

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF APPLIED ECONOMICS
MASTER OF PUBLIC ADMINISTRATION PROGRAMME**

**A STUDY ON THE CONSUMER AWARENESS OF CONSUMER
PROTECTION AND RIGHTS IN PATHEIN TOWNSHIP,
AYEYARWADY REGION**

**YONN PA PA AUNG
MPA II – 81 (22nd BATCH)**

JUNE, 2025

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF APPLIED ECONOMICS
MASTER OF PUBLIC ADMINISTRATION PROGRAMME**

**A STUDY ON THE CONSUMER AWARENESS OF CONSUMER
PROTECTION AND RIGHTS IN PATHEIN TOWNSHIP,
AYEYARWADY REGION**

**A thesis submitted as a partial fulfillment of the requirements for the
Degree of Master of Public Administration**

Supervised by

**U Khun Maung Gyi
Associate Professor
Department of Applied Economics
Yangon University of Economics**

Submitted by

**Ma Yonn Pa Pa Aung
Roll No. 81
MPA (22nd Batch)
(2023-2025)**

JUNE, 2025

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF APPLIED ECONOMICS
MASTER OF PUBLIC ADMINISTRATION PROGRAMME

This is to certify that this thesis entitled “**A STUDY ON THE CONSUMER AWARENESS OF CONSUMER PROTECTION AND RIGHTS IN PATHEIN TOWNSHIP, AYEYARWADY REGION**” submitted as a partial fulfillment towards the requirements for the Degree of Master of Public Administration has been accepted by the Board of Examiners.

BOARD OF EXAMINERS

.....
Dr. Tin Tin Htwe
(Chairperson)
Rector
Yangon University of Economics

.....
Dr. Cho Cho Thein
(Examiner)
Pro-Rector
Yangon University of Economics

.....
Dr. Tin Tin Wai
(Examiner)
Pro-Rector
Yangon University of Economics

.....
Dr. Su Su Myat
(Examiner)
Professor and Head of Department
Department of Applied Economics
Yangon University of Economics

.....
U Khun Maung Gyi
(Supervisor)
Associate Professor
Department of Applied Economics
Yangon University of Economics

JUNE,2025

ABSTRACT

This study examines the knowledge of consumers in Patheingyi Township, Ayeyarwady Region, Myanmar, on consumer protection and rights. A mixed-methods approach was used to explore consumers' knowledge, capacity, and behavior under the 2019 Consumer Protection Law, based on data from 300 consumers in Patheingyi Township and the Department of Consumer Affairs (DOCA). While 89.33% of consumers are aware of the basic rights (safety, information, and choice), only 72.33% are aware of the eight rights enshrined in the law. Although 76% are aware of the role of DOCA, most prefer to negotiate directly with the business. 71.67% focus on product information, including manufacturing and expiration dates. Due to high distrust of online shopping, 68.67% of consumers choose traditional shopping methods. Therefore, DOCA is working to promote consumer education in rural areas. More needs to be done to strengthen DOCA's complaint resolution system and promote digital and sustainable consumption. However, while consumer awareness in Patheingyi Township is relatively high, trust in rights enforcement and legal protection mechanisms is weak. Government, businesses, and citizens need to work together.

ACKNOWLEDGMENTS

I would like to express my sincere gratitude to all those who have supported and guided me throughout my journey to complete my thesis and Master of Public Administration Programme.

First, I would like to thank Dr. Tin Tin Htwe, Rector of Yangon University of Economics, for giving me the chance to join the MPA 22nd Programme.

I am deeply thankful to Dr. Cho Cho Thein and Dr. Tin Tin Wai, Pro-Rector of Yangon University of Economics, for their helpful feedback, which improved my thesis. I also appreciate you for taking the time to review my work.

A special thanks to Dr. Su Su Myat, Program Director and Head of the Department of Applied Economics, for her guidance and encouragement. I am especially grateful to my supervisor, Associate Professor U Khun Maung Gyi, for his patience, advice, and constant support.

I would also like to give special thanks to the Department of Consumer Affairs (DOCA) and the respondents in Patheingyi Township, who provided essential information and resources, and to the respondents in Patheingyi Township who generously shared their time and consumer insights for this study.

On a personal level, I am so thankful to my boyfriend, Ye Yint Htun, for always supporting and encouraging me throughout this journey.

Finally, special thanks to all those who helped me in every way to make this thesis possible.

TABLE OF CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	vii
LIST OF ABBREVIATIONS	viii
CHAPTER I INTRODUCTION	
1.1 Rationale for the Study	1
1.2 Objective of the Study	3
1.3 Methods of Study	3
1.4 Scope and Limitations of the Study	3
1.5 Organization of the Study	4
CHAPTER II Literature Review	
2.1 Concept of Consumer and Consumer Awareness	5
2.2 Consumer Awareness Campaigns	10
2.3 Consumer Protection	13
2.4 The United Nations Guidelines for Consumer Protection	14
2.5 ASEAN Strategic Action Plan for Consumer Protection	16
2.6 Consumer Rights Theory	16
2.7 Reviews on Previous Studies	19
CHAPTER III Overview of Consumer Protection and rights in Myanmar	
3.1 History of the Department of Consumer Affairs	22
3.2 Consumer Protection Laws enforced by the Department of Consumer Affairs	24
3.3 Safety of Goods or Service	29
3.4 Complaints and Meditation	31

	3.5	Resolutions under the Consumer Protection Law	33
	3.6	Consumer Education in Myanmar	36
	3.7	Awareness Campaigns on Consumer Protection in Pathein Township by Department of Consumer Affairs	39
CHAPTER	IV	Survey Analysis	
	4.1	Survey Profile	42
	4.2	Survey Design	42
	4.3	Survey Results	43
CHAPTER	V	CONCLUSION	
	5.1	Findings	67
	5.2	Suggestions	68

REFERENCES

APPENDIX

LIST OF TABLES

Table No.	Title	Page
3.1	Celebration of World Consumer Rights Days	26
3.2	Status of Resolution of Consumer Complaints (2017 to 2025)	32
3.3	Awareness Campaigns on Consumer Protection in Patheingyi Township	39
3.4	Situations of Consumer Protection in Patheingyi Township	40
4.1	General Information of Respondents	43
4.2	Knowledge about Consumer Rights and Responsibilities	45
4.3	Knowledge about Consumer Rights When Purchasing Goods or Services	47
4.4	Knowledge about Primarily Responsible for Consumer Protection	48
4.5	Knowledge about DOCA Carries Out the Functions	49
4.6	Knowledge of Which Organizations Through You Can Complain	50
4.7	Knowledge of Which Organizations Handling Consumers Claims	51
4.8	Knowledge of the Responsibilities that Business Owners Should Have	52
4.9	Awareness of the Responsibilities of Business Owners to pay Service	52
4.10	Understanding of Contract Information	53
4.11	Awareness Regarding Consumer Losses	54
4.12	Ability to Resolving	55
4.13	Understanding Product Labeling Information	56
4.14	Knowledge about You Read Carefully When Buying a Product	57
4.15	The Ability of Consumers to know the Expiration Date of a Product	58
4.16	Priority Organization's Endorsement	58
4.17	Knowledge of the Fact that the Product is written in Both Burmese and English	59
4.18	Ability to Respond to Fraud	60
4.19	Ability to respond if scammed	60
4.21	Online Shopping Behavior	62
4.22	Sustainable Consumption Habits	63

4.23	Knowledge about Eco-Friendly Label	65
4.24	The Most Convenient For Reporting Consumer Grievances Through Mass Media	65
4.25	Online Shopping or Traditional Shopping	66

LIST OF FIGURES

Figure No.	Title	Page
3.1	Organization Chart of Department of Consumer Affairs (DOCA)	17

LIST OF ABBREVIATION

ACCP	ASEAN Committee on Consumer Protection
AEC	ASEAN Economic Community
AI	ArtificialIntelligence
AMS	ASEAN Member States
ASAPCP	ASEAN Strategic Action Plan for Consumer Protection
ASEAN	Association of Southeast Asian Nations
CCTV	Closed-circuit Television
CICC	Consumer International and Complaint Center
Covid-19	Coronavirus Disease 2019
DOCA	Department of Consumer Affairs
E-commerce	Electronic commerce
E-waste	Electronic waste
FDA	Food and Drug Administration
NGOs	Non-governmental organizations
MBA	Master of Business Administration
MCPC	Myanmar
MRTV	Myanmar Radio and Television
MWD	Myawaddy Television
SDGs	Sustainable Development
UN	United Nations
US	United America
WCRD	World Consumers Rights Day

CHAPTER I

INTRODUCTION

1.1 Rationale of the Study

Consumer awareness is the process of educating consumers about consumer protection when purchasing products and services, their rights and responsibilities, and the right to file a complaint if a consumer harm occurs. It is important for consumers to make informed decisions when purchasing goods or services. In addition, consumer awareness is not a one-time practice, but an ongoing process that should be continued to ensure its effectiveness.

Awareness of consumer protection and rights varies significantly across regions. According to a report by Consumers International, only about 40 percent of consumers worldwide are aware of their rights regarding consumer protection. This percentage can drop to as low as 20 percent in developing countries, while in developed countries it can reach more than 60 percent. This gap highlights the need for more programs such as public speaking, leaflet distribution, and other activities to educate consumers about their rights and protections.

The increasing availability of information and digital platforms has led to an increase in consumer awareness in the ASEAN region. Recent studies have shown that around 70% of consumers in ASEAN are aware of their rights and responsibilities as consumers, with significant differences across member countries. For example, countries such as Singapore and Malaysia often have consumer awareness levels above 80%, while countries such as Myanmar and Cambodia have levels as low as 50%. This gap is due to differences in education levels, economic development and access to consumer protection resources, and generally indicates an increasing awareness among consumers about product quality, safety standards and their rights in the market within countries.

After various countries recognized that consumer protection is essential for economic development, leading to the provision of high-quality goods and services, the Ministry of Commerce in Myanmar took responsibility in 2013 and enacted the

Consumer Protection Law of 2014. Subsequently, in 2016, the Department of Consumer Affairs was established, and the Consumer Protection Law was amended in 2019 to ensure that more business owners adhere to the principles of integrity, freedom, responsibility, accountability, and fairness while fully protecting consumers' rights. This department receives and addresses complaints related to consumer rights and damages caused by the use of goods and services. In accordance with this law, the Consumer Affairs Department of the Ministry of Commerce has been dedicated to protecting the lives and property of the people by upholding the motto "Consumer First." Currently, there are 115 countries and more than 220 consumer-related organizations actively engaged in consumer protection worldwide.

According to the Consumer Protection Law of 2019, there are eight consumer rights: the right to satisfaction, the right to safety, the right to information, the right to choose, the right to be heard, the right to remedy, the right to consumer education, and the right to a healthy environment. Consumer rights allow for complaints to be received and resolved due to harm caused by the use of goods and services. Annually, Consumers International sets and announces the themes to promote the fundamental rights of all consumers and improve their protection and support. In this context, this study focus to explore the cases in Patheingyi Township.

Patheingyi is the capital of Ayeyarwady Region and is home to regional, district and township level departments. Most consumers in Patheingyi are posting their grievances on social media instead of filing complaints with the relevant departments. This is because there is a lack of awareness of the rights to file complaints for consumer grievances in Myanmar, even if they are aware, they are not sure how to file complaints, and they are afraid to go to the office. In addition, in order to provide consumer protection to consumers in Patheingyi Township and ensure that they have equal access to consumer rights and information as other regions and states, the Ayeyarwady Region, Consumer Affairs Department has organized workshops, awareness meetings with entrepreneurs, consumer awareness talk shows in collaboration with the Information and Public Relations Department, consumer awareness lectures and campaigns for entrepreneurs, the public and students, and has conducted market surveillance to ensure product safety, and distributed pamphlets to the public on the annual WCRD days.

This study aims to provide information on consumer awareness activities, consumer rights, field inspections, the education of business owners, and consumer

grievance redressal. It seeks to understand the knowledge, ability, and behaviors of consumer awareness in Pathein Township, Ayeyarwady Region, regarding consumer protection and rights, and to empower consumers to utilize goods and services in accordance with the eight consumer rights.

1.2 Objective of the Study

The objective of the study is to examine consumers awareness of consumer protection and rights in Pathein Township, Ayeyarwady Region.

1.3 Method of the Study

This study uses mixed methods and includes primary and secondary data. Primary data was collected from 300 respondents from Pathein Township, while secondary data was gathered from various sources, such as the Department of Consumer Affairs (DOCA) and its website, Commerce Journal, libraries, published reports, relevant textbooks, articles, previous research studies, as well as online journals and websites.

1.4 Scope and Limitation of the Study

This study focused on the consumers awareness of consumer protection and rights of 300 consumers living in Pathein Township, Ayeyarwady Region. It examined the status of consumer awareness in Myanmar, the role of the Department of Consumer Affairs (DOCA), and the necessity for consumers to exercise their rights in accordance with the eight consumer rights when using goods and services. To assess awareness of consumer protection and rights, respondents completed a systematic questionnaire during consumer awareness lectures conducted by DOCA. This study is limited to evaluating the awareness of consumer protection and rights among consumers in Pathein Township, Ayeyarwady Region, and does not consider other areas.

1.5 Organization of the Study

This study is organized into five chapters. Chapter 1 introduces the rationale, objectives, method, scope and limitations and organization of the study. Chapter 2 discusses the literature review. Chapter 3 provides an overview of

consumer awareness regarding consumer protection and rights in Myanmar. Chapter 4 presents a survey analysis of the awareness (knowledge, attitudes, and behaviors) of consumer protection and rights in Patheingyi Township. Chapter 5 presents the conclusions and findings.

CHAPTER II

Literature Review

2.1 Concept of Consumer and Consumer Awareness

A consumer is a person or group that buys goods and services for their own use, instead of for production or resale purposes. Consumers are essential to the economy because they create demand for various products and services, which affects both production and innovation. The choices and behaviors of consumers can greatly influence market trends and the overall stability of the economy. Their preferences, needs, and purchasing power influence businesses, so the businesses decide on product design, and the pricing strategy accordingly. Consumers may be classified into different groups based on their buying behavior. Such groups include impulse buyers, loyal customers, or bargain hunters, and each group has a different impact on market dynamics. Protecting consumer rights, fair trade practices, and ethical consumption promotion is a top priority in present-day societies since these give trust to consumers and maintain tranquility in the market.

The modern era of technology has greatly affected the role of the consumer, which has drastically changed due to e-commerce, social media, and personalized marketing. The consumers now are more empowered; they have access to a lot of informational resources that enable them to make more reasonable decisions, and they are also able to participate in the business review and feedback process. On the other hand, this also generates issues such as data privacy and the spread of incorrect information. The concept of sustainable consumption and the consumers that are more aware has gained a lot of attention with the consumers that are the most interested in eco-friendly and ethically sourced products. Meeting these new demands, focusing on transparency, customer satisfaction, and corporate responsibility, businesses will be able to keep and attract consumers in a competitive global market.

Consumer awareness includes the understanding and knowledge that individuals have about their rights and responsibilities, and about information about the products and services they purchase. It also includes knowledge about product

quality, prices, safety standards, and the ethical behavior of companies. This awareness helps consumers make informed choices that can change competition and support fair business practices.

Consumer awareness has received considerable attention in academic studies, especially regarding consumer behavior and market dynamics. Many studies have emphasized the significance of consumer knowledge in improving the decision-making process. According to Kotler and Keller (2016), consumer awareness enables individuals to critically evaluate products and services, potentially leading to increased satisfaction and reduced post-purchase dissonance. Furthermore, in the digital age, the proliferation of information has transformed consumer awareness into a vital asset for navigating complex markets (Jacoby, 2018).

