistics Authority (2022) also discovered that of the 108.67 million households in the nation, 33.4 million, or 30.70% of the total household population, were under the age of 15, 69.40 million, or 63.90%, were between the ages of 15 and 64, and 5.86 million, or 5.40%, were 65 and older.

Table 5: Distribution of Participants in terms of Education

Highest Educational Attainment	Frequency	Percentage
Elementary Level	3	4 %
Elementary Graduate	29	34 %
High School Level	10	12 %
High School Graduate	6	7 %
Bachelor Level	2	2 %

Bachelor's Degree Graduate	5	6 %
Graduate Level	10	12 %
Completed Graduate Studies	14	16 %
Technical/Vocational	6	7 %
Total	85	100.00

One of the most significant factors influencing a person's opinions, perspective, and capacity to comprehend any given social issue is their education. Table 5 displays the participant frequency and percentage distribution by highest level of education. The frequency of primary graduates is highest at 29 or 34%, as shown in the table, while bachelor's level graduates have the lowest frequency at 2 or 2%. The findings supported a report on poverty in the Philippines that claimed the majority of Filipino households only had access to elementary education because all the participants had started attending formal school, enabling them to recognize their rights as customers. The results of Mittal, I., and Gupta's study run counter to this outcome. (2013) discovered that respondents with higher incomes and educational backgrounds were more knowledgeable than respondents with lower incomes and educational backgrounds. It was surprising to discover that despite widespread awareness of consumer rights; they weren't being fully utilized.

Table 6: Distribution of Participants in terms of Religious Affiliation

Religious Affiliation	Frequency	Percentage
Roman Catholic	74	87 %
Iglesia ni Cristo	0	0.00
Jehovah's Witnesses	3	4 %
Protestant	0	0.00
Evangelical	0	0.00
Born-Again Christian	5	6 %
Islam	0	0.00
JIL Movement	0	0.00
Seventh Day Adventist	0	0.00
Baptist	0	0.00
Others (pls. specify)		
Atheist	0	0.00
Church of Christ	0	0.00
Church of Christ the King	0	0.00
Crusaders	0	0.00
EUCF	0	0.00
Four Square Gospel Church	1	1 %
IFI	0	0.00
Kingdom of Christ	0	0.00
Lutheran Church	0	0.00
Methodist	2	2 %
Latter Day Saints	0	0.00
Presbyterian	0	0.00
Total	85	100.00

Table 6 displays the participants' religious affiliation. According to the table, the majority of participants (seventy-four or eighty-seven percent) identify as Roman Catholics, while the Four Square Gospel Church has the lowest frequency (one (1) or one percent). This suggests that despite the country's three centuries of Spanish colonization, Roman Catholicism is still the majority religion there. The Stanford University survey, which found that an estimated 80.9 percent of Filipinos identify as Roman Catholic, as well as an article from the Center for Global Education regarding religion in the Philippines support the conclusion. Both a Center for Global Education article about religion in the Philippines and a Stanford University research,

which estimates that 80.9 percent of Filipinos identify as Roman Catholic, corroborate the claim that more than 86 percent of the population is Roman Catholic.

Table 7: Distribution of Participants in terms of Family Size

Family Size	Frequency	Percentage
less than 4	17	20 %
4-6	52	61 %
7 and up	16	19 %
Total	85	100.00

A person's values, beliefs, and conduct are significantly influenced by the size of his or her family, which may, in turn, alter how he or she views a given issue. The frequency and percentage distribution of the participants' family size is shown in Table 7. As shown in the table, the majority of participants (52 out of 61) belonged to a medium-sized family (4-6 individuals), indicating that most participants are extremely aware of the benefits associated with having a small number of family members. The findings are consistent with Statista's study, which looked at average household sizes in the Philippines from 2000 to 2020. They discovered that the average size of households in the Philippines was 4.1.

Table 8: Distribution of Participants in terms of Monthly Family Income

Monthly Family Income	Frequency	Percentage
30,000 and below	74	87 %
30,001-60,000	9	11 %
60,001-90,000	1	1 %
90,001-120,000	1	1 %
120,001 and above	0	0.00
Total	85	100.00

One of the most valuable family resources, income has a significant impact on a person's financial situation and, in turn, is likely to have an impact on how that person feels about the problems he or she is facing. Table 8 makes it clear that the majority of participants, with a frequency of 74 or 87%, earn P30,000 or less per month, which indicates that the majority of participants live below the poverty line, which indicates the minimum income required to meet the basic food and non-food needs of an average family. The findings are consistent with Statista's survey, which looked at average family income in the Philippines from 2012 to 2021. As of the first half of that period, the results reveal that the average income of families in the Philippines was at 149.98 thousand pesos or approximately P25,000.00 per month.

