

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

**A STUDY ON PERCEPTION OF CONSUMER  
PROTECTION IN MYANMAR  
(CASE STUDY ON FIVE TOWNSHIPS IN NAYPYITAW)**

**WIN THEINGI  
EMPA - 42 (18<sup>th</sup> BATCH)**

**MARCH, 2023**

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**A STUDY ON PERCEPTION OF CONSUMER PROTECTION  
IN MYANMAR  
(CASE STUDY ON FIVE TOWNSHIPS IN NAYPYITAW)**

“A thesis submitted in partial fulfillment of the requirements for the degree of  
Master of Public Administration (MPA)”

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**MASTER OF PUBLIC ADMINISTRATION PROGRAMME**

This is to certify that this thesis paper entitled “A Study on Perception of Consumer Protection in Myanmar (Case Study on Five Townships in Naypyitaw)” submitted as a partial fulfillment of the requirement for the Degree of Master of Public Administration (EMPA) has been accepted by the Board of Examiners.

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## **ABSTRACT**

This paper investigates on perception of consumer protection in Myanmar: case study on five townships in Nay Pyi Taw. The objectives of the study are to identify the current situation of consumer protection activities in Myanmar and to determine the factors influencing to perception on consumer protection. In this study, 200 respondents are asked to collect the data. Their responses are gathered through face-to-face interviews and questionnaire surveys with a self-administered questionnaire. It is found that most respondents get the information for consumer protection from newspapers. It is also found that the overall mean values of consumer rights, entrepreneur responsibilities and grantee of goods for consumer protection are at the strongly agree levels of customers and consumer responsibilities is at the agree levels of customers. Department of Consumer Affair mainly serves for consumer protection. The results say that there are many problems for foods, other products and services. Therefore, respective organizations and people should ensure the policy and plans to protect public from those problems. Knowledge of consumer protection can change the perception of people in concern with consumer protection.

## ACKNOWLEDGMENTS

I wish to express my sincere gratitude and appreciation to the following people for their kind support, enthusiastic guidance and inspiration in the process of studying Master of Public Administration programme, especially during the process of writing this study. First and foremost, I would like to respectfully thank Prof. Dr. Tin Tin Htwe, Rector of the Yangon University of Economics, for allowing me to write this Master of Public Administration thesis and for providing valuable guidance and suggestions to me. I am also deeply thankful to Prof. Dr. Su Su Myat, Programme Director and Head of Department of Applied Economics, Yangon University of Economics, for her invaluable guidance, comments, suggestions and encouragement throughout the process of writing this dissertation.

In particular, I would like to express my special thanks to my supervisor, U Khun Maung Gyi, Associate Professor of the Yangon University of Economics, for contributing his invaluable guidance, inspirations, and moral support for the completion of this study successfully. Moreover, I feel grateful to all respectful teachers and faculty members of the Department of Applied Economics, Yangon University of Economics for their valuable lectures, guidance and their kind support throughout the study.

Especially, I would like to express my gratitude to respondents who actively participated in the survey within a short time. I would also like to deliver thanks to the respondents who help and support to me during the study. Again, I would like to express my special thanks to my family for their care, continuous support, understanding and encouragement throughout my life. Finally, I would like to thank all my classmates from EMPA 18<sup>th</sup>Batch for the great friendship, encouragement, sharing knowledge and inspiration.

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## **LIST OF ABBREVIATIONS**

ACCP	ASEAN Committee on Consumer Protection
ASEAN	Association of Southeast Asian Nations
DOCA	Department of Consumer Affairs
EU	European Unions
MOC	Ministry of Commerce
NCPP	National Consumer Protection Programme
OECD	The Organization for Economic Co-operation and Development

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Rationale of the Study**

Consumer protection makes ensure that consumers make well-informed decisions about their choices and have access to effective redress mechanisms. It encourages businesses to guarantee the quality of the goods and services the business offers. Consumer protection intends to both businesses and consumers to be responsible for their activities and performances more precise and qualified in marketplace. Consumer protection creates markets work for businesses and consumers. Consumers need to be able to obtain accurate, unbiased information about the products and services they buy. This supports to them to make the best choices based on their interests and prevents them from being mistreated or misled by businesses.