Moreover, consumer awareness not only affects individual buying behavior but also encourages businesses to adopt ethical marketing practices. They argue that an informed consumer base holds companies accountable for their actions, thus promoting greater corporate responsibility. As consumer awareness continues to evolve, it remains crucial for both consumers and businesses to engage in an ongoing dialogue about rights, responsibilities, and ethical consumption. (Sharma and Iyer , 2019).

The rise of consumer awareness can be traced back to the industrial era of the early 20th century, when mass production and consumption began to take place. As products became more widely available, consumers began to realize the importance of making informed choices. The increasing use of advertising about products also played a significant role in shaping consumer perceptions and expectations.

In response to growing concerns about product safety and misleading advertising, governments in every country began to implement regulations aimed at protecting consumers. For example, in the United States, the establishment of agencies such as the Food and Drug Administration (FDA) was a moment when it was possible to ensure that products met safety standards before they reached consumers.

In response to the growing consumer protection movement in Western countries since the 1960s, US President John F. Kennedy addressed Congress on consumer issues on March 15, 1962, saying, “We are all consumers. They are the most economically powerful group in the world. The economic decisions made by government and private organizations have a reciprocal impact on them. These

consumer groups are so important, yet their voices are often ignored.” This led to the designation of “World Consumer Rights Day” (WCRD). The day is organized by Consumers International and is celebrated annually on March 15 to raise awareness of consumer rights

The 1960s and 1970s saw an acceleration in consumer rights movements, with influential figures such as Ralph Nader advocating for greater transparency and accountability from businesses. During this period, the following key consumer rights principles were established:

1. Right to Safety: Consumers have the right to be protected from products that pose a health risk.
2. Right to Information: Consumers should have access to accurate information about products so that they can make informed decisions.
3. Right to Choice: Consumers should have a variety of choices when purchasing goods and services.
4. Right to Be Heard: Consumers should have ways to voice complaints and concerns about products or services.

These principles laid the foundation for modern consumer protection laws.

In recent years, with the rise of technology and digital commerce, consumer awareness has taken on new dimensions. The Internet has made it easy to access product information, compare different brands, and find reviews from other buyers, which has increased the power of consumers to make informed choices. Social media platforms have become important tools for raising awareness of consumer rights issues.

In addition, global challenges such as environmental sustainability have prompted consumers to consider ethical implications in their purchasing decisions. The movement for fair trade practices and sustainable sourcing has also led to increased awareness of the impact that products have on not only consumers but also society and the environment.

Overall, consumer awareness is an evolving concept shaped by historical developments, regulatory frameworks, activism, technological advances, and changing societal values. As consumers continue to navigate an increasingly complex marketplace, they need to be aware of and respect their rights and responsibilities.

2.1.1 Importance of Consumer Awareness

Consumer awareness is a key requirement for protecting consumer rights. It is crucial for consumers to be aware of the quality, safety, price and service information of the products they purchase. According to literature studies, consumers who are well-informed can protect themselves from harm and fraud and create a fair market. (Smith, 2018).

Consumer awareness can promote economic equality. If consumers have access to information about goods and services), they can make more informed choices, avoid unfair pricing and fraud, and create a more equitable economy. (Johnson, 2020).

Consumer awareness also promotes safety and health. Consumers can protect their health only if they are aware of the labeling and health risks of products. For example, by knowing the ingredients and nutritional values of food products, consumers can make choices that are consistent with their health (Brown, 2019).

If consumers have relevant information when choosing goods and services, they will value their purchases more, and consumers will be able to use their money more efficiently and make more valuable choices about goods and services (Lee, 2021).

Consumer education promotes economic development. If consumers have information about goods and services, they can make more accurate purchases. Thus, consumers can use their money more efficiently and make more valuable choices about goods and services. (Smith, 2018).

If consumers are aware of their rights and responsibilities, it will be easier for them to comply with laws and regulations. In this way, consumers can protect their rights and create a society that complies with the rules.

Consumer education plays an important role in protecting consumer rights, promoting economic equality, improving safety and health, enhancing consumer values, encouraging economic development, and complying with laws and regulations. Therefore, it is necessary to improve consumer education and it is important for consumers to know their rights and responsibilities.

2.1.2 Lack of Consumer Awareness

Consumer ignorance is a major issue that can lead to economic, social and health problems. Consumers ignorance can lead to fraud, unfair pricing, and the purchase and use of dangerous products.

Consumers' ignorance not only reduces their ability to protect their rights, but also reduces their ability to respond when faced with fraud and unfair regulations. According to literature studies, consumer ignorance leads to market inequities (Smith, 2018).

Not only does consumer ignorance reduce their ability to protect their rights, but it also reduces their ability to respond when faced with fraud and consumer losses. According to literature studies, Consumer ignorance has been shown to lead to market inequities (Smith, 2018).

Consumer ignorance can also lead to economic inequities. If consumers are not aware of the quality, price, and terms of goods and services, they may be vulnerable to unfair pricing and fraud. This can make it more difficult for consumers to make a living and lead to market inequities (Johnson, 2020).

Consumer ignorance of product safety information can lead to consumers buying and using dangerous products and consuming unhealthy foods. For example, if they are not aware of the dangers of chemicals in food products, they may develop health problems (Brown, 2019).

Lack of Consumer Awareness can lead to reduced value for their purchases. If consumers do not fully understand the value and quality of goods and services, they may purchase unnecessary goods and waste money, which can make consumers' economic situation more difficult and slow down economic development (Lee, 2021).

If consumers do not understand their rights and responsibilities, it is difficult to comply with laws and regulations. Such situations can expose consumers to injustice and undermine social justice (Johnson, 2020).

Lack of consumer knowledge can have negative consequences such as violating consumer rights, creating economic inequalities, creating safety and health risks, reducing consumer value, and weakening compliance with laws and regulations. Therefore, it is important to promote educational activities to increase consumer awareness, and lack of consumer knowledge is the most important problem that our government needs to resolve.

2.2 Consumer Awareness Campaigns

Consumer awareness campaigns are activities that educate people about their rights, responsibilities, and the impact of their purchasing decisions on society and the environment. These campaigns aim to empower consumers to make informed choices that align with sustainable practices and ethical responsibilities (United Nations, 2015).

Consumer awareness campaigns have gained momentum in recent years due to environmental degradation, social injustice, and health problems associated with products worldwide. Organizations such as the United Nations (UN) have emphasized the importance of sustainable consumption patterns through initiatives such as the Sustainable Development Goals (SDGs). Specifically, SDG 12 focuses on ensuring sustainable consumption and production patterns (United Nations, 2015).

In many countries, governments and non-governmental organizations (NGOs) collaborate to educate consumers. Campaigns often highlight eco-friendly products, fair trade practices, and responsible sourcing. The rise of digital media has transformed these efforts, as social media platforms and online resources allow brands to reach consumers more widely (Smith & Johnson, 2020).

Consumer education is essential for promoting sustainable economic growth in the ASEAN region. The ASEAN Economic Community (AEC) aims to create an integrated market that encourages the free flow of goods and services among member countries. However, this economic integration also requires a strong focus on consumer protection and education (ASEAN Secretariat, 2021).

Nations within ASEAN have initiated various consumer awareness campaigns under their national laws and regional agreements to educate consumers about their rights and protections.

Brunei Darussalam: The "Green, Shop Smart" campaign, led by the Department of Economic Planning and Statistics and the Department of Environment, Parks, and Recreation, promotes eco-friendly shopping habits (Ministry of Finance and Economy Brunei, 2022).

Malaysia: The Ministry of Domestic Trade and Consumer Affairs educates consumers about product safety standards and their rights regarding refunds or exchanges (KPDNHEP, 2021).

Thailand: The Thai government promotes organic products while raising awareness about the health benefits of consuming local and organic foods (Thai FDA, 2020).

These efforts are supported by regional frameworks such as the ASEAN Committee on Consumer Protection (ACCP), which promotes consumer welfare by sharing best practices and ensuring regulatory compliance (ASEAN Secretariat, 2021).

Consumer awareness campaigns, both globally and within ASEAN, play a crucial role in promoting sustainable consumption. By educating consumers about the impact of their choices on health, society, and the environment, these initiatives contribute significantly to broader sustainability goals (United Nations, 2015; ASEAN Secretariat, 2021)

2.2.1 Factor Affecting Consumer Awareness

Consumer awareness is influenced by a variety of key factors that shape how individuals understand and interact with products and services. Education is a key factor in educating consumers. Education helps consumers develop the knowledge and thinking skills they need to understand their rights and information about products and services. Educated people are better able to analyze product labels, product safety, and price-promoting advertisements, and are more likely to spot fraud. In addition, education helps consumers determine whether their choices and purchases are really worth it. Less educated consumers are more likely to experience unfair exploitation in the market due to their lack of consumer knowledge. Therefore, education plays an important role in enabling consumers to participate more actively in the market and protect their rights.

Access to information is a key factor in consumer knowledge. Right to information means that consumers have easy access to accurate and complete information about goods and services. This helps consumers make more informed choices. Having access to accurate information helps consumers understand the quality, price, safety and use of products, and helps them avoid misleading and unfair marketing practices. In addition, access to information helps consumers know their rights and provides them with the information they need to respond to unfair practices. For example, the development of technologies such as the Internet and social media has enabled consumers to participate more actively in the market, as they

can easily find information about products at the click of a button. Access to information is a key factor in improving consumer knowledge and promoting transparency in the market.

The impact of culture on consumer knowledge is that it shapes people's values, beliefs, and behaviors, which in turn influences how they choose to purchase products and services, and how they respond to marketing strategies. For example, some cultures prioritize high-quality products, while others place more emphasis on low prices. In addition, some cultures value family and community support, while others accept individual decision-making. Therefore, it is important for businesses to understand the culture of their consumers.

The impact of government regulations and public campaigns on consumer knowledge is significant. In particular, government regulations protect consumers by regulating the safety, quality, and information of products. For example, they set essential standards for food and drugs, ban dangerous products, and take action against misleading advertisements. Public campaigns educate consumers, make them aware of their rights, and encourage them to become responsible consumers. By providing such education, consumers can make more informed and correct choices. Therefore, government regulations and campaigns are essential to educate consumers to protect them.

2.2.2 The Benefits of Consumer Awareness Campaigns

Consumer awareness campaigns can help consumers learn more about products and services and make more informed choices. For example, by educating consumers about nutrition, they can improve their knowledge and understanding of healthy food choices.

By informing consumers of their rights (e.g., the right to buy safe products, the right to receive accurate information) and responsibilities (e.g., following product usage guidelines), consumers can become more aware of their rights and responsibilities.

By improving consumer decision-making, awareness campaigns can help consumers make more informed decisions when purchasing products and services. For example, by comparing prices and quality, and by protecting themselves from fraud.

In addition, awareness campaigns can help consumers choose products and services that are reliable in the market, It builds trust between consumers and businesses, thereby gaining consumer confidence.

Consumers can make more informed choices about goods and services through awareness campaigns, which can lead to more efficient spending in their socio-economic lives, and knowledge about health and the environment can have long-term benefits for society.

Awareness campaigns can increase compliance with consumer protection laws and standards by making consumers aware of them, and by encouraging businesses to comply with the law.

Health and safety campaigns, in particular, can improve the health and safety of the entire community. For example, education about food safety can help prevent poisoning and disease outbreaks, thereby improving the health and safety of the community.

Environmental awareness campaigns can help consumers choose eco-friendly products that have less impact on the environment and lead to a sustainable lifestyle.

Consumer awareness campaigns encourage businesses to operate more responsibly and transparently. For example, by providing consumers with accurate information on product labels and using environmentally friendly production methods, businesses can improve their responsibility and transparency.

Awareness campaigns can promote cooperation among consumers and strengthen social cohesion. For example, by working together to protect consumer rights and by sharing knowledge within the community, social cohesion can be enhanced.

In conclusion, consumer awareness campaigns are an important process that not only improves the quality of life of consumers but also promotes the development of the entire socio-economic life. Therefore, Government, businesses, and community organizations should strengthen consumer awareness campaigns.

2.3 Consumer Protection

Consumer protection refers to legal, health, and safety safeguards for consumers in relation to goods or services. It ensures that consumers are informed of their rights, can claim them effectively, and are not deceived. Key objectives include establishing an effective rights-protection system, providing legal recourse,

disseminating accurate information, and holding businesses accountable for delivering safe, high-quality products that meet health and satisfaction standards (United Nations Guidelines for Consumer Protection, 2025).

The core principles of consumer protection include: (1) Right to full information (e.g., product nutrition, manufacturing dates, ingredients) (European Commission, 2020) , (2) Right to safe consumption (e.g., products with non-hazardous ingredients) (World Health Organization [WHO], 2018) , (3) Right to choose and purchase (e.g., access to a competitive market) (Federal Trade Commission [FTC], 2021). (4) Right to redress (e.g., complaint mechanisms for damages) (Consumer International, 2019). For instance, Myanmar's Consumer Protection Law (2019) enshrines these rights, marking a significant step toward formalized safeguards (Ministry of Commerce, Myanmar, 2019).

However, strengthening consumer protection requires collaboration among governments, businesses, and the public. With the rise of online fraud in digital markets, consumers must stay vigilant, seek legal assistance, and report violations to authorities (OECD, 2022). Additionally, raising awareness through media, education systems, and civil society can foster a stronger culture of consumer rights (ASEAN Committee on Consumer Protection (ACCP), 2021)

2.4 The United Nations Guidelines for Consumer Protection

The Guidelines on Consumer Protection were developed with the following objectives to address the interests and needs of consumers in UN Member States, especially developing countries, and to address economic, educational, and bargaining power inequalities and ensure that consumers have access to safe products and fair, equitable, and sustainable economic, social, and environmental protection:

- (a) To assist States in providing and maintaining adequate protection for their consumers;
- (b) To facilitate the rapid and efficient development of production and distribution patterns in accordance with the needs and desires of consumers;
- (c) To encourage the promotion of high ethical standards among those involved in the production, distribution, and sale of goods and services to consumers;

- (d) To enable countries to control, at the national and international levels, abusive business practices that have adverse effects on consumers;
- (e) To facilitate the development of independent consumer groups;
- (f) To foster greater international cooperation in consumer protection;
- (g) To encourage the development of market conditions that allow consumers to choose at lower prices;
- (h) To promote sustainable consumption.

The UN Consumer Protection Guidelines recommend that Member States promote general consumer awareness and information programs that cover the environmental impact of consumer choices, behavior and possible factors, cultural traditions, and the pros and cons of changing consumption patterns. Such programs aim to empower customers to make educated purchases without prejudice and to educate them about their rights and obligations. The demands of low-income and vulnerable urban and rural customers with limited or no literacy should guide such programs. Businesses, consumers, and other public organizations should participate in awareness-raising activities.

The basic education curriculum and current subjects should include consumer awareness. Consumer education and awareness campaigns should also address these crucial consumer protection issues: (a) health, nutrition, food-borne diseases, and food contamination; (b) product hazards; (c) product labeling; (d) relevant legal provisions like dispute resolution mechanisms and government actions for consumer protection; (e) information about weights and measures, prices, quality, credit status, and basic necessities; (f) environmental protection; (g) electronic commerce; (h)

UN Member States should also encourage consumer organizations and other interested groups, including through mass media, to educate and inform low-income rural and urban consumers about the environmental impacts of consumption patterns and the pros and cons of changing them. Business should participate in customer awareness and education programs.

UN Member States should support mass media or other information programs to reach rural and uneducated consumers, taking into consideration their need. They should also arrange or encourage educators, experts, and consumer advisers to participate in information distribution and awareness-raising programs through consumer protection training and mass media. (United Nations, 2015).