Part II. Awareness on Consumer Rights and Responsibilities

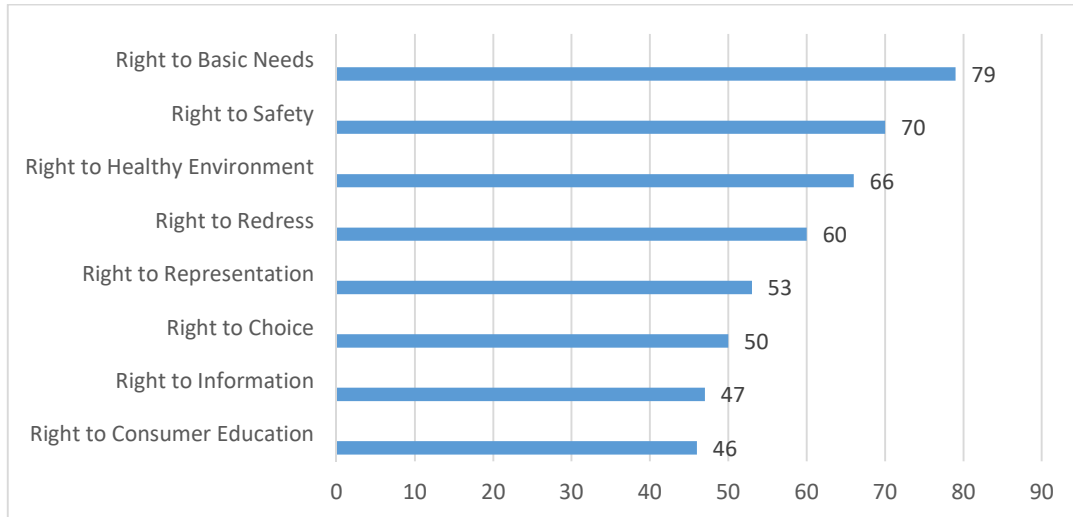


Figure 1: Consumers' Awareness of their Rights

Figure 1 illustrates how consumers are informed of their rights. As shown in the figure, the right to basic needs received the highest response (79), indicating that participants are very aware of this right, which is given to every person as a fundamental human right, and that respondents are aware that with this right, consumers can expect to be able to access basic and prime commodities at reasonable costs and of high quality. However, the right to consumer education with a frequency of 48 shows that the participants are unaware of the existence of these rights, which may be related to their lack of familiarity with or access to reliable sources of information on the existence of such rights.

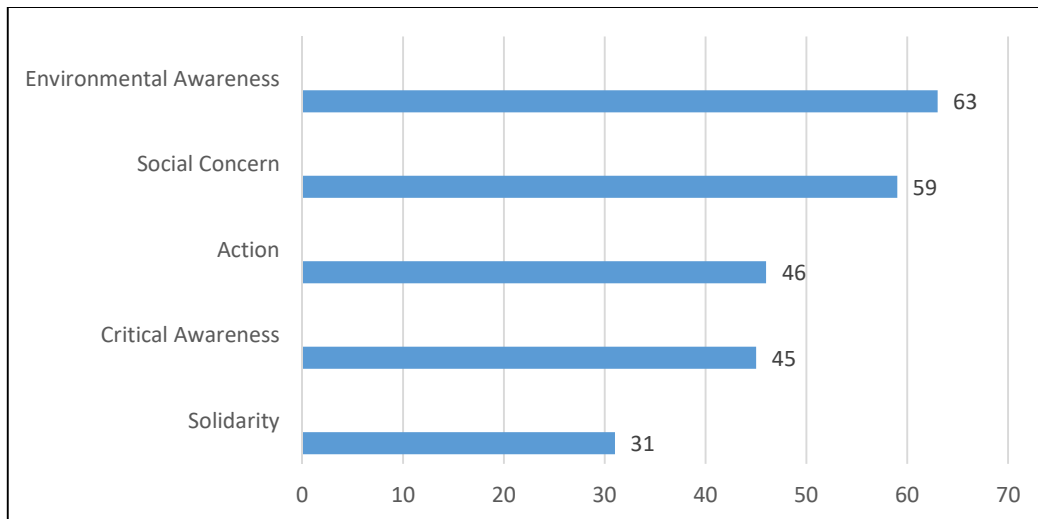


Figure 2: Consumers' Awareness of their Responsibilities

Figure 2 illustrates how consumers are aware of their obligations. The participants gave their responsibility for environmental awareness the highest rating, scoring 63, demonstrating that they are completely aware of their obligation to the environment while making goods purchases. The study's respondents are also aware that pro-environmental consciousness is made up of a variety of different elements, including environmental knowledge, environmental affection, and personal environmental responsibility (Liu et al., 2014; Mei et al., 2016; Vasiljevic-Shikaleska et al., 2018). The responsibility for solidarity received the fewest responses of 31, indicating that the participants rarely work together to advance their own rights as consumers.