Policies, laws, and regulations concerning with consumer protection can help increase consumer welfare by ensuring that businesses can be held accountable. Businesses that are known to treat consumers fairly gain a good reputation and become more sought after. This increases their profitability and competitiveness in the market which also lead to economic growth in the long run. Policies, laws, and regulations concerning with consumer protection guarantee that businesses are kept in check. To have a functional consumer protection system, the government, businesses, and consumers have to work together. The government needs to put in place policies, laws, and regulations to ensure that consumers are protected from harmful business practices. There also must be an effective coordination between the relevant institutions that are responsible for implementing consumer protection. At the same time, businesses should avoid deceptive or negative behavior that misleads consumers. Consumers, in turn, should be well-informed about their rights and be able to proactively assert them. So, government agencies and associations concerning with consumer affairs play important role in raising awareness and reaching out to consumers.

In such a way, Consumer protection contributes to dynamic and effective markets for businesses to grow. Consumer demand drives innovation and business development as businesses need to maintain fair pricing and good quality of their products and services. In addition to protection from unfair trade, consumers are protected from unfair contracts and regulations within the legal framework. These means, for example, which goods sold to consumers, must be of satisfactory quality and that unfair term and conditions hidden in the small print of a contract cannot be enforced. Deceptive marketing information may also mean that consumers have the right to return goods or claim for losses. There are many regulations on distance selling and e-commerce. They generally allow the consumer to cancel the order during the automatic cooling-off period and receive a refund or replacement if the product is faulty.

Prices and labeling are covered by the unfair trading regulations - for example, misleading pricing is prohibited. Sellers must ensure that prices are clearly displayed. So, Consumer protection can stimulate the buying power of consumers and makes them feel safe and valuable for the products and services they buy. Consumers can feel only satisfied about the consumer protection and so perception is critical thing in consumer protection.

Consumers' perception is important because consumers may be more likely to conduct business with companies or suppliers they trust. Developing a positive relationship with consumers can generate more leads and sales, contributing to company success and longevity. Consumer perception can also effect on products or services or competitors. By cultivating positive emotions and experiences, businesses can encourage to come back for repeat purchases. Additionally, consumers who value brand and think highly of it may be more likely to recommend these products or services to others, leading to new sales.

Consumer Protection plays a crucial role in contributing to sustainable economic development in both developed and developing countries. In Myanmar, the Department of Consumer Affairs (DOCA) was established under the Ministry of Commerce (MOC) to realize the objectives of effectively protecting consumers, raising broad consumer awareness, and conducting consumer protection activities across the country on 1st April 2016. Consumer Protection Law (2019) and its by-laws are the current legal framework to ensure consumers' and entrepreneurs' rights

and responsibilities in Myanmar. The central consumer protection committee was formed on 4th June 2014 and was reformed on 28th November 2016.

Knowing and measuring the consumer perception about the current activities of consumer protection support the realization of the objectives of the National Consumer Protection Programme (NCPP) (2021 to 2025) that was formulated in 2021. Nay Pyi Taw is the Administrative capital where government entities, institutions, and headquarters of ministries sit in Myanmar. The consumers in Nay Pyi Taw have the same rights to get protection, services, and information as those in other States and Regions of Myanmar. DOCA conducted consumer protection activities such as workshops, meeting with entrepreneurs, awareness-raising events, market surveillance, and disseminating pamphlets to the public in Nay Pyi Taw during FY 2016-2017 and FY 2020-2021.

This study intends to study the situation of consumer protection activities and the perceptions of consumers who live in Nay Pyi Taw about consumer protection programs. This study provides not only current situation of consumer protection activities but also the perception on consumers' protection.

## **1.2 Objectives of the Study**

The objectives of the study are as follows:

- (1) To identify the current situation of consumer protection activities in Myanmar
- (2) To determine the perception on consumer protection

## **1.3 Method of Study**

In this study, descriptive and quantitative methods are used and based on primary and secondary data. The primary data is collected 200 respondents from five Townships in Nay Pyi Taw. The secondary data is collected from the Department of Consumer Affairs (DOCA), libraries, published and unpublished reports, relevant textbooks, Articles, previous researches, internet Journal and internet websites. Descriptive method is used to describe the profile of respondents and survey results.