2.5 ASEAN Strategic Action Plan for Consumer Protection

The ASAPCP outlines ASEAN's consumer policy plan for 2016–2025. Since its 2007 founding, the ASAPCP has built on ACCP consumer protection activities. The ACCP has worked to ensure that all AMS have consumer protection laws, consumer access to information is improved, consumer redress and recall processes operate, and institutional capacity is developed. ASEAN Secretariat (2016)

The ASAPCP has four aims for 2016–2025. The ASEAN Committee on Consumer Protection (ACCP) will execute the ASAPCP with other ASEAN sectoral bodies, consumer bodies, and stakeholders. The four ASAPCP aims are:

- I. A Common ASEAN Consumer Protection Framework is Established;
- II. A High Common Level of Consumer Empowerment and Protection is Ensured;
- III. High Consumer Confidence in the AEC and Cross-border Commercial Transactions is Instituted; and
- IV. Consumer Concerns in all ASEAN Policies are Integrated.

These goals are designed to allow ASEAN to work towards a common consumer protection framework, build ASEAN citizens confidence in the ASEAN Economic Community (AEC), integrate consumer concerns into all other ASEAN policies and to maximize the benefits of the AEC for consumers and business.

The following are the objectives of the ASAPCP:

- I. To develop a dynamic, people-centered AEC that generates prosperity for consumers and business;
- II. To build consumer confidence in a fair and transparent ASEAN markets;
- III. To achieve this by working along and together with AMS, national consumer administrations and consumer organizations.

2.6 Consumer Rights Theory

Consumer rights theory is the theory that protects the basic rights of consumers in a market economy through laws, regulations, and social responsibilities. In 1962, US President John F. Kennedy proclaimed four consumer rights, and Consumers International expanded the list to eight in 1985.

2.6.1 Consumer Rights

Consumer rights are the rights of every consumer, whether buying goods, merchandise or services, to have access to information about the quality, purity, price and standards of those goods. They also protect consumers from unfair trade practices.

(i) Right to Satisfaction of Basic Needs

The right of every human being to have access to basic necessities such as food, shelter, clothing, health, and education is a fundamental human right. This approach has become an important foundational concept in international social policy formulation and has become a fundamental principle in poverty reduction and improving living standards. (Amartya Sen, 1980)

(ii) Right to Safety

It means that every consumer has the right to access and use only safe and secure products and services. For example, the recall of Samsung Galaxy Note 7 phones due to battery problems is an example of the Right to Safety being emphasized. (John F. Kennedy, 1962)

(iii) Right to Choose

Consumers have the right to freely choose and purchase goods and services, aiming to create a competitive market. For example, in a supermarket, consumers can freely select their preferred type of coffee from five different brands (Nescafe, MacCoffee, Owl, Premier, Super) based on their taste preferences and price. (John F. Kennedy, 1962)

(iv) Right to Notice

The Right to Notice is the legal right given to consumers to be informed in advance about the price, quality, and risks of a product or service. This approach highlights that it is an important right in consumer protection laws in many countries, as consumers may be misled if the seller knows more about the product than the buyer. For example, if pharmaceutical companies do not disclose the side effects of a drug, consumers may be exposed to health risks. (Akerlof, 1970).

(v) Right to Consumer Education

Right to consumer education is the right of consumers to know their rights, the quality of goods and services, and the information they need to make informed decisions in the market. Consumer education is a process of educating consumers so that they can make informed choices when purchasing goods or services. For example, a smoker may only see the warning on a cigarette pack that says "Smoking can cause lung cancer," but they need to be educated to fully understand the scientific basis and long-term effects of the warning. Consumer education programs can help raise consumer awareness by clearly presenting such health information. (Nader, 1965)

(vi) Right to Heard

The right to heard is the right of consumers to express their opinions, concerns and complaints about products or services, and empowers consumers to voice their experiences and seek redress when they feel they have been wronged. For example, if a consumer experiences a fault with an electronic device purchased online, he or she can complain to the Consumer Council and ask the product company to listen to his or her concerns and rectify them. (John F. Kennedy, 1962)

(vii) Right to Remedy

The right to redress is a fundamental concept in consumer protection, ensuring that consumers can seek appropriate remedies when they are harmed by products or services. Businesses have a responsibility to resolve consumer complaints and to maintain fair trading practices. This approach refers to the responsibility to compensate those who are affected by the negative externalities resulting from consumption activities. For example, if a consumer buys a phone from a store and it is defective, he or she has the right to request a replacement, repair, or refund from the company under the Consumer Protection Act. This is the basic principle of the theory of compensation. (Commons, J. R. ,1934)

(viii) Right to a Healthy Environment

The right to healthy environment is a fundamental human right that asserts every individual's entitlement to live in an environment that is safe, clean, and sustainable. This approach has evolved over time through international environmental

and human rights discourse, and has been strongly supported and articulated by Professor John Knox. He emphasized that environmental degradation directly threatens the enjoyment of other fundamental rights, such as the rights to life, health, food, and water (Knox, 2018).

2.5 Reviews on Previous Studies

Müberra Babaoğul, Arzu Şener, and Esna Betül Buğday (2011), the study titled "*A Study on the Level of Awareness of Consumer Protection and Consumer Rights: A Turkish Sample*". The research aimed to assess the awareness levels of consumer rights and protection among Turkish consumers, focusing on the impact of education, socio-economic status, and institutional knowledge. The study involved 784 respondents aged 18 and older, selected through quota random sampling from 12 provinces representing diverse geographic and socio-economic backgrounds in Turkey. Primary data was collected via questionnaires examining shopping behaviors, awareness of consumer rights, and experiences with defective goods/services. Secondary data included legal frameworks and prior research on consumer protection. The methodology combined quantitative analysis with qualitative insights, highlighting low awareness of arbitration committees and consumer courts, particularly among less-educated groups. The findings underscored the need for enhanced consumer education and policy interventions, supported by citations from works like Shekhar et al. (2008) and Kor (2007). The study served as a foundational guide for future consumer protection initiatives in Turkey.

The study titled "*Consumer Protection in Electronic Commerce: A Comparative Study*" by Suhad Migdad Ayoub (2016) examines the legal frameworks for consumer protection in e-commerce, comparing Iraqi law with EU directives and the UNCITRAL Model Law. The research focuses on the challenges posed by electronic contracts, such as unequal bargaining power between traders and consumers, and the need for robust legal safeguards. While the study does not involve primary data collection from respondents, it extensively analyzes secondary sources, including international laws and national legislation. Methodologically, it employs a comparative legal analysis to evaluate protections for consumers in cross-border e-commerce transactions, addressing issues like unfair contract terms, right of withdrawal, and jurisdictional conflicts. The objectives include identifying gaps in Iraqi consumer protection laws and proposing reforms to align with global standards.

Mrs. R. Latha and Dr. M. Thamaralkannan (2019), the study titled "*A Study On Consumer Awareness On Consumer Privileges In Erode District*" by examines the awareness of consumer rights among 300 respondents in Erode District, selected through multi-stage random sampling. Using a survey method, the study collected primary data via structured interviews and secondary data from published sources. The objectives included analyzing consumer rights under the Consumer Protection Act, measuring awareness levels, and providing suggestions for improvement.

Manorama Devi and Mira Kalita (2020) , this title is "*A study on consumer awareness on consumer rights and responsibilities: A special reference to the rural women of Assam*" by examines the awareness levels of 120 rural women in Assam's Jorhat district regarding their consumer rights and responsibilities. Using stratified random sampling, primary data was collected through structured interviews, while secondary data incorporated findings from prior studies. The research employed descriptive statistics and correlation analysis to assess awareness levels, revealing that 45% of respondents were fully aware of their "right to choose," while only 10% understood the "right to a healthy environment." The findings indicated a negative correlation between age and awareness but positive links with education and income. Most respondents (60.83%) demonstrated average awareness of consumer responsibilities, underscoring the need for targeted education programs to enhance consumer rights knowledge in rural areas.

Dr. G. Nedumaran, Ms. D. Mehala, and Ms. C. Rani (2021), the study titled "*A STUDY ON LEVEL OF AWARENESS OF COLLEGE STUDENTS ON CONSUMER PROTECTION PRACTICES*" by investigates the awareness of consumer rights and protection practices among 150 college students in India, selected through simple random sampling. Using a descriptive method, primary data was collected via questionnaires, while secondary data was sourced from journals and books. The study employed statistical tools like percentages and chi-square tests to analyze responses. The objectives included assessing students' awareness of consumer rights and evaluating their purchasing behaviors. Findings revealed that 75% of respondents were aged 18–20, with 79% being female. The suggestion that awareness programs in colleges were insufficient and recommended integrating consumer education into curricula to enhance students' understanding of their rights and responsibilities.

Win Theingi (2023), this title is "*A study on perception of consumer protection in Myanmar (Case study on five townships in Naypyitaw)*". The purpose of this study

is to investigate the perception about consumer protection of consumers in Nay Pyi Taw, Myanmar. A quantitative and descriptive research method used primary data from a survey of 200 consumers in five townships located at Nay Pyi Taw, and the secondary data were from Department of Consumer Affairs (DOCA) data and literature review. It also found that most consumers knew a bit of the basics rights, including safety and choice, but were in the dark about what exactly to do when they encountered problems. Businesses are naturally expected to maintain high quality products and guarantees along with that, customers expect an efficient solution in case a problem arises. Furthermore, the largest are the presence of harmful substances in food and inaccurate advertising. Based on these findings, three key points are recommended to improve consumer protection. First, social media and village, Consumer rights should be widely educated through community-level lectures. Second, the regulations of the Department of Consumer Protection (DOCA) need to be implemented more effectively. Finally, the long-term preparation should be made by including consumer protection content in the basic education system.

CHAPTER III

OVERVIWE OF CONSUMER PROTECTION AND RIGHTS IN MYANMAR

3.1 History of the Department of Consumer Affairs

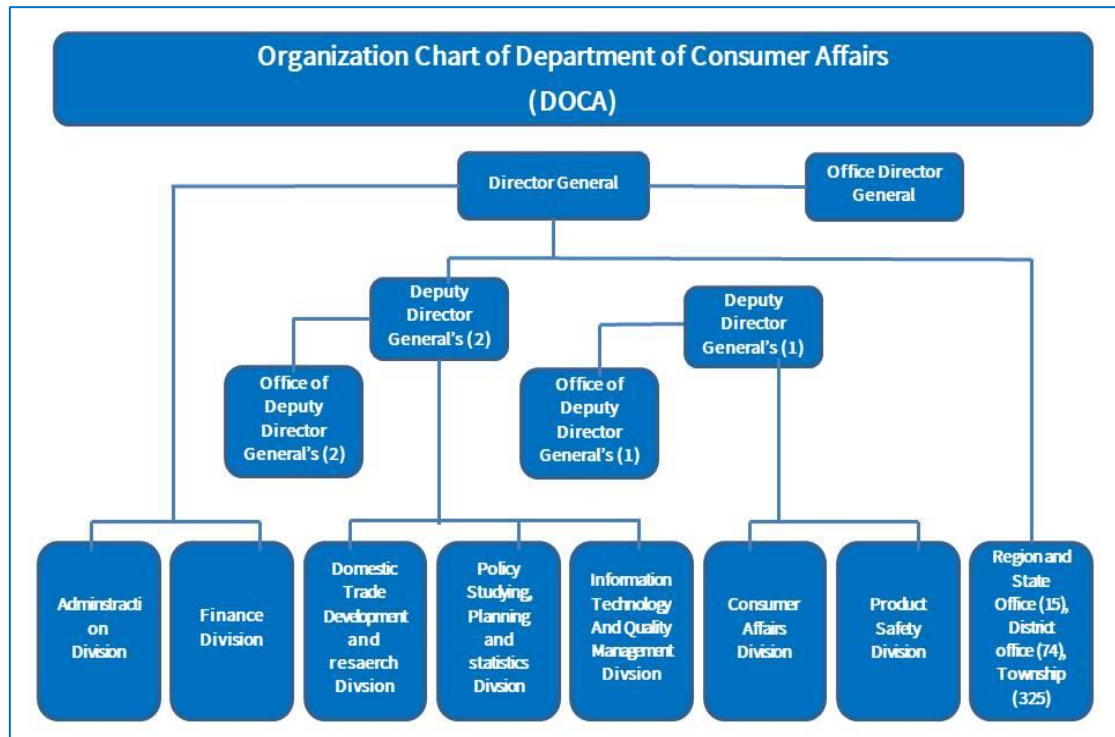
The Department of Consumer Affairs was established with the aim of effectively protecting consumer rights in accordance with the national economic policies, laws and procedures of the Ministry of Commerce and Industry, in collaboration with international organizations and regional organizations, and under the Consumer Protection Law. On June 13, 2011, the Office of the President assigned the Ministry of Commerce and Industry as the Focal Ministry to carry out consumer protection activities. In order to implement these activities more effectively, it was established as the Department of Commerce and Consumer Affairs in 2013, and as the Department of Trade Promotion and Consumer Affairs in 2015. In 2016, it was separately established as the Department of Consumer Affairs to implement consumer protection activities more effectively.

The motto of the Department of Consumer Affairs is Consumer Rights First. The objectives are to develop the national economy through domestic trade development and consumer protection. Objectives and responsibilities include protecting consumer rights and interests, ensuring product safety, quality control, domestic trade development, and market research. The Department of Consumer Affairs strives to completely fulfill consumer rights, assure consumer safety in goods and services, and promote domestic trade and the national economy.

3.1.1 Organization Structure of Department of Consumer Affairs (DOCA)

The Department of Consumer Affairs under the Ministry of Commerce is organized as shown in Table (3.1).

Figure (3.1) Organization Chart of Department of Consumer Affairs (DOCA)



Source: DOCA , 2025

According to figure (3.1) , The Department of Consumer Affairs has (1) Director General, (2) Deputy Directors General and their respective office teams. The Head Office (Nay Pyi Taw) has (7) divisions, of which the Director General is in charge of the Administration Division, Finance Division, and the Deputy Directors General (2) is in charge of the Domestic Trade Development and Research Division, Policy Studying, Planning and Statistics Division, Information Technology and Quality Management Division, and the Deputy Directors General (1) is in charge of the Consumer Affairs Division, Product Safety Division, and the Product Safety Division. There are (15) Region/State offices including the Union Territory, (74) District Offices and (325) Township Offices.

3.2 Consumer Protection Laws enforced by the Department of Consumer Affairs

The Consumer Protection Law was enacted on March 14, 2024 and March 15, 2019 to protect the law and consumers. The law consists of 25 chapters and 84 sections, and it shall come into force on the date of the enactment of this law, which shall be one (1) year after the date of its enactment.

Consumer protection is a fair process established by the Commission and Committee at various levels to protect the rights and interests of consumers and to ensure fair relations between consumers and business operators. A consumer is a person who purchases, uses, acquires, lends, or provides goods to others for the purpose of trading or making a living, and a business operator is a person who produces, distributes, stores, transports, sells, processes, exports, imports, resells, supplies, provides services, or engages in advertising, whether individually or in association with an organization. Goods are those purchased, used or consumed by consumers/others (contracts, shares, bonds, money), and services are those activities that fulfill the needs of consumers, whether with or without value.

The organizations that will implement the Consumer Protection Law, such as the Myanmar Consumer Affairs Commission, Region/State, Union Territory Consumer Affairs Committees, Self-Administered Zone Consumer Affairs Committees, Region/State, Union Territory Chief Executive Offices, District Consumer Affairs Committees, Inspection Teams and Inspector, etc., are systematically monitoring the daily events of consumers from the basic market to a large extent, and are coordinating with each other from the inspector to the commission to eliminate weaknesses and conflicts between consumers and business owners in accordance with the guidelines.

The Myanmar Consumer Affairs Commission shall be established with a minimum of 29 members, and the Region/State and Union Territory Consumer Affairs Committees shall be formed with a minimum of five to nine members, and if necessary, self-administered zone and district consumer affairs committees may be formed. The powers and duties of the Consumer Affairs Department are to educate and disseminate information to consumers, to organize the formation of consumer protection associations, to liaise with international/regional organizations in relation to consumer protection, to prevent serious harm to consumers in a timely manner, and to appoint and assign inspection officers.