Table 9: Consumers' Awareness on the Responsible Agencies on Products and Services

Product/Service	Agencies		
Senior Citizen Discount	OSCA	LGU	DTI
	55	26	4
Price of Basic & Prime commodities (i.e. salt, soy sauce, vinegar, sardines, detergent)	DTI	DOH	LGU
	66	4	15
Meat, Livestock, vegetables, rice, fish	DA	DTI	LGU
	50	25	10
Airline Promo Fares	DOTC	DTI	CAB
	53	8	24
drugs, cosmetics, medical devices, household products with Hazardous substances	DTI	LGU	DOH/FDA
	5	6	74
Medical/Hospital Services	DOH	FDA	DTI
	82	2	1
Labelling &Packaging of manufactured goods and services (processed foods)	DTI	DA	DFA
	47	3	35
False and Misleading Advertisement	DA	DOH	DTI
	27	9	67
Text Scam	DTI	NTC	DOTC
	4	75	6
Product Warranty & Services	NTC	DTI	DepED
	12	71	2
Spa Services(i.e. facial, manicure, pedicure, etc.	DTI	DOH	LGU
	38	36	11
Labelling and Packaging of drugs, cosmetics and devices	FDA	DTI	BIR
	55	22	8
product quality of electrical products and services	ERC	Consumer Welfare Desk	DTI
	68	7	10
waste and sewerage-related problems	LWUA	DTI	Consumer Welfare Desk
	62	6	17
defective product/services (manufactured)	LGU	Consumer Welfare Desk	DTI
	20	31	34
prices of fuel/petroleum products	DOE	DTI	LTFRB
	51	14	20
construction materials	DENR	LGU	DTI
	52	13	20
price tag violation	DA	DTI	DOH
	10	71	4
telephone, mobile and internet services	DTI	NTC	DOTC
	9	66	10
deceptive sales acts and practices	Consumer Organization	LGU	DTI
	49	15	21
food(i.e. restaurant, food chains, sidewalk)	FDA	DOH	LGU
	50	25	10
credit card surcharge	BSP	DTI	SEC
	53	6	26
subdivision, Condominiums, Housing	LGU	HLURB	DTI
	20	63	2
weights and measures (i.e. wet market)	FDA	DTI	LGU
	24	39	22
insurance claims	IC	Consumer Organization	DTI
	70	12	3
sales promotion (non-food products)	DOH	DTI	DA

	11	67	7
tuition fees	DEPED/CHED	LGU	SEC
	81	1	3
school supplies	DEPED	LGU	DTI
	59	13	13
non-issuance/Fraudulent Official Receipts	BIR	SEC	DTI
	71	9	5
balikbayan boxes, etc.	DFA	DTI	DOT
	39	15	31

Due to the wide range of commodities available on the market, consumers are well within their rights to select and purchase the product(s) of their choosing. Providing consumers with a range of possibilities. Table 9 displays how well-informed customers are about the relevant government organizations that could provide assistance with the goods and services they have access to. As shown in the table, consumers are well aware of the responsible organizations that may accommodate and offer support for potential issues with the goods and services they used.

