

Book review of the book the consumer's journey



This book is published by Amar Chitra Katha in collaboration with department of consumer affairs. In this book the crucial character is Jagriti Aunty.

This small comic book cum-magazine contains some small stories, now I will explain each story one by one.

1st one is Reviewing the Reviews:

When we buy anything online we must read the reviews given by the customers. If we buy things online randomly without reading reviews then there will be more chances of getting the wrong or bad conditioned product. So before buying online we must read the reviews and while reading them we must check the authenticity of the reviews like we have to read many reviews not only one and also check the dates of the reviews. After reviewing the reviews definitely we will get the best product which is reflected in the photos of the online purchasing site.

2nd is Oven Troubles

Heena and Faiza are two sisters they look worried when Jagriti aunty looks at them. She asked them what happened. Then Heena replied our father bought a brand new oven last

month but when we used it for the first time it was not working properly. Then we decided to replace the oven but the company refused to replace it. So my father filed a complaint against them in the consumer commission after a month of rounds to the consumer commission my father got tired. Then Jagriti aunty came with the solution she said as per the mediation act 2023 where there is a scope of mutual settlement we can opt for a mediator and get a quick solution. This mediator will help us in reaching and out of court settlement with simple procedures. Then they hire the mediator and their oven gets replaced now and the whole family is enjoying the fresh pizza in the new oven.

3rd is Phone Fallacies

Madhav and Aseem are chatting with Jagriti aunty and enjoying a cup of tea. They were discussing about her mom's old phone with Jagriti aunty. She said this time I will help you in buying new phone for your mother, let's go to the best mobile store. In store one person shows them the new phone with latest features. They decided to buy this phone but Jagriti aunty asked for the box of the phone. The staff person brings the box and there she didn't find the name of the manufacturer country on the box which means this mobile is duplicate or imported which may cause the problem to us in the future. So she asked for another phone on which the name of manufacturer country is mentioned as per the legal metrology and packed commodity rules country of origin is mandatory. Then they buy the phone from trusted brand and origin country is mentioned on it.

4th is Contentious Commercials

Tenzing and Akhil are two friends went to see Jagriti aunty in their home. Jagriti aunty is cooking something for them till then they were watching TV. On television they have seen an advertisement of water bottle which is having same label as on alcoholic beverage bottle. They discuss the same thing with the Jagriti aunty she explains them by giving an example that is, the brand ABC sells both alcoholic beverages and bottled water. But both products are sold in identical bottles, the only difference is that one is labelled as an alcoholic beverage and the other is labelled as bottled water. This is called surrogate advertising and can be very misleading. We must always be careful of such surrogate advertisements.