Under the law, the duties of the head office include coordinating with the relevant government department regarding the inspector's report, negotiating and settling damages before submitting the case to the leading department/committee, and reporting to the committee to take legal action against business owners who fail to comply.

The Department of Consumer Affairs, as the person assigned as the Inspector by law, investigates complaints, monitors and inspects goods/services that are considered dangerous, and carries out inspections of goods and services in order to eliminate them from the market.

3.2.1 Consumer Rights for Every Consumer

In the world we live in, every human being needs to buy and use food, clothes, health products, and household items to survive every day. We all need to buy basic daily necessities such as soap, toothbrush, toothpaste, food for nutrition, clothes for clothing, etc. We all use services such as using buses/taxi to go to work. We are all consumers in one way or another. Just as every human being has human rights, every consumer also has consumer rights. However, not every human being is a consumer. What kind of person can be called a consumer?

Consumer means a person who buys, uses, acquires, rents, or receives goods or services for his own use or for the benefit of others, not for the purpose of trading or earning a living. The eight (8) consumer rights that consumers should have are: (1) the right to satisfy basic needs in relation to goods and services; (2) the right to use goods or services safely; (3) the right to receive complete information and receipts or evidence when choosing goods or services; (4) the right to make choices about the goods or services available in the market; (5) The right to express and file complaints regarding consumer grievances; (6) The right to seek redress for grievances arising from the purchase or use of goods or services; (7) The right to access knowledge, rights and necessary information regarding goods or services; and (8) The right to live in a decent standard of living and environment not only for the present but also for future generations.

3.2.2 Celebration of World Consumer Rights Days

In 2016, the Department of Consumer Affairs was established in Myanmar, marking a significant step forward in the protection of consumer rights. This development was further reinforced with the amendment of the Consumer Protection Law in 2019, aimed at enhancing consumer safety and safeguarding consumer rights.

The department is responsible for receiving and resolving complaints related to consumer rights violations and damages caused by the use of goods and services. March 15 has been designated as World Consumer Rights Day in Myanmar since 2016, aligning with the global observance of this important day. To raise awareness and promote consumer protection, Consumer International, an international consumer organization, sets annual commemorative themes. In celebration of World Consumer Rights Day, various activities such as media campaigns, leaflet distribution, information posters, and educational lectures are conducted. These annual themes are published with the goal of promoting the fundamental rights of all consumers and enhancing their protection and support. The Department of Consumer Affairs actively engages in initiatives that align with these themes, ensuring that consumer rights are upheld and awareness is raised throughout the country.

Table (3.1) Celebration of World Consumer Rights Days

No.	Year	Location	WCRD commemorative slogan	Remark
1.	2016	Yangon	Antibiotics off the Menu	The event was not held in 2020, 2021, and 2022 due to the COVID-19 pandemic.)
2.	2017	Mandalay	Building a Digital World Consumers can Trust	
3.	2018	Naypyitaw	Consumer Justice Now	
4.	2019	Patheingyi	Trusted Smart Products	
5.	2020	Union Territory, Region/State (WCRD Campaign)	The Sustainable Consumer	
6.	2021	Media Campaign	Tackling Plastic Pollution	
7.	2022	Media Campaign	Fair Digital Finance	
8.	2023	Media Campaign	Empowering Consumers Through Clean Energy Transitions	
9.	2024	Naypyitaw	Fair and Responsible AI for Consumers	
10.	2025	Naypyitaw	A Just Transition to Sustainable Life Styles	

Source: DOCA , 2025

3.2.3 Responsibilities of Consumers under the Consumer Protection Law

The consumer has the following responsibilities:

- (1) Act in accordance with the information and instructions;
- (2) Pay the agreed price when making a purchase;
- (3) Avoid making false accusations or actions that are intended to harm the business operator;
- (4) Avoid making false statements, writing or actions that are intended to harm the business operator through communication/other means during the resolution of the dispute.

3.2.4 Duties of the Entrepreneur under the Consumer Protection Law

The duties of the entrepreneur are as follows:

- (1) Providing simple and accurate information;
- (2) Treating consumers fairly and fairly without discrimination;
- (3) Acting in accordance with business ethics and rules and regulations;
- (4) Providing guarantees based on specified quality standards;
- (5) Allowing testing before purchase if necessary;
- (6) Taking responsibility for damage during the warranty period as guaranteed;
- (7) Performing services strictly according to the agreement/contract;
- (8) Taking responsibility for non-compliance with the agreement;
- (9) Avoiding threatening/false statements/writing/behaving in a way that harms consumers through communication/other means during dispute resolution;
- (10) Notifying the Department and consumers in a timely manner if the manufactured product is known to be dangerous;
- (11) Respectfully following the solutions and decisions of the relevant committee.

3.2.5 Guarantees for Goods and Services and Consumer Rights

Under Myanmar's Consumer Protection Law (2019), businesses (entrepreneurs, manufacturers, and sellers) must provide guarantees for the quality and safety of goods and services.

(I) Guarantees for Goods

The entrepreneur shall clearly disclose to consumers information about the natural changes that are not normally visible in the goods they sell. The following points shall be included in the description of the goods:

- (1) Quality that is acceptable to the consumer;
- (2) Correct quality and weight;
- (3) Safety;
- (4) Suitability for the needs of the consumer;
- (5) Existence as per the sample;
- (6) Availability of spare parts/repairs/exchanges during the period of use;
- (7) Compliance with the information on the product label, advertising, and promotions.

(II) Consumer's Entitlement to Guaranteed Goods

Consumers have the following rights when businesses fail to produce goods of satisfactory quality and provide complete information during the warranty period:

- (1) To repair or replace;
- (2) To receive a product of no lower quality than the original;
- (3) To receive a replacement at the same price;
- (4) To claim compensation for damages.

(III) Guarantees for Service

The entrepreneur shall provide consumers with guarantees regarding the provision of services, including the following points:

- (1) Advance notice;
- (2) Providing accurate information/completion of the service level;
- (3) Meeting the needs of the consumer;
- (4) Completion within the guarantee period;
- (5) Providing the value agreed with the consumer.

(IV) Consumer's Entitlement to Guaranteed Services

Consumers have the following rights to claim from entrepreneur regarding the provision of services to consumers:

- (1) To receive compensation for damages caused by the failure to provide services;
- (2) To receive a remedy for damages if the service is not provided within the warranty period.

3.3 Safety of Goods or Service

The Department of Consumer Affairs, in accordance with the objectives of the Consumer Protection Act, is working with relevant government departments and organizations to select priority goods and services for each fiscal year in accordance with the Commission's agreement to monitor and inspect the distribution of goods and services that are highly harmful to consumers and to protect consumers from accessing unsafe, unhealthy, substandard goods and services, and to monitor and inspect the distribution of dangerous services in accordance with the Commission's agreement. In the fiscal year 2025-2026, the following (10) priority goods will be monitored and inspected:

- (a) Various types of purified drinking water;
- (b) Various substances used for color, aroma, and flavor in dishes;
- (c) Various types of cooking oil;
- (d) Various types of ready-to-eat snacks;
- (e) Various types of instant dried noodle packs;
- (f) Various other processed/packaged food products;
- (g) Various child personal hygiene products;
- (h) Various cosmetic products;
- (i) Various types of toothpaste.

(I) Recall and prohibition of dangerous goods and services

The Department of Consumer Affairs shall, if the Head Office or the Working Committee reports a dangerous good or service, recall, prohibit the sale or distribution of the good or service, and shall, if necessary, coordinate with relevant government departments, and shall provide information to consumers on the steps and actions to be taken.

In addition, if any business operator wishes to voluntarily recall dangerous goods, he shall simultaneously carry out the recall and notify the Head Office of the plan to recall the good or service.

(II) Liability for goods (or services)

If a consumer suffers losses due to the use of goods (or services), the following persons are liable:

- (1) Seller of goods (or service provider);

- (2) Manufacturer of goods;
- (3) Person authorized to use the name, trademark, or distinctive signs on the goods;
- (4) Person importing goods from abroad and reselling and distributing them
Person reselling and distributing them through intermediaries;
- (5) Person providing services domestically (or abroad) to domestic consumers.

(III) Product Labeling

The entrepreneur shall clearly display the following information in accordance with the product type-specific labeling requirements:

- (1) the trademark of goods;
- (2) Product name, size, quantity and net weight, storage instructions, and method of use;
- (3) Production date and expiration date, serial number;
- (4) If the product is imported into the country, the name and address of the importer, the name and address of the manufacturing company;
- (5) Place of production or place of repackaging of imported products;
- (6) Types of raw materials and quantities of ingredients in the product, and their proportions;
- (7) Description of health hazards or allergies and advance warning;
- (8) Information specified by relevant government departments.

Therefore, when labeling goods, entrepreneurs must write in Burmese or in combination with Burmese and one or more other languages.

(IV) Market Surveillance

In addition to market surveillance, inspectors under the Consumer Protection Act are responsible for investigating complaints or inspecting products (or services) that are suspected of being dangerous, and for ensuring that the product information on the market is complete. They also inspect products before they reach the market. The duties of the inspectors are as follows:

- (1) Inspecting products before they reach the market or after they reach the market for hazards(imported products) / (domestically produced products);
- (2) Inspecting the contents of the product label;
- (3) Inspecting the presence of hazards;

- (4) If information is received that products (or services) that are suspected of being dangerous are found, inspecting whether they are correct;
- (5) Monitoring and inspecting compliance with the orders and measures imposed under the Consumer Protection Law;
- (6) Monitoring and inspecting violations of the prohibitions of the law;
- (7) Reporting the results of the monitoring and inspection to the relevant head office;
- (8) Investigating complaints regarding goods (or services) and reporting the findings of such investigation to the relevant head office;
- (9) Submitting to the relevant head office for examination of compliance with the standards if deemed dangerous, to the relevant government department and internationally recognized laboratories;
- (10) Submitting to the relevant head office for examination of goods (or services) deemed dangerous to prevent further distribution or sale during the period of inspection;
- (11) Performing other duties assigned from time to time.

In addition, the inspector may seek the assistance of the Myanmar Police Force if necessary in carrying out his duties.

3.4 Complaints and Meditation

Consumers can file complaints about consumer losses by themselves (or their family members (or) related persons) and through government departments and consumer protection organizations with supporting documents.

The methods of filing complaints are (a) In person, by post, or by phone at the Consumer Information and Complaint Center (CICC) of the Department of Consumer Affairs, Office No. (52) in Nay Pyi Taw, as well as in the regions, states, and districts; (b) By filling out the complaint form through the complaint link on the website of the Department of Consumer Affairs www.doca.gov.mm or via the Website Complaint System; (c) Through the emails and messaging services listed on the web pages and Facebook pages of the Department and its Head Offices; (d) Through the DOCA Myanmar Mobile Application and the Consumer Call Center Hotline at 1535; or (e) Through consumer protection associations.

The relevant head office shall first examine the completeness of the evidence in relation to the matters complained of, take steps to correct the incomplete

complaint, and obtain records to take action on the complaint through any means of public communication.

In relation to the investigation submitted by the inspector, the following shall be carried out in the mediation between the consumer and the business operator: (1) examining the evidence; (2) summoning the complainant to mediation; (3) summoning the consumer and the complainant in the presence of witnesses and experts knowledgeable in consumer protection; (4) having the right to make a unilateral decision if the complainant does not appear when summoned; (5) examining and mediating whether the consumer has suffered any losses; The business operator concerned by the complaint shall be notified of the consumer protection agreement and (6) shall be reported to the committee if the agreement is not complied with, and such negotiated settlement shall be recorded.

Table (3.2) Status of Resolution of Consumer Complaints (2017 to 2025)

No.	Year	Complaint				Solution completed	Resolution (%)
		Good	Service	Other	Total		
1.	2017	39	20	8	67	67	100%
2.	2018	71	297	33	401	401	100%
3.	2019	90	946	80	1116	1116	100%
4.	2020	112	1414	99	1625	1621	99.75%
5.	2021	25	364	11	400	400	100%
6.	2022	22	170	14	206	199	96.60%
7.	2023	60	309	-	369	302	81.84%
8.	2024	85	568	114	767	758	98.82%
9.	2025	22	134	3	159	143	Up to July,2025

Source : DOCA, Year

Complaints about goods include categories such as food/medicine, household goods, cosmetics, consumer goods, business equipment and other goods, with consumer goods and food/medicine being the most frequent complaints.

Complaints about services include categories such as telecommunications, after-sales service, education, television and advertising, e-commerce, finance,

transportation, hotels and tourism, food, health and other services, with telecommunications and e-commerce being the most frequent complaints.

3.4.1 Taking Action According to Management Methods

If the relevant head office finds that a business operator has failed to comply with its obligations or has failed to provide the rights that a consumer may claim, it may issue one or more orders to warn, repair, replace, and reimburse any business operator for the value of the loss.

The Consumer Affairs Committee may issue one or more orders to impose a specified compensation, impose a fine, impose a limited period of prohibition, and suspend the business license (temporary/permanent) in consultation with the government department, on any business operator who violates any provision of the law, except for the prohibitions in Sections 21, 24, 25, 27, and Chapter (23), and the fines imposed shall be paid into the Union Treasury and the relevant Region/State Treasury as determined by the Commission.

If the entrepreneur is not satisfied with the order of the relevant head office, he/she may appeal to the relevant committee, or if he/she is not satisfied with the order made by the committee, he/she may appeal to the commission within (30) days from the date of the order. In the appeal, the committee may confirm, amend (or) cancel the order made by the relevant head office, and the commission may confirm, amend (or) cancel the order made by the committee, and the decision of the commission shall be final.

3.5 Resolutions Cases under the Consumer Protection Law

The Department of Consumer Affairs aims to fully realize consumer rights, ensure consumer safety, ensure the safety of goods and services, protect consumers from psychological, physical, health, and reputational losses, and ensure that consumers receive quality goods and services. It resolves complaints regarding consumer losses in accordance with legal provisions.

3.5.1 Resolution of Complaint Regarding the Purchase of a TV from an Electronics Store

Yangon Region, A complainant from Hlaing Township purchased a 25” TV from an electronics store for Ks. 850,000/- and it broke before the warranty period expired. The store sent it to be repaired, but the repair was not done for about (3) months. Therefore, the complainant contacted the Consumer Affairs Department.

Regarding the complaint, officials from the District Chief's Office repeatedly contacted the electronics store, either by letter or by Viber, but there was no response. Therefore, the District Chief's Office forwarded the complaint to the Yangon Region Chief's Office. The Region Chief's Office summoned the complainant and the complainant to the Region Chief's Office. The complainant came to explain the circumstances of the complaint, but the electronics store did not come and the TV was not delivered to the complainant. Therefore, the Yangon Region Consumer Affairs Committee discussed the matter with an order at the business coordination meeting. The Region Chief's Office issued an administrative order to issue an administrative order. The decision was made and an administrative order was issued to the electronics store under Section 52 (d) of the Consumer Protection Act, stating that "since the TV has not been returned to the complainant so far, the TV purchase price of Ks. 850,000/- shall be deducted from the TV's usage for six (6) months at the rate of Ks. 30,000/- per month, and the remaining Ks. 670,000/- shall be returned to the complainant." The electronic store has returned Ks. 670,000/- to the complainant, and the complainant has received the money and is satisfied, so the complaint was closed.

3.5.2 Resolution of Complaint Regarding the Purchase of Consumer Goods

A complainant from Pathein Township, Ayeyarwady Region contacted the Ayeyarwady Region Office of the Department of Consumer Affairs after purchasing a (xxx) brand grinder from a store and receiving a replacement for the product.

Regarding the complaint, officials from the Regional Office of the Department of Consumer Affairs called the store owner on March 29, 2023 to discuss the matter. The complainant explained that the product had already been used and therefore could not be exchanged. They discussed that the cost of repair would be paid for the repair. After the complainant repaired the grinder, the store paid 10,000 kyats for the repair, which the complainant accepted and the complaint was closed as both parties were satisfied.