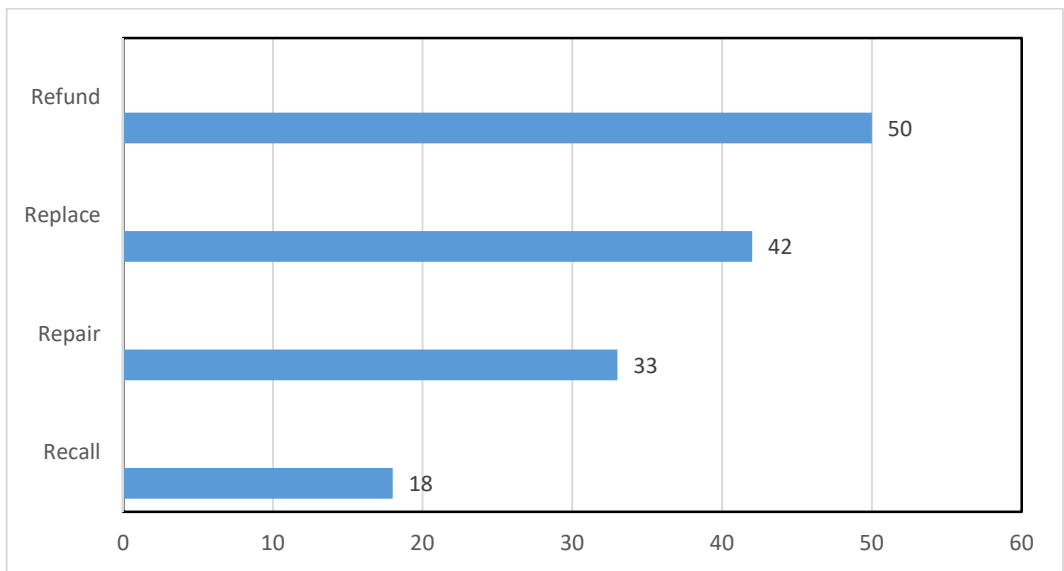


Figure 3: Awareness on the Remedies Available for Consumer Complaints

Consumer awareness of possible remedies for complaints about the goods and services they used is shown in Figure 3. Refund is the most common solution that participants are aware of, with fifty replies, as shown in the figure. Recall receives the fewest responses from participants, receiving eighteen. The outcome demonstrates that respondents are aware of their rights under Republic Act 7394, also known as the Philippine Consumer Act, which gives customers the right to have any item they buy returned, exchanged, or refunded if it is found to be damaged or defective. Additionally, the findings showed that the majority of participants were not fully aware of the recall as well as a remedy for the availed defective products and/or service deficiency.

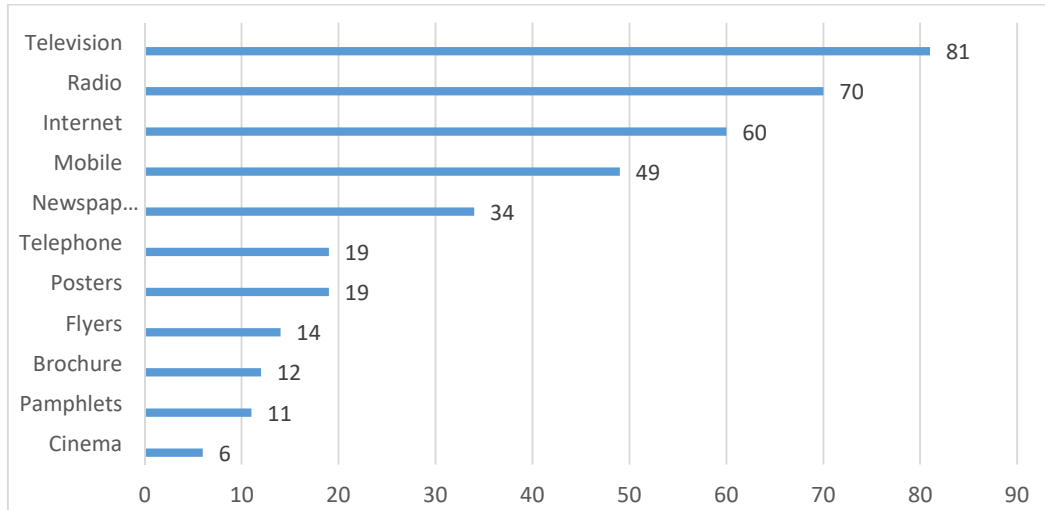


Figure 4: Mass Media Sources of Information on Consumer Welfare and Protection

By giving disparate audiences the chance to be exposed to a particular event, topic, or type of information at the same time, mass media facilitates rapid acculturation. Through its channels, it creates division and places emphasis on specialized or cultural interests. Figure 4 demonstrated that, with eighty-one responses, television is the participants' primary source of mass media information, followed by radio, which has become more individualized and personalized as a result of talk show hosts' direct communication with listeners and callers while also having the advantage of being able to reach remote locations. These results demonstrated that the majority of participants agree that mass media play a significant role in raising public awareness and bridging the collection of views, information, and attitudes toward a particular issue. As a powerful tool of communication in the developing world, mass media has increased people's awareness and portrays the real stage of society, making it simpler for participants to be aware of their rights.