#### **1.4 Scope and Limitations of the Study**

This study was focused on the perceptions of 200 consumers who live in five Townships (Ottarathiri Township, Zeyarthiri Township, Pobbathiri Township, Dekkhinathiri Township and Zabuthiri Township) in Nay Pyi Taw. This study emphasizes on the current condition of consumer protection in Myanmar and the role of DOCA as the background information. To know the perception on consumer protection, respondents who attended on consumer protection programs from 2016-2017 to 2021-2022 are asked with structured questionnaires. Data collection period was in November, 2022. This study limits to determine the factors influencing to perception on consumers' protection in Nay Pyi Taw only and other areas were not considered in this study.

#### **1.5 Organization of the Study**

This study is organized into five chapters: Chapter (1) is an introduction in which the rationale of the study, objective of the study, scope and limitations, and the method of study and organization of the study. Chapter (2) presents about literature review related to the topic. Chapter (3) is an overview of consumer protection in Myanmar. Chapter (4) is a case study on primary analysis in Nay Pyi Taw. Finally, Chapter (5) is the conclusion in which findings and suggestions are determined.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Definition of Consumer and Consumer Protection**

A consumer is a certain person or party who pays a fee for a product or service to fulfill his or her needs. In other words, the definition of a consumer is not far off from the consumption activity itself. (Kotler, 2023)

Consumer protection safeguards consumer welfare and interests through advocacy and representation. Consumer protection ensures that consumers can make well-informed decisions about their choices and have access to effective redress mechanisms. This forces businesses to guarantee the quality of the products and services they offer. (ACCP, 2023) Government has a functioning consumer protection system. Businesses and consumers also need to work together. The government should put in place adequate policies to protect consumers from harmful business practices. Laws and regulations need to be established. There also has to be an effective interplay and coordination between the relevant institutions that are responsible for implementing consumer protection. (ACCP, 2023)

#### **2.2 The Concept of Consumer Protection**

In this dynamic world, frauds against consumer are increasing tremendously and due to this alarming situation, there is a need of consumer protection. The basis of consumer protection is the law, which governs situations in which goods are exchanged for money. These laws cover a very wide range of situations in which a consumer is involved. Most of the legislation that affects consumer protection is in the field of criminal law, and the main aim is to uphold high standards of trading. The consumer protection laws assure the consumer of a reasonable and acceptable level of quality (Stewart, 1978).

The concept of consumer protection usually refers to the protection of consumers "rights through laws and policies designed to protect them against unfair trade and credit practices.(Collins Legal Dictionary,2017) Historically, the movement

for the protection of consumer rights in England began in the 19th century which later spread to the United States in response to the rise in Capitalism and monopoly in the sale of goods and providing of services (Corradi, 2016). The vision of these organizations was to be the centers where people can obtain information about choices on safe and sustainable goods and services and in which individual and collective consumer rights were secured and respected.

Legislation is a helpful tool to create clarity and consistency in online marketing matters and provide protection for the vulnerable party (the consumer). The legal limit is important. Which practices are allowed, and which are not has to be subject of clear legislation. Therefore, it would be favorable to reconsider current legislation and to examine whether updates are needed with respect to online practices. A good example is the EU initiative to amend the Unfair Practices Directive in order to prohibit promotions. Progress can still be made by focusing on consumer protection. Laws are intended to prevent businesses from engaging in fraud or specified unfair practices to gain an advantage over competitors or to mislead consumers. They may also provide additional protection for the public which may be impacted by a product or its production even if they are not direct purchasers or consumers of that product. For example, government regulations may require businesses to disclose detailed information about their products particularly in areas where public health or safety is an issue (Narayanan, 2020).

At the same time, businesses have to avoid deceptive or negative behavior that misleads consumers. In turn, consumers should be well informed about their rights and able to actively assert them. Consumer associations play an important role in raising awareness and reaching out to consumers (ACCP, 2021). There are three major sources that promote consumer protection, namely, legal influence, political influence, and competitive influence (Craston, 1978).

Legal influences are governmental, state, and local legislation, and the agencies that are involved in reinforcing the laws and that investigate business practices. These agencies deal mostly with business competition and consumer protection. For example, mergers are often not good for consumers, so it is important for government to have oversight to protect the interests of consumers. The aviation industry is such an industry that is subject to scrutiny (FDCH Press Releases, 2001). This involves protecting consumer interest against misconduct and unfair dealings by



businesspeople and firms, and includes the political pressure exerted to control marketing practices and activities by various consumer groups.