3.5.3 Resolution of Complaint Regarding Private School Services

A complainant from Maha Aung Myay Township, Mandalay Region, enrolled in a private school that advertised that he would receive an MBA degree from the University of Chichester, and paid the tuition fee of Ks. 12,192,000/-. However, after attending the school for about (1) year (6) months, he did not receive an MBA degree

and only a Diploma certificate from the private school. Although the University of Chichester will only grant an MBA degree after successfully completing the thesis, the private school and the University of Chichester have not been openly disclosed. Therefore, the complaint was filed through the Website Complaint System of the Department of Consumer Affairs.

Regarding the complaint, the Department of Consumer Affairs, Mandalay Region Chief Executive Office, and upon mutual agreement, the official of the private school, requested the complainant to refund Ks. 110,000,000 to the complainant. It was agreed that the first payment of (5.5) million kyats would be made on the day of signing the contract and the remaining (5.5) million kyats would be paid in a second payment within (90) days. According to the agreement, the first payment was made on (8) August 2023 and the second payment was made on (9) November 2023. Since the complainant was satisfied, the complaint was resolved through mediation under the Consumer Protection Law.

3.5.4 Resolution of Complaints Regarding Service

(xxx) Town, (xxx) Village resident (xxx) purchased a flight ticket for (4) people online for the Heho-Tachileik trip on (26.3.2025) by contacting (xxx) Agency's Viber number (xxx). On (10.4.2025) he was informed that the flight would be delivered by (xxx) Airlines and that a total of (1436,000) kyats per person would be paid to Kpay number (xxx). On (25.3.2025) he paid (2) lakhs for the first payment, (26.3.2025) for (12) lakhs, and on (26.3.2025) he paid (14) lakhs in total. He was told that he would send a flight ticket receipt after making the payment in installments, but since it was not sent, he has filed a complaint with the Magway Region Consumer Affairs Department for his losses. The complaint was filed with the Minbu District Office on (2.4.2025).

Regarding the complaint, the consumer has been verified and accepted, and the address on the Facebook Page of the agency that was the subject of the complaint is (xxx) Yangon, so a notice of consultation was sent to investigate and determine whether the company is on the ground. The person in charge of the Yangon Region, Consumer Affairs Department, Western District Office conducted a field investigation on (7.5.2025) and found that the address of the business that was the subject of the complaint is (xxx) Yangon, and the company's Supervisor (xxx) did not have the Viber number (xxx) and Kpay number (xxx) in the company. The company

has Mobile Banking with MAB, AYA, KBZ Banks under the name of (xxx) Company. If it is Kpay, it is only paid to (xxx) Company from Quick Pay, and if it is a person's name and phone number, it is a fraud. We have received a response that we have to deal with such fraud cases frequently.

The official of the Magway Region Consumer Affairs Department contacted the complainant (xxx) by phone and explained the situation regarding the resolution of the complaint. He informed that if there is no business registration certificate, one should not purchase online. The Ministry of Commerce and Industry, Department of Trade is also issuing business registration certificates for online sales. The Consumer Affairs Department will conduct field inspections and take action against entrepreneurs who do not have a registration certificate according to the relevant law. If they want to purchase online in the future, they should purchase from entrepreneurs who have obtained a registration certificate. He advised that this incident is also a fraud and that a case should be filed with the relevant police station. The complainant was satisfied and the case was closed on (16.5.2025).

3.6 Consumer Education in Myanmar

Consumer education is a very important task to help consumers understand their rights and responsibilities, make better decisions when choosing goods and services, and protect themselves from unfair trade practices. In accordance with the Consumer Protection Act 2019 and the Consumer Protection Regulations 2022, the Department of Consumer Affairs is actively carrying out consumer protection education activities.

The main purpose of consumer education is to promote consumers to become informed consumers. Officials from the Department of Consumer Affairs are conducting lectures in schools, universities, workshops, and community-based organizations according to their educational level to educate consumers.

Consumer protection lectures include awareness of consumer rights, awareness of responsibilities, making correct purchasing decisions, and protection from unfair trade practices. This includes informing consumers about complaint mechanisms.

(I) Awareness of Consumer Rights

Providing consumers with comprehensive explanations of their rights such as the right to safety, the right to full information, the right to choice, the right to be heard, the right to redress for grievances, and the right to consumer education.

(II) Awareness of Responsibilities

Educating consumers on the procedures to be followed when purchasing products, such as checking carefully, requesting receipts, and making complaints.

(III) Making Informed Purchasing Decisions

Encouraging consumers to carefully examine the type of product, quality, price, expiration date, ingredients, warnings, etc. before purchasing. Especially, explaining the importance of information on product labels in Burmese.

(IV) Protection from Unfair Trade Practices

Preventing consumers from misleading advertisements, counterfeit products, Education on how to be careful and avoid dangerous goods, etc. It also provides education on points to be aware of when making online purchases, and safe payment systems.

(V) Information on Complaint Mechanisms

Explaining how consumers can file complaints with the Department of Consumer Affairs (DOCA) offices, Consumer Information and Complaints Centers (CICC), or consumer associations if they encounter grievances.

3.6.1 Educational Organizations and Their Activities

Consumer education activities in Myanmar are mainly led by the Department of Consumer Affairs (DOCA). Under the guidance of the Myanmar Consumer Protection Commission (MCPC), DOCA carries out educational activities in collaboration with consumer associations and the private sector.

(I) Awareness Programs & Course

In Myanmar, consumer awareness talks are being held on the state-owned Myanmar Television (MRTV) and Myawady (MWD) Channels, and consumer awareness short videos and animations are being produced and broadcasted. The Department of Information and Public Relations and the Department of Consumer

Affairs are jointly conducting consumer protection awareness (Talk Shows), conducting annual media campaigns since 2019, and celebrating World Consumer Rights Day annually since 2016.

Basic schools (high school, middle school, elementary school, charity school, vocational school), universities and colleges, markets (main market, secondary market), neighborhoods (urban neighborhood, suburban neighborhood), rural villages, departments (district/district/township level), associations (association, group, zone, depot), military forces (army, police, fire brigade), factories/workshops (government, private), banks (government, private), prisons (prison police stations), Online, Media, Talk Show, Exhibition and others, and we are conducting consumer protection lectures according to their level and educating entrepreneurs about the responsibilities they must comply with.

(II) Consumer Information Complain Centers

Through the Consumer Information and Complaint Centers (CICC) established at the regional, state, and district levels, the government is working to protect consumer rights, receive and resolve consumer complaints, and prevent unfair business practices in the market, distribute necessary information to consumers, and receive complaints.

(III) Distribution of pamphlets and conducting media campaigns:

Publication and distribution of consumer handbooks, pamphlets, posters and video clips, etc., are being carried out to educate and distribute pamphlets at consumer awareness talks.

Media Campaigns were held on March (15) 2019 under the title “**Every citizen is a consumer, every consumer has consumer rights**”, on March (15) 2020 under the title “**Product safety, product labeling**” on March (15) 2021 under the title “**Let’s connect to the Consumer Call Center to ask about consumer affairs**”, on March (15) 2022 under the title “**Consumer knowledge about online shopping**”, on March (15) 2023 under the title “**Consumer rights are respected**” or “**Consumer rights are prioritized**”, and on March (15) 2025 under the title “**To keep consumers safe, let’s register online sales**”.

(IV) Online Platforms

On the social networking platform Facebook, consumers are also being informed of the consumer rights they should have when purchasing goods (or) using services. In order to protect consumers from being deceived and to increase awareness about misleading advertisements, the Department of Consumer Affairs has launched a page to increase consumer awareness. In addition, consumers can easily report any losses or damages through the Consumer Call Center 1535 and the DOCA Myanmar application.

Currently, the National Consumer Protection Plan (2021-2025) is being implemented, and consumer education plays a key role in its objectives. This ongoing educational work is helping to create an environment where consumers in Myanmar can consume intelligently and safely.

3.7 Awareness Campaigns on Consumer Protection in Patheingyi Township by Department of Consumer Affairs

Awareness campaigns on Consumer Protection in Patheingyi Township by Department of Consumer Affairs are shown in Table (3.2).

Table (3.3) Awareness Campaigns on Consumer Protection in Patheingyi Township

No.	Fiscal Year	Number of Campaign	Number of Attendances	Remark
1	2016-2017	18	357	
2	2017-2018	22	460	
3	2018-2019	16	304	
4	2019-2020	12	189	
5	2020-2021	3	74	
6	2021-2022	-	-	
7	2022-2023	16	377	
8	2024-2025	18	436	
9	2025-2026	4	65	Up to July, 2025

Source : DOCA, 2025

According to Table (3.2), awareness campaigns were held 18 times, number of attendances were 357 consumers in 2016-2017. Similarity, awareness campaigns were held 22 times and numbers of attendances were 460 consumers in 2017-2018, awareness campaigns were held 16 times, numbers of attendances were 304 consumers in 2018-2019, awareness campaigns were held 12 times and numbers of attendances were 189 consumers in 2019-2020, and awareness campaigns were held 3 times and numbers of attendances were 74 consumers in 2020-2021 and there was no campaign in 2021-2022 because there were Covid-19 districts and spread virus at that time. Awareness campaigns were held 16 times and 377 numbers of attendances in 2022-2023, awareness campaigns were held 18 times and 436 numbers of attendances in 2023-2024 and awareness campaigns were held 4 times and 65 numbers of attendances in July, 2025.

As a result, the Department of Consumer Affairs is now known to the public and is working to increase public awareness of the existence of strong consumer protection laws and to protect consumers from harm and fraud. In addition to learning that they can file complaints about false advertising and harm, people can also file complaints about food poisoning/unhealthy food. Awareness campaigns on consumer protection are also held in schools, neighborhoods, and villages.

3.7.1 Situations of Consumer Protection in Pathein Township

Situations of Consumer Protection in Pathein Township by Department of Consumer Affairs are shown in Table (3.3).

Table (3.4) Situations of consumer protection in Pathein Township

No.	Fascial Year	Meeting with Businessmen (times)	Number of Businessmen	Market Surveillance	Note
1	2016-2017	18	35	96	
2	2017-2018	6	13	100	
3	2018-2019	10	45	85	
4	2019-2020	5	15	93	
5	2020-2021	3	9	51	
6	2021-2022	-	-	18	
7	2022-2023	9	28	86	
8	2024-2025	10	125	90	
9	2025-2026	3	34	15	Up to July,2025

Source: DOCA, 2025

According to table (3.3), the consumer protection situation carried out by DOCA is meetings with business people were held 18 times and 35 business people attended, and 96 market surveillance meetings in 2016-2017. Meetings with business people were held 6 times and 13 business people attended, and 100 market surveillance in 2017-2018. Then, meetings with business people were held 10 times and 45 business people attended, and 85 market surveillance in 2018-2019. Meetings with business people were held 5 times and 15 business people attended, and 93 market surveillance meetings in 2019-2020, and meetings with business people were held 3 times and 9 business people attended, and 18 market surveillance in 2020-2021 and there were no meeting with business people just market surveillance 18 times in 2021-2022. Moreover, meetings with business people were held 9 times and 28 business people attended, and 86 market surveillance in 2022-2023. meetings with business people were held 10 times and 125 business people attended, and 90 market surveillance in 2023-2024 and meetings with business people were held 3 times and 34 business people attended, and 15 market surveillance in July 2025.

3.7.1 Consumer Complaint Case in Pathein Township

A complainant from Pathein Township, Ayeyarwady Region, contacted the Ayeyarwady Region Office of the Consumer Affairs Department after a store bought a ***** brand grinder and it failed to work because sparks were coming out from the bottom of the machine and the store did not offer a replacement.

Regarding the complaint, officials from the Region Office called the store owner on March 29, 2023 to discuss the matter. The complainant explained that the product had been used and could not be exchanged. They discussed that if the product was repaired, the repair fee would be paid. The complainant repaired the grinder and received 10,000 kyats from the store owner, and since both parties were satisfied, the complaint was resolved through mediation under the Consumer Protection Law.

CHAPTER VI

SURVEY ANALYSIS

This chapter presents an analysis and discussion of the study. There are three sections in this chapter. They are survey profile, survey design and survey result.

4.1 Survey Profile

The framework of knowledge, skills and behavior related to consumer protection and rights aims to help consumers better understand their rights, choose products and services more carefully and resolve issues appropriately if they arise. Being aware of consumer rights, product information, market conditions and complaint procedures, being able to compare and choose products, resolving issues and communicating with consumer organizations, and consuming responsibly, filing complaints if issues arise and taking an active role in protecting consumer rights. In order to carry out the objectives, both secondary and primary data were used in this study. To analyze of public awareness of consumer protection and rights in Pathein Township, Ayeyarwady Region, this study adopted a quantitative approach.

This survey was conducted in local residents' who lived in Pathein Township, Ayeyarwaddy Region. Pathein Township had a population of 388,554, The population density was 259 people per km². There were 97138 households. Among them, 300 respondents are collected to know the awareness of consumers' protection and rights. They are randomly selected by questionnaire.

4.2 Survey Design

A survey was carried out mainly in Pathein Township in Ayeyarwaddy Region. The survey size is 300 consumers from Pathein Townships. The survey period is May, 2025. This study mainly used a descriptive method using structured questionnaires. Collected data were organized, analyzed and interpreted in the light of objective of the study by applying descriptive methods. The survey was based on the questionnaires intended to test knowledge, ability and behavior of consumer

protection and rights for consumer awareness. The respondents were 300 persons and they are randomly selected by applying simple random sampling method. The respondents gave adequate information to the questionnaires. This questionnaire consists of four parts and 42 questions .The first part is information of consumers , the second part is knowledge of consumer protection , third part is ability of consumer and the last part is consumer behavior/habit.

4.3 Survey Results

The survey findings are presented below in four sections; (1) General Information, (2) knowledge of consumer protection (3) ability of consumer and consumer behavior/ habits.

4.3.1 General Information of Respondents

This section of the questionnaire includes respondent’s demographic factors of respondents such as gender, age group, education and employment and are presented. Table (4.1) presents general information of the respondents.

Table (4.1) General Information of Respondents

Particular	Number	Percentage
Gender		
Male	120	40%
Female	180	60%
Total	300	100%
Age (Years)		
Under 20 years	38	12.67%
20 to 30 years	80	26.67%
31 to 40 years	96	32%
41 to 50 years	40	13.33%
51 to 60 years	24	8%
61 and over	22	7.33%
Total	300	100%

Table (4.1) General Information of Respondents (Continued)

Particular	Number	Percentage
Educational Qualification		
Primary/Primary School Graduate	17	5.67%
Middle School Graduate	27	9%
High School Graduate	36	12%
College/University Student	34	11.33%
Graduate	159	53%
Master's Degree and above	27	9%
Total	300	100%
Occupation		
Government departments	122	40.67%
Non-governmental organizations (NGOs)	43	14.33%
Private company employees	57	19%
Others	78	26%
Total	300	100%

Source: Survey Data, (2022)

As shown in Table (4.1), 120 (40%) were males and 180 (60%) were females. The results show that most of the respondents are female in this study.

Out of total participants, the age group of respondents is categorized into six groups. 38 (12.67%) of respondents are under 20 years, 80 (26.67%) of respondents are between 20-30 years old, 96 (32%) of respondents are between 31-40 years old, 40(13.3%) of respondents are between 41-50 years old, 24 (8%) of respondents are between 51-60 years old and 22 (7.33%) of respondents are above 60 years old. Among them, the respondents who are between 31-40 years old are the most.

According to the level of education, there are categorized into six groups. Among them, 17 (5.67%) of respondents are primary/primary School graduate, 27 (9%) of respondents are middle school graduate, 36 (12%) of respondents are high school graduate, 34 (11.33%) of respondents are college/university student, 159 (53%) of respondents are graduate and 27 (9%) of respondents are master's degree and above. These data represent that the most are graduate in this study.