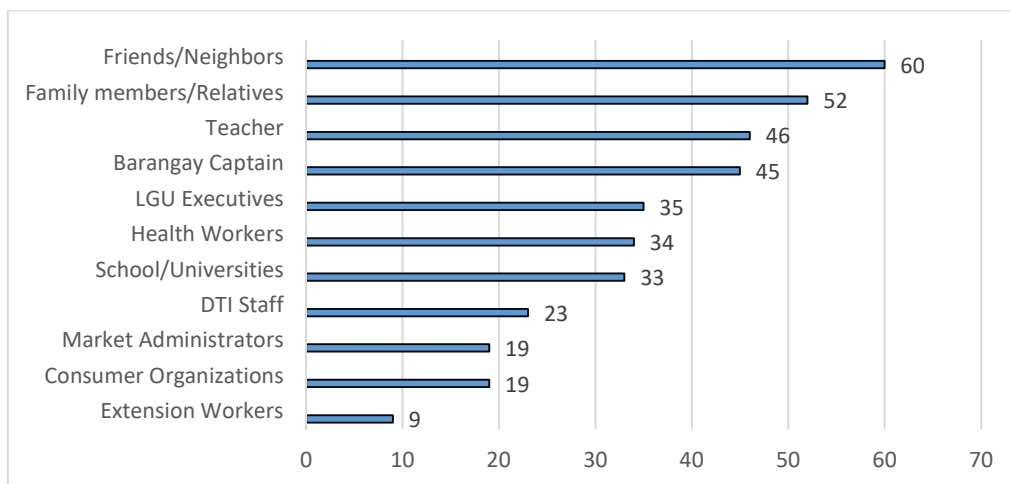


Figure 5: Interpersonal Sources of Information on Consumer Welfare and Protection

With sixty responses, friends and neighbors were the participants' primary interpersonal sources of information regarding consumer welfare and protection, followed by family and relatives with 52 responses. These findings demonstrated that the participants' primary knowledge sources on consumer welfare and protection are the people with whom they frequently interact. These findings demonstrated that the participants' primary knowledge sources on consumer welfare and protection are the people with whom they often interact.

Similar to the findings of the Mojica et al. study (2016), families and teachers/professors were shown to be two of the greatest sources for learning about consumer rights and duties. This proves categorically that those who interact with respondents directly are the sources of interpersonal information about DTI lobbying initiatives.

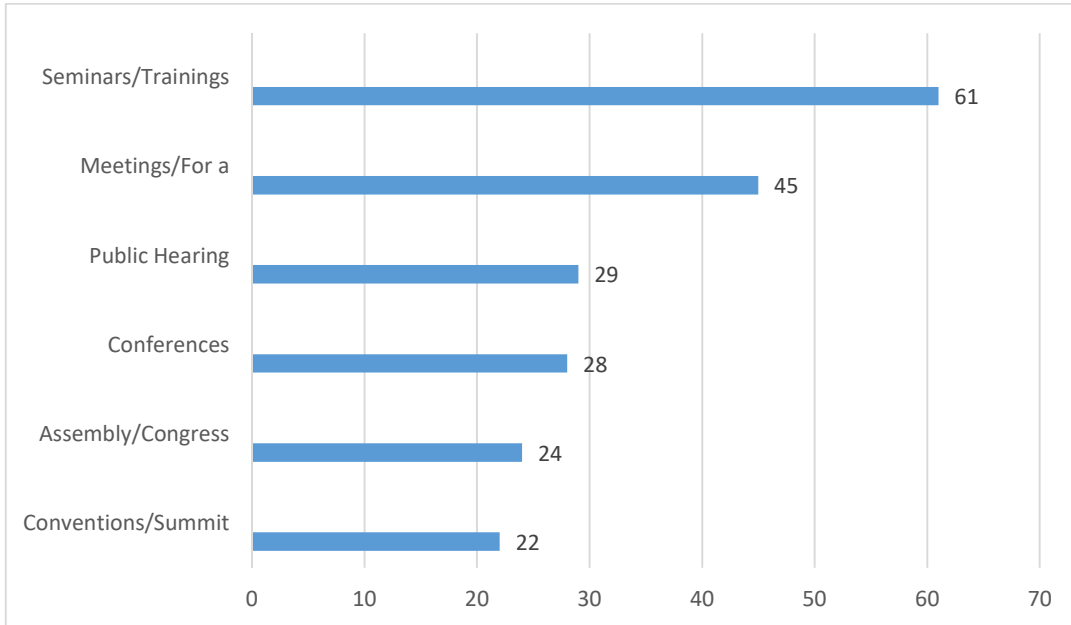


Figure 6: Media Used in Information Dissemination on Consumer Welfare and Protection

As shown in figure 6, seminars or trainings with 61 responses continue to be the main method of disseminating information on consumer welfare and protection. These methods are more timely as they allow for group problem solving and a more thorough examination of the issues. The answer rate for convention or summit was the lowest out of the twenty-two, suggesting that participants don't frequently use this channel for information sharing.