Competitive influence refers to actions of other firms intended to affect each other as well as consumers (Craston, 1978). “Competition is the life blood of commerce” (McQuoid-Mason, 1997:114) and therefore companies must compete within the boundaries of law. The law protects competitors and consumers against injustice done by other competitors when companies are involved in marketing warfare (Woker, 1999).

As can be seen, it is not only the government that is responsible for consumer protection - other organizations has an important role to play, and consumers can also form or organize their own movements to protect themselves from unscrupulous marketers. The international community has taken steps to ensure protection is extended to third world countries as well as to western nations. So, consumer protection is effective for both marketers and consumers in the market for more reasonable and safe buying and selling.

### **2.3 Consumer Perception**

Perception is a set of means by which an individual becomes mindful of and decode material about their surroundings (Gregory et al., 1995). In other words, perception is the first impression an individual draw and based on that selects and interprets information to shape a meaningful picture of the world. (Munnukka, 2008) Every consumer needs to know about the products or services they bought and comprehend the rights and opportunities.

Literally, perception is referring individual’s impression towards oneself, other people and daily life experiences. The process of perceiving the information obtained from each perception is later. They organize and interpret this information based on their environment (French et al., 2015). Then perform effectively within the organization. Sharing information is effective for both individuals and groups to know well about consumer protection. Consumer perception can be formally defined as a marketing theory that incorporates a consumer’s thoughts, product knowledge and awareness about a company or products/services (Korengkeng and Tielung, 2018). Awareness is a very broad concept depending on circumstances and conditions. Bud Craig (2011) indicates that awareness underlies of feelings or emotion from the body which motive to behavior. Awareness means knowledge gained from perception. In

fact, it is based not only in personal awareness but also controlled by the environment (Summers-Effler, 2004).

## **2.4 Factors Affecting on Consumer Protection**

Factors affecting on consumer protection are stated by consumer rights and consumer responsibilities, entrepreneur responsibilities and guarantees.

### **2.4.1 Consumer Rights**

The definition of Consumer right is 'the right to have facts about the value, effectiveness, amount, purity, price and standard of goods or services, as it may be the case, but the consumer is to be protected against any unfair practices of trade. (M. J. Antony, 1990)

#### **A. Right to satisfaction of basic needs**

Consumers need basic essential goods and services for enough food, clothes, shelter, health care, access to education and sanitation. It makes available products and services according to a consumer's needs. For example, when consumers buy smartphones, there are certain features that they expect to get, so smartphones meet the standards and fulfill the needs of the consumers as per the standards. (Sadriwala, K. F., & Younes, S. E., 2018)

#### **B. Right to safety**

Means right to be protected against the marketing of goods and services, which are hazardous to life and property. The purchased goods and services availed of should not only meet their immediate needs, but also fulfill long term interests. Before purchasing, consumers should insist on the quality of the products as well as on the guarantee of the products and services. (M. J. Antony, 1990)

#### **C. Right to choose**

Means right to be assured, wherever possible of access to variety of goods and services at competitive price. In case of monopolies, it means right to be assured of satisfactory quality and service at a fair price. It also includes right to basic goods and services. This is because unrestricted right of the minority to choose can mean a denial for the majority of its fair share. This right can be better exercised in a

competitive market where a variety of goods are available at competitive prices. (M. J. Antony, 1990)

**D. Right to notice**

It means the right to notice about standards and prices to protect the consumer from unfair trade practices, the amount, power purity. Consumer insists on getting all the information about the product or service before making a choice or a decision. This enables to act wisely and responsibly and also enable to desist from falling prey to high pressure selling techniques. (M. J. Antony, 1990)

**E. Right to consumer education**

Means right to acquire the knowledge and skill to be an informed consumer throughout life. Ignorance of rural consumers in particular is mainly responsible for their exploitation. They know their rights and exercise them. Only then real consumer protection can be achieved with success. (M. J. Antony, 1990)