Regarding to the status of occupation, 122 (40.67%) of respondents are government departments, 46 (14.33%) of respondents are non-governmental organizations (NGOs), 57 (19.0%) of respondents are private company employees and 78 (26%) of respondents are others. Among them, most of respondents are government departments in this study.

4.3.2 Knowledge of Consumer Protection

This section consists of 5 parts and 18 questions. They have knowledge of consumer rights and responsibilities has 10 questions, knowledge of the department of consumer affairs has 2 questions, knowledge of Consumer Protection associations has 2 questions, awareness of the responsibilities of business owners has 2 questions and an understanding of contract information has 2 questions.

(I) Knowledge of Consumer Rights and Responsibilities

Knowledge of consumer rights and responsibilities is presented by knowledge about consumer rights and responsibilities and knowledge about consumer rights when purchasing goods or services.

(A) Knowledge about Consumer Rights and Responsibilities

As a consumer, you have rights and responsibilities when choosing to purchase and use products and services.

Table (4.2) Knowledge about Consumer Rights and Responsibilities

Sr. No.	Question	No. of Respondents		Percentage	
		Yes	No	Yes	No
1.	Do you know that you have consumer rights?	281	19	93.67%	6.33%
2.	What laws are in place to fully protect consumer rights in Myanmar?	257	43	85.67%	14.33%
3.	How many consumer rights do you think you have?	217	83	72.33%	27.67%
4	Do you know that a consumer has the right to have basic needs met and to use goods and services safely in relation to goods or services?	268	32	89.33%	10.67%

Table (4.2) Knowledge about Consumer Rights and Responsibilities (Continued)

Sr. No.	Question	No. of Respondents		Percentage	
		Yes	No	Yes	No
5.	Did you know that you have the right to accurate information to make the right choices about goods and services?	250	50	83.33%	16.67%
6.	Do you know the responsibilities that consumer must comply with under the Consumer Protection Law?	253	47	84.33%	15.67%
7.	Did you know that it is the responsibility of a consumers to follow the information and instructions provided with the product?	272	28	90.67%	9.33%
8.	Did you know that it is the responsibility of a consumers to pay for the agreed-upon price after purchasing a product or service of their choice?	284	16	94.67%	5.33%
9.	Are you aware that under consumer protection laws, both business owners and consumers have a responsibility to avoid any actions that may cause harm or distress o the other party, such as threats , false statement , written communication, or behavior, during the process of resolving disputes through negotiation or public communication channels?	257	43	85.67%	14.33%

Source: Survey Data, (2025)

According to table (4.2), 281 (93.67%) of respondents know that they have consumer rights, 257 (85.67%) of respondents know that Consumer Protection Law is protected to consumer, 217 (72.33%) of respondents think that they have (8) consumer rights, 268 (89.33%) of respondents know that they have right to satisfaction and safety for goods or service, 250 (83.33%) of respondents know that they have right to accurate information to choose goods or service, 253 (784.33%) of respondents know that they comply the responsibilities of consumer under the Consumer Protection Law, 272 (90.67%) of respondents know that the responsibility of a consumers to follow the information and instructions provided with the product, 284 (94.67%) of respondents know that responsibility of a consumers to pay for the agreed-upon price after purchasing a product or service of their choice and 257 (85.67%) of respondents know that both business owners and consumers have a responsibility to avoid any actions that may cause harm or distress o the other party, such as threats , false statement , written communication, or behavior, during the process of resolving disputes through negotiation or public communication channels.

(B) Knowledge about Consumer Rights When Purchasing Goods or Services

Consumers have basic rights when purchasing goods and services, and knowing these rights can help protect them from fraud, poor quality, and illegal activities.

Table (4.3) Knowledge about Consumer Rights When Purchasing Goods or Services

Sr. No.	Rights	No. of Respondents	Percentage
1.	Right to make your own choices,	235	78.33%
2.	Right to return the product if you do not like it,	64	21.33%
3.	Right to receive necessary information,	87	29%
4.	Right to explain and file complaints regarding consumer complaints,	76	32%
5.	Right to use the product safety,	184	61.33%

Source: Survey Data, (2025)

According to table (4.3), 235 (78.33%) of respondents answer that they have right to make your own choices, 64 (21.3%) of respondents answer that they have right to return the product if you do not like it, 87 (29%) of respondents answer that they have right to receive necessary information, 96 (32%) of respondents answer that right to explain and file complaints regarding consumer complaints and 184 (61.33%) of respondents answer that they have right to use the product safety. It can be concluded that the majority of respondents accept that they have right to make your own choices. Consumer have truly right to make your own choices, right to receive necessary information, right to explain and file complaints regarding consumer complaints and right to use the product safety.

(II) Knowledge about Department of Consumer Affairs

Knowledge about Department of Consumer Affairs is presented by knowledge about primarily responsible for consumer protection and knowledge about DOCA carries out the functions.

(A) Knowledge about Primarily Responsible for Consumer Protection

Knowledge of primarily responsible for consumer protection examined into 5 organizations such as Food and Drug Administration , Department of Consumer Affairs, Development Committee , Department of Information and Public Relations , General Administration Department. These types are shown in Table (4.4).

Table (4.4) Knowledge about Primarily Responsible for Consumer Protection

Sr. No.	Organizations	No. of Respondents	Percentage
1.	Food and Drug Administration	64	21.33%
2.	Department of Consumer Affairs	228	76%
3.	Development Committee	6	2%
4.	Department of Information and Public Relations	2	0.67%
5.	General Administration Department.	-	-
	Total	300	100%

Source: Survey Data, (2025)

According to table (4.4), 64 (21.33%) of respondents answer that Food and Drug Administration is primarily responsible for consumer protection, 228 (76%) of respondents answer that Department of Consumer Affairs is primarily responsible for consumer protection , 6 (2%) of respondents answer that Development Committee is primarily responsible for consumer protection and 2 (0.67%) of respondents answer that Department of Information and Public Relations is primarily responsible for consumer protection and there were no respondents for General Administration Department. The majority of respondents know that DOCA is primarily responsible for consumer protection.

(B) Knowledge about DOCA Carries Out the Functions

Knowledge about DOCA carries out the functions examined into 5 answers. These types are shown in Table (4.5).

Table (4.5) Knowledge about DOCA Carries Out the Functions

Sr. No.	Functions	No. of Respondents	Percentage
1.	Receiving and resolving complaints regarding consumer interests	221	73.67%
2.	Setting product prices	28	9.33%
3.	Providing consumer education	172	57.33%
4.	Issuing online sales business registration certificates	59	19.67%
5.	Recalling dangerous products from the market	176	58.67%

Source: Survey Data, (2025)

According to table (4.5), 221 (73.67%) of respondents answer that DOCA carries out receiving and resolving complaints regarding consumer interests. 28 (9.33%) of respondents answer that DOCA carries out setting product prices, 172 (57.33%) of respondents answer that DOCA carries out providing consumer education, 59 (19.67%) of respondents answer that DOCA carries out issuing online sales business registration certificates and 176 (58.67%) of respondents answer that DOCA carries out recalling

dangerous products from the market. Among them, respondents answer DOCA carries out providing consumer education. DOCA truly carries out providing consumer education, receiving and resolving complaints regarding consumer interests and recalling dangerous products from the market.

(III) Knowledge of Consumer Protection Associations

Knowledge of Consumer Protection associations is presented by knowledge of which organizations through you can complain and knowledge of which organizations handling consumers claims.

(A) Knowledge of Which Organizations Through You Can Complain

Knowledge of which organizations through you can complain examined into 5 organizations such as Consumer Protection Associations , Confederation of Trade Unions , Myanmar and Myanmar Women's Affairs Federation. These types are shown in Table (4.6).

Table (4.6) Knowledge of Which Organizations Through You Can Complain

Sr. No.	Organizations	No. of Respondents	Percentage
1.	Consumer Protection Associations	278	92.67%
2.	Confederation of Trade Unions Myanmar	16	5.33%
3.	Myanmar Women's Affairs Federation	6	2%
	Total	300	100%

Source: Survey Data, (2025)

According to table (4.6), 278 (92.67%) of respondents answer that Consumer Protection Associations through they can complain, 16 (5.33%) of respondents answer that Confederation of Trade Unions through they can complain and 6 (2%) of respondents answer that Myanmar Women's Affairs Federation through they can complain. The majority of respondents know that Consumer Protection Associations through they can complain.

(B) Knowledge of Which Organizations Handling Consumers Claims

Knowledge of which organizations handling consumers claims in Myanmar regarding consumer grievances examined into 3 organizations such as Myanmar Consumers Association, Myanmar Rice Federation and Food Producers and Exporters Association. These types are shown in Table (4.7).

Table (4.7) Knowledge of Which Organizations Handling Consumers Claims

Sr. No.	Organization	No. of Respondents	Percentage
1.	Myanmar Consumers Association	238	79.33%
2.	Myanmar Rice Federation	47	15.67%
3.	Food Producers and Exporters Association	15	5%
	Total	300	100%

Source: Survey Data, (2025)

According to table (4.7), 238 (79.33 %) of respondents answer that Myanmar Consumers Association is handling consumer claims in Myanmar regarding consumer grievances, 47 (15.67 %) of respondents answer that the Myanmar Rice Federation is handling consumer claims in Myanmar regarding consumer grievances and 15 (5%) of respondents answer that Food Producers and Exporters Association handling consumers claims in Myanmar regarding consumer grievances. The majority of respondents answer that the Myanmar Consumers Association handles consumer claims in Myanmar regarding consumer grievances. Myanmar Consumers Association is truly handled.

(IV) Knowledge of the Responsibilities of Business Owners

Knowledge of the responsibilities of business owners is presented by awareness of the responsibilities that business owners should have and awareness of the responsibilities of business owners to pay service.

(A) Awareness of the Responsibilities that Business Owners Should Have

Knowledge of the responsibilities of business owners, a business owner should have if the customer is not satisfied with the product under warranty is examined into 4 answers. These types are shown in Table (4.8).

Table (4.8) Knowledge of the Responsibilities that Business Owners Should Have

Sr. No.	Choices	No. of Respondents	Percentage
1.	The business owner should replace the product with a product of equal value.	259	86.33%
2.	The business owner should accept the price of the product as provided by the business.	34	11.33%
3.	The business owner should claim compensation from the business owner.	110	36.67%
4.	The business owner should repair the product.	177	59%

Source: Survey Data, (2025)

According to table (4.8), 259 (86.33 %) of respondents answer that owner should replace the product with a product of equal value, 34 (11.33 %) of respondents answer that accept the price of the product as provided by the business, 110 (36.67 %) of respondents answer that owner should claim compensation from the business owner and 177 (59%) of respondents answer that should repair the product. Among them, respondents think that the owner should replace the product with a product of equal value. All of the answers listed are correct except for answer number (3).

(B) Awareness of the Responsibilities of Business Owners to pay Service

Knowledge of the responsibilities of business owners, a business owner should have if the customer is not satisfied with the service under warranty is examined into 3 answers. These categories are shown in Table (4.9).

Table (4.9) Awareness of the Responsibilities of Business Owners to pay Service

Sr. No.	Choices	No. of Respondents	Percentage
1.	To compensate the consumer for the loss or damage	249	83%
2.	To accept only the goods and services provided by the business	23	7.67%
3.	To provide the consumer with a remedy for the loss or damage	148	49.33%

Source: Survey Data, (2025)

According to table (4.9), 249 (83%) of respondents answer that owner should compensate the consumer for the loss or damage, 23 (7.67%) of respondents answer that accept the price of the product as provided by the business and 148 (49.33%) of respondents answer that owner should provide the consumer with a remedy for the loss or damage. Among them, respondents think that the owner should compensate the consumer for the loss or damage. All of the answers listed are correct except for answer number (3).

(V) Understanding of Contract Information

Properly understanding the information in the contract is essential to ensuring compliance and protecting the rights and obligations of all parties involved in resolving disputes.

Table (4.10) Understanding of Contract Information

Sr. No.	Question	No. of Respondents		Percentage	
		Yes	No	Yes	No
1.	Do you always read the terms and conditions of a contract carefully when signing a contract with a business to use a product or service?	263	37	87.67%	12.33%
2.	Do you usually check whether the information in the contract includes information that the entrepreneur unilaterally requested?	261	39	87%	13%

Source: Survey Data, (2025)

According to table (4.10), 263 (87.67%) of respondents read that the terms and conditions of a contract carefully when signing a contract with a business to use a product or services and 261 (87%) of respondents check the information in the contract includes information that the entrepreneur unilaterally requested.

4.3.3 Ability of Consumer

This section consists of 3 parts and 16 questions. They have awareness regarding consumer losses has 5 questions, knowledge of product labeling has 8 questions, awareness of fraudulent advertisements and services has 3 questions.

(I) Awareness Regarding Consumer Losses

Awareness Regarding consumer losses is presented by awareness regarding consumer losses and ability to resolving.

(A) Awareness Regarding Consumer Losses

Consumers can experience losses at any time when purchasing goods and services, such as poor quality, fraud, and health damage due to dangerous products. Therefore, it is necessary for them to know about consumer protection methods and ways to complain.

Table (4.11) Awareness Regarding Consumer Losses

Sr. No.	Question	No. of Respondents		Percentage	
		Yes	No	Yes	No
1.	Do you know that you can file a complaint if you experience any harm to your consumer interests (financial/physical/emotional) regarding a product or service you purchased?	274	26	91.33%	8.67%
2.	If you have any complaints about a product or service you purchased or used, do you know that you can file a complaint with the Department of Consumer Affairs or the Office of the Commissioner or CICC in person or through any means of public communication for resolution?	267	33	89%	11%
3.	Did you know that consumer claims can be filed by the consumer himself or by a family member or person related to the consumer?	263	37	87.67%	12.33%

Table (4.11) Awareness Regarding Consumer Losses (Continued)

Sr. No.	Question	No. of Respondents		Percentage	
		Yes	No	Yes	No
4	Did you know that if you have any complaints, you can contact the Consumer Call Center at 1535?	235	65	78.33%	21.67%

Source: Survey Data, (2025)

According to table (4.11), 274 (91.33%) of respondents complain if they experience any harm to your consumer interests (financial/physical/emotional) regarding a product or service you purchased, 267 (89%) of respondents know that they have any complaints about a product or service that you can file a complaint to the Department of Consumer Affairs or the Office of the Commissioner or CICC in person or through any means of public communication for resolution, 263 (87.67%) of respondents know that consumer complain by himself or by a family member or person related to the consumer and 235 (78.33%) of respondents know that they have any complaints, can contact to 1535.

(B) Ability to Resolving

The ability to buy a car from a car dealership on an installment plan, if the car breaks down during the warranty period is examined into 4 answers. These categories are shown in Table (4.12).

Table (4.12) Ability to Resolving

Sr. No.	Choices	No. of Respondents	Percentage
1.	You should go to the dealership where the car was sold and negotiate.	235	78.33%
2.	You should file a complaint with the Department of Consumer Affairs.	148	49.33%
3.	You should file a complaint with No. (1) Heavy Industry.	13	4.33%
4.	You don't know what to do.	33	11%

Source: Survey Data, (2025)

According to table (4.12), 235 (78.33 %) of respondents choose the dealership where the car was sold and negotiated, 148 (49.33 %) of respondents choose to file a complaint with the Department of Consumer Affairs, 13 (4.33%) of respondents choose to file a complaint with No. (1) Heavy Industry and 33 (11%) of respondents choose don't know what to do. It can be concluded that the majority of respondents choose the dealership where the car was sold and negotiated. Therefore, many consumers resolve their issues themselves rather than filing complaints with the office.

(II) Understanding Product Labeling Information

Understanding product labeling information is presented by understanding product labeling information, knowledge about you read carefully when buying a product, the ability of consumers to know the expiration date of a product , knowledge of which organization's endorsement to prioritize and knowledge of the fact that the product is written in both Burmese and English.