Figure 7: DTI Information Materials on Consumer Act

Figure 7 depicted the participants reading or watching the DTI information materials on the Consumer Act. With sixty-one comments, participants gave the most feedback on sales

promotion and advertising materials, while only twenty-two participants gave the least feedback on chain distribution systems or pyramid sales. According to the results, the participants found the various DTI materials to be a highly valuable source of knowledge.

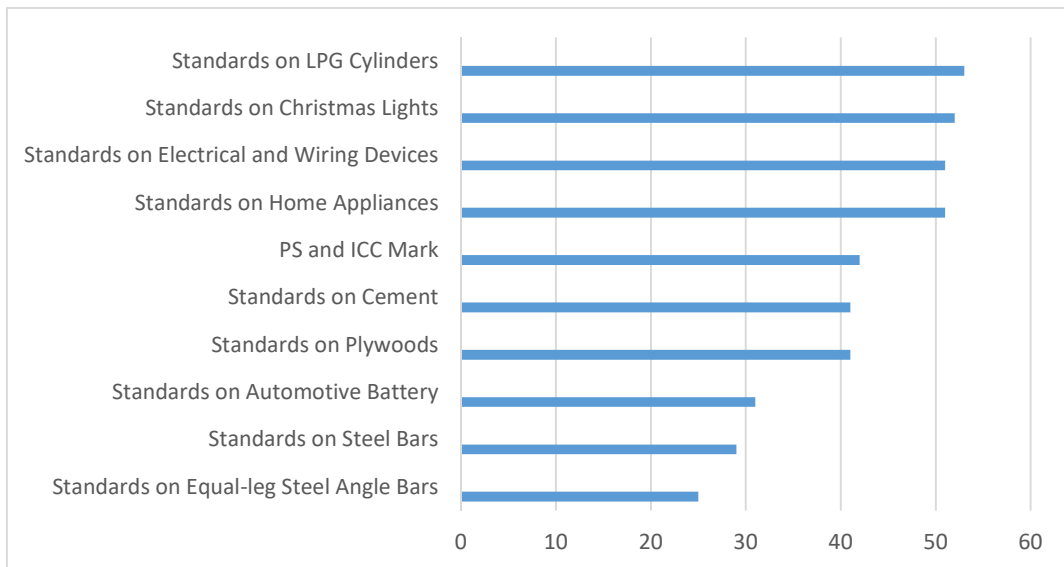


Figure 8: DTI information Materials on Consumer Product Guides Use

Figure 8 shows the numerous DTI consumer product manuals utilized as informational materials. The standard on LPG Cylinders received the highest number of downloads from the DTI's materials, which only goes to show that the DTI is actively disseminating information and wants to ensure the safety of household LPGs while also educating consumers on the value of appliance safety. Standards for Equal-leg steel angle bars received the lowest rating, which only indicates that only a small percentage of respondents are aware of the aforementioned standard and that DTI needs to strengthen information dissemination. From the results, it is also clear that few respondents were able to access informational resources about the standard for steel bars and car batteries. DTI should pay close attention to these areas to ensure that respondents are safe and are aware of the necessary marks and labeling before making a purchase.