(A) Understanding Product Labeling Information

When purchasing a product, the product label provides important information. Only by understanding this information can consumers choose to purchase safe, quality products.

Table (4.13) Understanding Product Labeling Information

Sr. No.	Question	No. of Respondents		Percentage	
		Yes	No	Yes	No
1.	Do you know that when you buy a product, you should carefully read the product label?	285	15	95%	5%
2.	Did you know that you should carefully check whether a product is endorsed by a certification body or organization before purchasing it?	268	32	89.33%	10.67%
3.	Indicate the number of calories in the image below.	280	20	93.33%	6.67%

Table (4.13) Understanding Product Labeling Information (Continued)

Sr. No.	Question	No. of Respondents		Percentage	
		Yes	No	Yes	No
4.	Did you know that the label on the product states that it should not be consumed by people with peanut allergies?	287	13	95.67%	4.33%

Source: Survey Data, (2025)

According to table (4.13), 285 (95%) of respondents read carefully the product label when they buy a product and 268 (89.33%) of respondents check carefully if a product is endorsed by a certification body or organization before purchasing , 280 (93.33%) of respondents knew that the label in the picture contained 110 calories and 287 (95.67%) of respondents knew that the label in the picture stated that it should not be consumed by people with peanut allergies.

(B) Knowledge about You Read Carefully When Buying a Product

According to knowledge of product labeling, you always read carefully when buying a product examine into 5 choice such as Date of manufacture and expiration date , Storage instructions, Health side effects , Instructions for use, Recommendation from a relevant department/organization, These categories are shown in Table (4.14).

Table (4.14) Knowledge about You Read Carefully When Buying a Product

Sr. No.	Choices	No. of Respondents	Percentage
1.	Date of manufacture and expiration date	215	71.67%
2.	Storage instructions	8	2.67%
3.	Health side effects	27	9%
4.	Instructions for use	28	9.33%
5.	Recommendation from a relevant department/ organization	22	7.33%
	Total	300	100%

Source: Survey Data, (2025)

According to table (4.14), 215 (71.67%) of respondents choose date of manufacture and expiration date , 8 (2.67%) of respondents choose storage instructions, 27 (9%) of respondents choose health side effects, 28 (9.3%) of respondents instructions for use and 22 (7.33%) of respondents choose recommendation from a relevant department/ organization. Most respondents chose to know the manufacturing date and expiration date because they were important, but other facts should be prioritized equally.

(C) The Ability of Consumers to know the Expiration Date of a Product

The ability of consumers to know the expiration date of a product is examined into 2 answers. These types are shown in Table (4.15).

Table (4.15) The Ability of Consumers to know the Expiration Date of a Product

Sr. No.	Date	No. of Respondents	Percentage
1.	Manufacture date	8	2.67%
2.	Expiration date	292	97.33%
	Total	300	100%

Source: Survey Data, (2025)

According to table (4.15), 292 (97.33%) of respondents answer 4-9-2014 and 8 (2.67%) of respondents answer 4-9-2017. Among them, respondents answered 4-9-2017 because the picture in the question of answer is one of date is manufacture. That is why most consumers look at the expiration date of a product.

(D) Priority Organization's Endorsement

Priority Organization's Endorsement is examined into 3 answers. These types are shown in Table (4.16).

Table (4.16) Priority Organization's Endorsement

Sr. No.	Organizations	No. of Respondents	Percentage
1.	Food and Drug Administration	235	78.33%
2.	Department of Consumer Affairs	63	21%
3.	Development Committee	2	0.67%
	Total	300	100%

Source: Survey Data, (2025)

According to table (4.16), 235 (78.33%) of respondents answer Food and Drug Administration and 63 (21%) of respondents answer Department of Consumer Affairs and 2 (0.67%) of respondents answer Development Committee. The majority of respondents answer that Food and Drug Administration. The FDA actually oversees food and water, and without its approval, it cannot be sold on the market.

(E) Knowledge of the Fact that the Product is written in Both Burmese and English

Knowledge of the fact that the product is written in both Burmese and English is examined into 3 answers. These types are shown in Table (4.17).

Table (4.17) Knowledge of the Fact that the Product is written in Both Burmese and English

Sr. No.	Choices	No. of Respondents	Percentage
1.	It helps consumers a lot.	252	84%
2.	It makes consumers a little confused.	44	14.67%
3.	Don't know.	4	1.33%
	Total	300	100%

Source: Survey Data, (2025)

According to table (4.16), 252 (84%) of respondents choose it helps consumers a lot , 44 (14.67%) of respondents choose it makes consumers a little confused and 4 (1.33%) of respondents say don't know. The majority of respondents choose it helps consumers a lot.

(II) Awareness of Fraudulent Advertisements and Services

Awareness of fraudulent advertisements and services is presented by ability to respond to fraud, ability to respond if scammed and ensure when purchasing something from a social media site page.

(A) Ability to Respond to Fraud

The ability of consumers to respond if you have won a lottery or received some money from a call or social networking site is examined into two answers. These categories are shown in Table (4.18).

Table (4.18) Ability to Respond to Fraud

Sr. No.	Choices	No. of Respondents	Percentage
1.	You will immediately transfer the money as requested without consulting your friends.	67	22.33%
2.	You will warn your friends about the news.	103	34.33%
3.	You do not know what to do	11	3.67%
4.	Do not respond.	119	39.67%
	Total	300	100%

Source: Survey Data, (2025)

According to table (4.18), 67 (22.33%) of respondents choose they will immediately transfer the money as requested without consulting their friends, 103 (34.33%) of respondents choose they will warn your friends about the news, 11 (3.67%) of respondents say don't know and 119 (39.67%) of respondents do not respond. Most respondents chose not to respond because most consumers consider this type of thing to be a scam.

(B) Ability to Respond if Scammed

The ability of consumers to do if you (or your family members) or your friends are scammed by an ad on their social media page is examined into two answers. These categories are shown in Table (4.19).

Table (4.19) Ability to respond if scammed

Sr. No.	Choices	No. of Respondents	Percentage
1.	I will personally investigate the advertising business and ask it to compensate for the damage.	68	22.67%

Table (4.19) Ability to respond if scammed (Continued)

Sr. No.	Choices	No. of Respondents	Percentage
2.	I will inform other consumers so that they can avoid the business.	81	27%
3.	I will file a complaint with the Department of Consumer Affairs.	95	31.67%
4.	File a complaint with the police	9	3%
5.	I don't know what to do.	47	15.67%
	Total	300	100%

Source: Survey Data, (2025)

According to table (4.19), 68 (22.67%) of respondents will personally investigate the advertising business and ask it to compensate for the damage, 81 (27%) of respondents will inform other consumers so that they can avoid the business, 95 (31.67%) of respondents will file a complaint to the Department of Consumer Affairs, 9 (3%) of respondents will file a complaint to the police and 47 (15.67%) of respondents say they don't know what to do. Most respondents chose to file a complaint with the Department of Consumer Affairs because most consumers know that consumer protection laws prohibit advertisements that mislead consumers, Filing a complaint to DOCA may be more effective.

(C) Ensure when purchasing something from a social Media Site Page

The ability of consumers to ensure when purchasing something from a social media site page is examined into two answers. These categories are shown in Table (4.20). These types are shown in Table (4.20).

Table (4.20) Ensure when purchasing something from a social Media Site Page

Sr. No.	Choices	No. of Respondents	Percentage
1.	Read other consumers' comments about the item.	184	61.33%
2.	If possible, go and see it for yourself before purchasing.	108	36%
3.	Buy without doing any research	8	2.67%
	Total	300	100%

Source: Survey Data, (2025)

According to table (4.20), 184 (61.33%) of respondents read other consumers' comments about the item, 108 (36%) of respondents, if possible, go and see it for yourself before purchasing and 8 (2.67%) of respondents will buy without doing any research. Most respondents read other consumers' comments about the item because the purpose of online shopping is to be able to buy online without having to go to a specific place. Reading other people's comments and reviews is enough.

4.3.4 Behavior of Consumer

This section consists of 2 parts and 8 questions. They have awareness online shopping behavior has 1 question, sustainable consumption habits has 7 questions,

(I) Online Shopping Behavior

The behavior of consumers is going to buy an electrical appliance online. Which of the following information would you prioritize when making a purchase is examined into 6 answers. These types are shown in Table (4.21).

Table (4.21) Online Shopping Behavior

Sr. No.	Items	No. of Respondents	Percentage
1.	Reading other users' reviews (comments) on the page you are going to buy	149	49.67%
2.	Asking about the delivery time.	16	5.33%
3.	Asking about the payment method.	18	6%
4.	Read the return policy	34	11.33%
5.	Checking whether the contact address/phone number is listed	29	9.67%
6.	Checking whether the page you are going to buy from is registered on the www.ecomerg.gov.mm website	54	18%

Source: Survey Data, (2025)

According to table (4.21), 149 (49.67%) of respondents read other users' reviews (comments) on the page you are going to buy, 16 (5.33%) of respondents ask

about the delivery time, 18 (6%) of respondents ask about the payment method, 34 (11.33%) of respondents read the return policy, 29 (9.67%) of respondents check whether the contact address/phone number is listed and 54 (18%) of respondents check whether the page you are going to buy from is registered on the www.ecomeg.gov.mm website. It can be concluded that the majority of respondents read other users' reviews (comments) on the page you are going to buy. In addition, DOCA is now working with the Department of Trade to create and register an ecomeg system to better handle online complaints. If something happens to businesses that have already been registered, it will be easier to resolve it. Therefore, it is most reliable to buy from businesses registered with ecomeg.

(II) Sustainable Consumption Habits

Sustainable consumption habits is presented by online shopping behavior, sustainable consumption habits, knowledge about eco-friendly label, the most convenient for reporting consumer grievances through mass media and online shopping or traditional shopping.

(A) Sustainable Consumption Habits

Table (4.22) Sustainable Consumption Habits

Sr. No.	Question	No. of Respondents		Percentage	
		Yes	No	Yes	No
1.	Did you know that sustainable production and consumption patterns are those that meet basic needs and provide a better quality of life, while minimizing the use of natural resources and toxic materials, and reducing the waste and environmental pollution generated by the use of goods and services, in a way that will not compromise the needs of future generations?	274	26	91.33%	8.67%

Table (4.22) Sustainable Consumption Habits (Continued)

Sr. No.	Question	No. of Respondents		Percentage	
		Yes	No	Yes	No
2.	Do you think that individual consumption habits play a key role in creating sustainable consumption patterns?	267	33	89%	11%
3.	Do you think that properly disposing of waste and reducing the use of single-use items, including plastic, are habit that reduce the impact on the environment?	275	25	91.67%	8.33%
4.	Do you consider whether the products in your weekly shopping are environmentally friendly or contribute to sustainable consumption?	235	65	78.33%	21.67%

Source: Survey Data, (2025)

According to table (4.22), 274 (91.33%) of respondents know that sustainable production and consumption patterns, 267 (89%) of respondents think that individual consumption habits play a key role in creating sustainable consumption patterns, 275 (91.67%) of respondents think properly disposing of waste and reducing the use of single-use items, including plastic, are habit that reduce the impact on the environment and 235 (78.33%) of respondents consider whether the products in your weekly shopping are environmentally friendly or contribute to sustainable consumption.

(B) Knowledge about Eco-Friendly Label

The knowledge about eco-friendly label examined into 3 labels. These types are shown in Table (4.23).

Table (4.22) Knowledge about Eco-Friendly Label

Sr. No.	Label	No. of Respondents	Percentage
1.	Reuse	14	4.67%
2.	Reduce	30	10%
3.	Recycle	256	85.33%

Source: Survey Data, (2025)

According to table (4.23), 14 (4.67%) of respondents choose reuse, 30 (10%) of respondents choose to reduce and 256 (85.33%) of respondents choose recycle. It can be concluded that the majority of respondents choose to reduce that is the correct answer.

(C) The Most Convenient For Reporting Consumer Grievances Through Mass Media

The most convenient for reporting consumer grievances through mass media is examined into 5 ways. These categories are shown in Table (4.24).

Table (4.24) The Most Convenient For Reporting Consumer Grievances Through Mass Media

Sr. No.	Ways	No. of Respondents	Percentage
1.	Complaint via Website Complaint System Form at www.doca.gov.mm	27	9%
2.	Complaint via E-Mail	7	2.33%
3.	Complaint via Phone	108	36%
4,	Complaint via Consumer Call Center 1535	133	44.33%
5.	Complaint via DOCA Myanmar Application	25	8.33%

Source: Survey Data, (2025)

According to table (4.24), 27 (9%) of respondents complained via Website Complaint System Form at www.doca.gov.mm, 7 (2.33%) of respondents Complaint via E-Mail, 108 (36%) of respondents Complaint via Phone, 133 (44.33%) of respondents Complaint via Consumer Call Center 1535 and 25 (8.33%) of

respondents Complaint via DOCA Myanmar Application. It can be concluded that the majority of respondents complain via Consumer Call Center 1535 and the second is Complaint via Phone. So the best way is to call.

(D) Online Shopping or Traditional Shopping

What do you prefer, online shopping or traditional shopping is examined into 2 choices .These types are shown in Table (4.25).

Table (4.25) Online Shopping or Traditional Shopping

Sr. No.	Items	No. of Respondents	Percentage
1.	Online shopping.	94	31.33%
2.	Traditional shopping	206	68.67%
	Total	300	100%

Source: Survey Data, (2025)

According to table (4.25), 94 (31.33%) of respondents prefer online shopping and 206 (68.67%) of respondents prefer traditional shopping. Most respondents prefer traditional shopping.

CHAPTER V

CONCLUSION

5.1 Findings

The objective of the study was to examine consumers awareness of consumer protection and rights in Pathein Township, Ayeyarwady Region. This study is analyzed 300 consumers who live at Pathein Township, Ayeyarwady Region. In order to carry out the objectives, both secondary and primary data were used in this study. This study is limited to evaluating the awareness of consumer protection and rights among consumers in Pathein Township, Ayeyarwady Region, and does not consider other areas.

This study aimed to examine the awareness of consumer protection and rights in Pathein Township, Ayeyarwady Region. A survey of 300 consumers revealed the following key findings. The majority of respondents were female (60%), between the ages of 20 and 40 (58.67%), and had a graduate-level education (53%). Most respondents were employed in government departments (40.67%).

More than 89.33% of respondents were aware of their basic consumer rights, such as safety, information, and choice. However, only 72.33% correctly identified that there are eight types of consumer rights under the Myanmar Consumer Protection Law, and 85.67% were aware that the law that protects consumers is the Consumer Protection Law.

In terms of knowledge of consumer protection mechanisms, respondents (76%) recognized the Department of Consumer Affairs (DOCA) as the main institution responsible for consumer protection, but consumers (78.33%) preferred to directly deal with businesses themselves rather than filing formal complaints with DOCA. The Consumer Call Center (1535) was the most convenient way to report consumer grievances through mass media (44.33%).

In the area of product labeling and safety, almost all respondents (95%) recognized the importance of reading product labels, but 71.67% prioritized checking

the manufacturing and expiration dates, and 95.67% were aware of the health warning, such as peanut allergy.

In the area of fraud and online shopping, the majority of respondents (39.67%) indicated that they have ignored unknown phone calls or messages claiming to have won the lottery, indicating that they are aware of the fraud. Due to such distrust, (68.67%) preferred traditional shopping over online shopping.

In sustainable consumption, the majority of respondents (89%) understand sustainable consumption, but only (78.33%) consider whether practical purchases have an impact on the environment or contribute to sustainable consumption.

5.2 Suggestions

The study found that consumers in Patheingyi Township are largely aware of consumer protection and rights, but implementation and trust in complaint mechanisms remain limited. First, consumer awareness programs should be expanded to ensure that all consumers are aware of their rights under the Consumer Protection Law. Since only 72.33% of respondents were aware of the eight basic consumer rights, targeted awareness campaigns should be conducted, especially for the elderly and the less educated, who have low awareness.