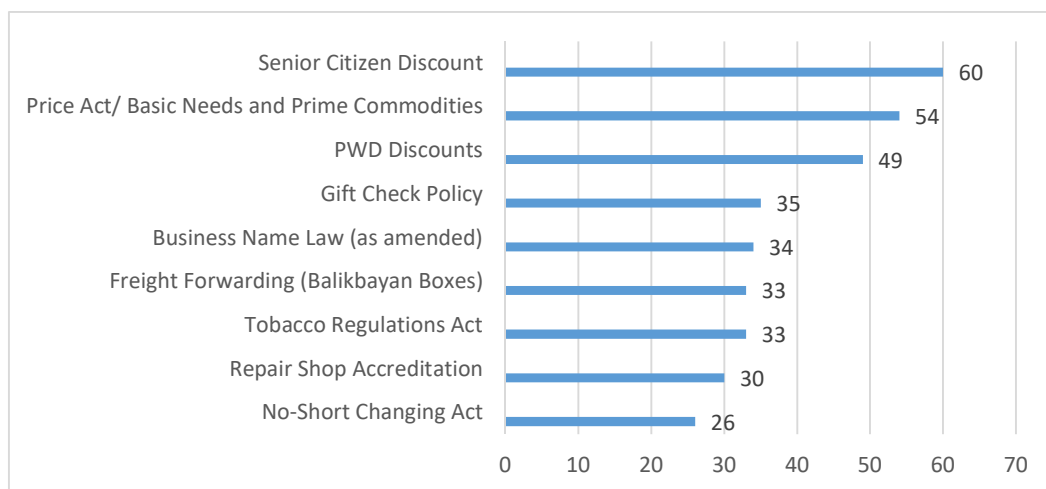


Figure 9: Other Relevant Trade and Industry Laws

The other pertinent trade and industry laws are depicted in Figure 9. According to the graph, the Senior Citizen Discount Law had the most responses (sixty), indicating that most



participants are aware that this law exists to defend senior people' rights. With 54 responses, the Price Act/Basic Needs Acts had the second-highest number, suggesting that most participants are aware of their rights with regard to commodity prices.

Summary

The vast majority of participants are aware of their rights regarding their fundamental needs and environmental concerns, but not regarding justice and solidarity. The majority of participants are also aware of the many agencies in charge of overseeing products and services. Television serves as the primary source of information for the general public regarding consumer welfare and protection, followed by the internet and radio. Consumer information items were used as sources of protection and information by half of the participants. The informational materials can be printed out or seen on a television. The majority of participants believe that advertising and sales promotion are helpful consumer behaviors, and PS and ICC marks are the most frequently used DTI information materials for product guides. The DTI Consumer Welfare Advocacy initiatives are mostly disseminated through television. The consumer act is given top priority on trade and industry rules in relation to price, fundamental requirements, and prime commodities.

CONCLUSION AND RECOMMENDATIONS

Based on the results, participants believe that their rights and obligations are crucial components of their fundamental requirements. The researcher suggests that in order to emphasize information distribution, the departments of the various agencies should work together. To increase knowledge, competence, values, and abilities aimed toward the formation of an informed and responsible consumer, additional programs on consumer awareness are needed. Created a program for ongoing consumer education to educate customers on their fundamental rights and obligations. To underline the necessity and significance of integrating consumer education into the curriculum, form connections and collaborations with educational institutions and governmental organizations. To adequately educate the kids, consumer education should be provided from the primary grades up. In order to increase consumer awareness, resources such as specialized booklets, pamphlets, brochures, flyers, and other materials should be created in English, Filipino, and regional languages that highlight consumer rights, responsibilities, and possible remedies for complaints. To enable barangays, increase awareness of consumer activism in their own barangays and further promote consumer welfare in the macro environment, the agency should bolster and train barangay officials. DTI needs to make more of an effort to make commercials and programs more understandable and motivating for radio, television, social media, and print ads.

References

- Agustin, C., Delelis, M., Lagundi, R., Hizon, C., & Paras, A. (2023). Consumers Awareness Assessment Survey 2019 in the Province of Cagayan. The Seybold Report Journal.
- Azrina A., Hock, H. K., Muhammad, R. R., & Sakina S. A. Y. (2011, September 21). Quality and labeling of minerals in selected bottled mineral water. International Conference on Consumer Law 2011: Social Justice and Consumer Law Proceedings. Bangi: Faculty of Law Universiti Kebangsaan Malaysia.
- Bloom, P. N. (1982). Research on consumerism: Opportunities and challenges. ACR North American Advances.
- Coulter, R. A., Price, L. L., Feick, L., & Micu, C. (2005). The evolution of consumer knowledge and sources of information: Hungary in transition. Journal of the Academy of Marketing Science, 33(4), 604-619.
- Dimara, E., & Skuras, D. (2005). Consumer demand for informative labeling of quality food and drink products: a European Union case study. Journal of consumer marketing, 22(2), 90-100.