Secondly, the complaint resolution system should raise awareness about the ways in which consumers can file complaints and build trust between the department and consumers. Since many respondents prefer to negotiate directly with businesses rather than file formal complaints with the department, the Department of Consumer Affairs should simplify the complaint process and make complaint channels, such as the Consumer Call Center (1535) and online platforms, more convenient.

Third, more emphasis should be placed on educating consumers about product labeling. While most respondents checked expiration dates, they paid less attention to other important details such as ingredients and health warnings. Providing consumers with the necessary information about products can help them make safe purchasing decisions.

Public awareness campaigns, especially to combat fraud and misleading advertising in online shopping, should teach consumers how to verify the reliability of sellers through methods such as checking whether or not they are registered on platforms such as www.ecomerg.gov.mm.

Many respondents understood the concept of sustainable consumption habits,

they did not pay much attention to the environmental impact when shopping, so eco-friendly purchases and proper waste disposal should be promoted. Finally, Both traditional and online markets need stronger protections. Steps should be taken to reduce the risks of fraud for online shoppers, and to ensure that brick-and-mortar stores comply with safety standards.

REFERENCES

- Akerlof, G. A. (1970). *The market for lemons: Quality uncertainty and the market mechanism. The Quarterly Journal of Economics*, 84(3), 488–500
- Brown, A. (2019). *Consumer Awareness and Health Safety. Journal of Consumer Studies*, 45(3), 123-135.
- Commons, J. R. (1934). *Institutional Economics: Its Place in Political Economy. University of Wisconsin Press.*
- Devi, Manorama, and Mira Kalita. "A study on consumer awareness on consumer rights and responsibilities: a special reference to the rural women of Assam." (2020): 1-6
- Jacoby, J. (2018). "Consumer Behavior: A Central Focus for Marketing Research." **Journal of Marketing Research**, 55(3), 001-014.
- John F. Kennedy. (1962). *Special Message to the Congress on Protecting the Consumer Interest. The American Presidency Project. Retrieved*
- Johnson, L. (2020). *Economic Equality and Consumer Rights. International Review of Economics*, 12(2), 89-102.
- Knox, J. (2018). *Framework Principles on Human Rights and the Environment. United Nations Human Rights Council.*
- Kotler, P., & Keller, K. L. (2016). **Marketing Management* (15th ed.). Pearson Education.*
- Latha, Mrs R., and M. ThamaraiKannan. "A Study On Consumer Awareness On Consumer Privileges In Erode District." *INTERNATIONAL JOURNAL OF ENGINEERING DEVELOPMENT AND RESEARCH* 7.4 (2019): 261-269.
- Lee, S. (2021). *Value of Consumer Education in Modern Markets. Consumer Affairs Quarterly*, 34(1), 56-70.
- Lokhande, Muralidhar Ananda. "Consumer Awareness—A case study of Jalna city." *Indian Journal of Marketing*, May (2006): 23-28.
- Nader, Ralph. *Unsafe at Any Speed: The Designed-In Dangers of the American Automobile. Grossman, 1965.*
- Nader, R. (1965). *Unsafe at any speed: The designed-in dangers of the American automobile. Grossman.*

- Nedumaran, G., Ms D. MEHALA, and Ms C. Rani. "A Study on Level of Awareness of College Students on Consumer Protection Practices." *PalArch's Journal of Archaeology of Egypt/Egyptology* 18.1 (2021): 4695-4702.
- Sharma, K., & Iyer, G. (2019). "The Impact of Consumer Awareness on Business Ethics." **International Journal of Business Ethics**, 10(2), 120-134.
- Smith, J. (2018). *The Role of Consumer Awareness in Market Fairness. Journal of Market Regulation*, 22(4), 201-215.
- Sen, A. (1985). *Well-being, agency and freedom: The Dewey lectures 1984. The Journal of Philosophy*, 82(4), 169–221.
- Win Theingi, EMPA-42(NPT),18th Batch , 2023 A STUDY ON PERCEPTION OF CONSUMER PROTECTION IN MYANMAR (CASE STUDY ON FIVE TOWNSHIPS IN NAYPYITAW) : <https://meral.edu.mm>
- <https://aseanconsumer.org/read-publication-asean-strategic-action-plan-for-consumer-protection-asapcp-2025>.
- <https://unctad.org/topic/competition-and-consumer-protection/un-guidelines-for-consumer-protection>
- <https://www.doca.gov.mm> (DOCA Website)
- <https://www.consumersinternational.org/> (Consumer International)
- <https://www.aseanconsumer.org>

APPENDIX

MASTER OF PUBLIC ADMINISTRATION PROGRAMME A STUDY ON THE CONSUMER AWARENESS OF CONSUMER PROTECTION AND RIGHTS IN PATHEIN TOWNSHIP, AYEYARWADY REGION

Survey Questionnaire Form

Dear Sir/Madam

I am conducting this survey to understand the knowledge, skills, and behaviors of consumers in Pathein Township concerning consumer protection and consumer rights. We kindly request that you share your honest opinions freely. Please be assured that the information you provide will only be used for this survey and will not be used for any other purposes. The survey consists of 42 questions and will take approximately 15 minutes to complete.

Thank you very much for your participation.




	Information of Consumers	
	Gender	1. Male 2. Female 3. Other (please specify).
	Age	1. Under 20 years 2. 20 to 30 years 3. 31 to 40 years 4. 41 to 50 years 5. 51 to 60 years 6. 61 and over
	Educational Qualification	1. Primary/Primary School Graduate 2. Middle School Graduate 3. High School Graduate 4. College/University Student 5. Graduate 6. Master's Degree and above
	Employment	1. Government departments 2. Non-governmental organizations (NGOs) 3. Private company employees 3. Other (please specify)

1	Knowledge of consumer protection
1.1	Knowledge of consumer rights and responsibilities
1	Do you know that you have consumer rights? <input type="radio"/> Yes <input type="radio"/> No
2	What laws are in place to fully protect consumer rights in Myanmar? <input type="radio"/> Telecommunications Law <input type="radio"/> Consumer Protection Law <input type="radio"/> Trademark Copyright Law
3	How many consumer rights do you think you have? <input type="radio"/> (3) rights <input type="radio"/> (6) rights <input type="radio"/> (8) rights
4	Do you know that a consumer has the right to have basic needs met and to use goods and services safely in relation to goods or services? <input type="radio"/> Yes <input type="radio"/> No
5	Did you know that you have the right to accurate information to make the right choices about goods and services? <input type="radio"/> Yes <input type="radio"/> No
6	Do you know that you have the following consumer rights when purchasing goods or services? (You can choose more than) <input type="radio"/> right to make your own choices, <input type="radio"/> right to receive necessary information, <input type="radio"/> right to explain and file complaints regarding consumer complaints, <input type="radio"/> right to use the product safety, <input type="radio"/> right to return the product if you do not like it,
7	Do you know the responsibilities that consumer must comply with under the Consumer Protection Law? <input type="radio"/> Yes <input type="radio"/> No

8	<p>Did you know that it is the responsibility of a consumers to follow the information and instructions provided with the product?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No
9	<p>Did you know that it is the responsibility of a consumers to pay for the agreed-upon price after purchasing a product or service of their choice?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No
10	<p>Are you aware that under consumer protection laws, both business owners and consumers have a responsibility to avoid any actions that may cause harm or distress o the other party, such as threats , false statement , written communication, or behavior, during the process of resolving disputes through negotiation or public communication channels?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No
1.2	Knowledge of the Department of Consumer Affairs
11	<p>Which organization is primarily responsible for consumer protection?)</p> <ul style="list-style-type: none"> <input type="radio"/> Food and Drug Administration <input type="radio"/> Department of Consumer Affairs <input type="radio"/> Development Committee <input type="radio"/> Department of Information and Public Relations <input type="radio"/> General Administration Department
12	<p>Department of Consumer Affairs carries out the following activities. (You can choose more than one answer.)</p> <ul style="list-style-type: none"> <input type="radio"/> Receiving and resolving complaints regarding consumer interests <input type="radio"/> Setting product prices <input type="radio"/> Providing consumer education <input type="radio"/> Issuing online sales business registration certificates <input type="radio"/> Recalling dangerous products from the market


1.3	Knowledge of Consumer Protection associations
13	<p>If you feel that your consumer rights are being violated, through which organizations do you think you can complain?</p> <ul style="list-style-type: none"> ○ Consumer Protection Associations ○ Confederation of Trade Unions, Myanmar ○ Myanmar Women's Affairs Federation
14	<p>Select the associations/organizations that are handling consumers claims in Myanmar regarding consumer grievances.</p> <ul style="list-style-type: none"> ○ Myanmar Consumers Association ○ Myanmar Rice Federation ○ Food Producers and Exporters Association
1.4	Awareness of the responsibilities of business owners
15	<p>What obligations do you think the business owner should have if the customer is not satisfied with the product under warranty? (You can choose more than one answer)</p> <ul style="list-style-type: none"> ○ The business owner should replace the product with a product of equal value. ○ The business owner should accept the price of the product as provided by the business. ○ The business owner should claim compensation from the business owner. ○ The business owner should repair the product.
16	<p>What obligations do you think a business owner should have if the consumer is not satisfied with the service provided under the warranty? (You can choose more than one answer)</p> <ul style="list-style-type: none"> ○ To compensate the consumer for the loss or damage ○ To accept only the goods and services provided by the business ○ To provide the consumer with a remedy for the loss or damage
1.5	Understanding of contract information
17	<p>Do you always read the terms and conditions of a contract carefully when signing a contract with a business to use a product or service?</p> <ul style="list-style-type: none"> ○ Yes. ○ No.

18	<p>Do you usually check whether the information in the contract includes information that the entrepreneur unilaterally requested?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No
2	Ability of Consumer
2.1	Awareness regarding consumer losses
19	<p>Do you know that you can file a complaint if you experience any harm to your consumer interests (financial/physical/emotional) regarding a product or service you purchased?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes <input type="radio"/> No
20	<p>If you have any complaints about a product or service you purchased or used, do you know that you can file a complaint with the Department of Consumer Affairs or the Office of the Commissioner or CICC in person or through any means of public communication for resolution?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes. <input type="radio"/> No.
21	<p>Did you know that consumer claims can be filed by the consumer himself or by a family member or person related to the consumer?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes. <input type="radio"/> No.
22	<p>Did you know that if you have any complaints, you can contact the Consumer Call Center at 1535?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes. <input type="radio"/> No.
23	<p>Suppose you bought a car from a car dealership on installment plan. What should you do if the car breaks down during the warranty period? (You can choose more than one answer)</p> <ul style="list-style-type: none"> <input type="radio"/> You should go to the dealership where the car was sold and negotiate. <input type="radio"/> You should file a complaint with the Department of Consumer Affairs.. <input type="radio"/> You should file a complaint with No. (1) Heavy Industry. <input type="radio"/> You don't know what to do.

2.2	Knowledge of product labeling
24	<p>Do you know that when you buy a product, you should carefully read the product label?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes. <input type="radio"/> No.
25	<p>What are the things you always read carefully when buying a product?</p> <ul style="list-style-type: none"> <input type="radio"/> Date of manufacture and expiration date <input type="radio"/> Storage instructions <input type="radio"/> Health side effects <input type="radio"/> Instructions for use <input type="radio"/> Recommendation from a relevant department/organization
26	<p>Please indicate the expiration date in the image below.</p> <ul style="list-style-type: none"> <input type="radio"/> 4-9-2014 <input type="radio"/> 4-9-2017 
27	<p>Indicate the number of calories in the image below.</p> <ul style="list-style-type: none"> <input type="radio"/> 55 <input type="radio"/> 99 <input type="radio"/> 110 
28	<p>Did you know that the label on the product states that it should not be consumed by people with peanut allergies?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes. <input type="radio"/> No. 
29	<p>Did you know that you should carefully check whether a product is endorsed by a certification body or organization before purchasing it?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes. <input type="radio"/> No.

30	<p>Suppose you are buying a bottle of water. Which organization do you prioritize and carefully read to see if it has a certificate of approval/certification?</p> <ul style="list-style-type: none"> ○ Food and Drug Administration ○ Department of Consumer Affairs ○ Development Committee
31	<p>What do you think about the fact that the product is written in both Burmese and English?</p> <ul style="list-style-type: none"> ○ It helps consumers a lot. ○ It makes consumers a little confused. ○ Don't know.
2.3	Awareness of fraudulent advertisements and services
32	<p>Suppose you receive a call from an unknown number or a social networking site (Facebook/Messenger/Tiktok/Viber) claiming that you have won a lottery or received some money. If you want to withdraw the lottery prize or some money, how would you respond if they ask for your personal information such as your registration number, address, email, and bank account number and credit to verify your financial assets?</p> <ul style="list-style-type: none"> ○ You will immediately transfer the money as requested without consulting your friends. ○ You will warn your friends about the news. ○ You do not know what to do. ○ Do not respond.
33	<p>What should you do if you (or your family members) or your friends are scammed by an advertisement on a social networking site (Facebook)?</p> <ul style="list-style-type: none"> ○ I will personally investigate the advertising business and ask it to compensate for the damage. ○ I will inform other consumers so that they can avoid the business. ○ I will file a complaint with the Department of Consumer Affairs. ○ File a complaint with the police. ○ I don't know what to do.

34	<p>How do you ensure that you are trustworthy when purchasing something from a social media site?</p> <ul style="list-style-type: none"> ○ Read other consumers' comments about the item. ○ If possible, go and see it for yourself before purchasing. ○ Buy without doing any research.
3	Consumer Behavior/Habits
3.1	Online Shopping Habits
35	<p>Suppose you are going to buy an electrical appliance online. Which of the following information would you prioritize when making a purchase?</p> <ul style="list-style-type: none"> ○ Reading other users' reviews (comments) on the page you are going to buy ○ Asking about the delivery time. ○ Asking about the payment method. ○ Read the return policy ○ Checking whether the contact address/phone number is listed ○ Checking whether the page you are going to buy from is registered on the www.ecomerg.gov.mm website
3.2	Sustainable consumption habits
36	<p>Did you know that sustainable production and consumption patterns are those that meet basic needs and provide a better quality of life, while minimizing the use of natural resources and toxic materials, and reducing the waste and environmental pollution generated by the use of goods and services, in a way that will not compromise the needs of future generations?</p> <ul style="list-style-type: none"> ○ Yes. ○ No.
37	<p>Do you think that individual consumption habits play a key role in creating sustainable consumption patterns?</p> <ul style="list-style-type: none"> ○ Yes. ○ No.
38	<p>Do you think that properly disposing of waste and reducing the use of single-use items, including plastic, are habit that reduce the impact on the environment?</p> <ul style="list-style-type: none"> ○ Yes. ○ No.

39	<p>Do you consider whether the products in your weekly shopping are environmentally friendly or contribute to sustainable consumption?</p> <ul style="list-style-type: none"> <input type="radio"/> Yes. <input type="radio"/> No.
40	<p>What does the eco-friendly label mean?</p> <ul style="list-style-type: none"> <input type="radio"/> Reuse <input type="radio"/> Reduce <input type="radio"/> Recycle 
41	<p>Which method do you think is the most convenient for reporting consumer grievances through mass media?</p> <ul style="list-style-type: none"> <input type="radio"/> Complaint via Website Complaint System Form at www.doca.gov.mm <input type="radio"/> Complaint via E-Mail <input type="radio"/> Complaint via Phone <input type="radio"/> Complaint via Consumer Call Center 1535 <input type="radio"/> Complaint via DOCA Myanmar Application
42	<p>What do you prefer, online shopping or traditional shopping?</p> <ul style="list-style-type: none"> <input type="radio"/> Online shopping. <input type="radio"/> Traditional shopping