- Dommeyer, C. J., & Gross, B. L. (2003). What consumers know and what they do: An investigation of consumer knowledge, awareness, and use of privacy protection strategies. *Journal of Interactive Marketing*, 17(2), 34-51.
- Donoghue, S., & De Klerk, M. (2009). The right to be heard and to be understood: a conceptual framework for consumer protection in emerging economies. *International Journal of Consumer Studies*, 33(4), 456-467.
- Hartlieb, S., & Jones, B. (2009). Humanising business through ethical labeling: progress and paradoxes in the UK. *Journal of Business Ethics*, 88, 583-600.
- Hama Kareem, J. A., Rashid, W. N., Abdulla, D. F., & Mahmood, O. K. (2016). Social media and consumer awareness toward manufactured food. *Cogent Business & Management*, 3(1), 1266786.
- Hartlieb, S., & Jones, B. (2009). Humanising business through ethical labelling: Progress and paradoxes in the UK. *Journal of Business Ethics*, 88(3), 583-600.
- Ibarra, V. C., & Revilla, C. D. (2014). Consumers' awareness on their eight basic rights: A comparative study of Filipinos in the Philippines and Guam. *International Journal of Management and Marketing Research*, 7(2), 65-78.
- Indirani, N., & Kumar, A. C. (2016). Awareness on consumer rights among undergraduate students in Tiruchirappalli city. *International Journal of Educational Investigations*, 3(3), 63-74.
- Ishak, S., & Zabil, N. F. M. (2012). Impact of consumer awareness and knowledge to consumer effective behavior. *Asian Social Science*, 8(13), 108.
- J. Kishtwaria, A. Sharma, N. Vyas and S. Sharma, Consumer Awareness Regarding Legislation Organisations and Consumer Protection Laws. Department of Family Resource Management College of Home Science, Palampur 176 062, Himachal Pradesh, India
- Liu, W., Wang, X., and Chen, Z. (2017). The consistency of rural residents' ecological consumption awareness and behavior based on the investigation of eco-civilization demonstration areas in Jiangxi Province. *Issues Agric. Econ.* 38, 37–49. doi: 10.13246/j.cnki.iae.2017.09.006
- Liu, Z., Anderson, T., Cruz, J. 2012. "Consumer Environmental Awareness and Competition in Two-stage Supply Chains. *European Journal of Operational Research*. Vol. 2018, Issue 3.
- McEachern, M. G., & Warnaby, G. (2008). Exploring the relationship between consumer knowledge and purchase behaviour of value-based labels. *International Journal of Consumer Studies*, 32(5), 414-426.
- Mittal, I., & Gupta, R. K. (2013). Awareness as an Instrument to Utilize Consumer Rights: A Consumer Protection. *Sandesh-Mastnath Journal of Management (ISSN: 0975-6515)*, 8(1-4).
- Mojica, A. R., Sy, C. M., Geges, D., Visco, E., Tabanera, L., & Mejia, H. M. (2016). UPLB Students' Awareness, Attitudes and Practices on Their Consumer Rights and Responsibilities. *Journal of Human Ecology*, 5(1).
- Neelkanta, B.C. and H.B. Anand. 1992. "Educating the Consumer". *Social Welfare*, 37(11-12): 5-6.
- Philippine Statistics Authority (2020). The functional literacy rate of Filipinos by exposure to different forms of mass media ranges from 92.6 percent to 97.1 percent in 2019. Retrieved from <https://psa.gov.ph/content/functional-literacy-rate-filipinos-exposure-different-forms-mass-media-ranges-926-percent>
- Romero, R., Melad, A., Domingo, R. (2023). Consumer Awareness Survey in Quirino, Philippines. *The Seybold Report Journal*.
- Sakina, S. A. Y., Suzanna, M. I., Azimon, A. A., & Ong, T. C. (2012). Corporate responsibility via Malaysian contract law: a concern for consumer protection. *Pertanika Journal of Social Sciences and Humanities*, 20(1), 227-238.

Link

1. <https://www.aseanconsumer.org/cterm-consumers/consumer-organisationsassociations>
2. <https://www.google.com/the-eight-basic-consumer-rights>
3. <https://www.google.com/dti.gov.phconsumer-education>
4. <https://www.dti.gov.ph/news/dti-supermarkets-maintain-consumer-corner>



5. <https://www.dti.gov.ph/konsyumer/bagwis-awards/>
6. <https://www.consumersinternational.org/members/members/the-department-of-trade-and-industry-dti/>
7. <https://www.ipophil.gov.ph/new/ipophil-is-one-with-the-dti-for-the-consumer-welfare-month/>
8. <https://cmci.dti.gov.ph/prov-profile.php?prov=Cagayan&year=2020>
9. <https://www.statista.com/statistics/183648/average-size-of-households-in-the-us/>