**F. Right to be heard**

It means that appropriate consideration of consumer interests is accepted in appropriate forums. It also includes the right to representation in various forums constituted to consider the welfare of the consumer. Consumers have to form non-political, non-commercial consumer organizations that can be represented in various committees formed by government and other organizations on consumer-related issues. (M. J. Antony, 1990)

**G. Right to revision**

Means right to revision against unfair trade practices or unscrupulous exploitation of consumers. It also includes the right of the consumer to have their genuine grievances fairly redressed. Consumers have to complain about their genuine grievances. Many times their complaint is trivial, but its impact on society as a whole can be enormous. They can also take help of consumer organizations in revision of their grievances. (M. J. Antony, 1990)

## **H. Right to a healthy environment**

The right to a healthy environment is a human right advocated by human rights organizations and environmental organizations to protect the ecosystems that support human health. The right to a healthy environment uses a human rights approach to protect environmental quality. This approach addresses the impact of environmental harm on individual humans, as opposed to the traditional approach of environmental regulation. (Boyd, D. R., 2012).

### **2.4.2 Consumers Responsibilities**

Consumers have the responsibility to educate themselves. If information about a product is available, consumers have responsibility to read that information and to use the product the way it is intended. (Business Week, 2021)

#### **(A) The Responsibility to Be Informed**

Responsible consumers know what they are buying. When consumers shop for food, they have to read the labels for nutritional facts. Product labels can tell them how much salt, sugar, fat, or protein a product contains. When consumers shop for clothes, read the labels to find out what materials they contain. The labels will also indicate how the clothes should be cleaned. Some consumers read the fact sheets from the Product. The fact sheets tell how a product is rated on safety, performance, and value. There is also lots of information on the Internet. (Business Week, 2021)

#### **(B) The Responsibility to Use Products Safely**

Consumers must follow the instructions provided in product manuals or other materials on the safe use of products. For example, a consumer must read the label of a cold remedy to find out its recommended dosage. If consumers know a product is unsafe, first contact the seller or producer about it. If no action is taken by the company, contact a consumer protection agency. (Business Week, 2021)

#### **(C) The Responsibility to Speak Out**

Responsible consumers can help improve the policies and products of the businesses where they shop. They can let a company know if they are dissatisfied with its products or policies. Consumers also have a responsibility to report unfair, unsafe, and illegal business practices. This helps to protect other consumers from

problems. If consumers object to a company's policies or products, they could organize a boycott, a refusal to buy its goods or services. Boycotting is usually a last resort for consumers who have not received an adequate response from a company. (Business Week, 2021)

#### **(D) The Responsibility to Seek a Remedy**

Part of being a good consumer is getting the best value for consumers' money. You have a responsibility to seek a remedy for a defective product. If consumers plan to exchange an item or get a refund, they must take back the item, the receipt, and any warranties or guarantees that came with it. If the store cannot solve the problem to consumers' satisfaction, consumers can contact the manufacturer or a consumer organization for help. (Business Week, 2021)

#### **(E) The Responsibility to Learn Consumer Skills**

Here are several ways to develop the consumer skills:

- Read information on labels and packages.
- Compare prices at different stores, and look for sales.
- Pay attention to the media to become aware of illegal practices.
- Read consumer information publications.
- Attend classes or workshops on consumer issues and problems. (Business Week, 2021)

### **2.4.3 Entrepreneur Responsibilities**

Entrepreneurs are held accountable by their clients to provide their product or service and to themselves to market their business, keep track of all income and expenses and make all the decisions that affect every aspect of their business. Entrepreneur responsibility includes producing, supplying goods, providing organization's service at reasonable prices and providing after sales services. It also includes health and safety of consumers. Organizations also need to respect integrity and culture of their consumers. (NiklasElert, 2019)

These are the responsibilities of entrepreneur towards their consumers:

- Goods and services should be able to meet the needs of consumers,
- Goods and services should have a high quality,
- Regularly supplement of goods and services,

- There should be a reasonable and affordable price for goods and services. (NiklasElert, 2019)

#### **2.4.4 Guarantee**

The guarantee acts as a promise made by the manufacturer. The guarantee covers the product, service, people, and consumer satisfaction. When suppliers are selling a product or service online, one of the biggest challenges is turning a prospect that's currently on the fence into a buyer. New consumers naturally want to look for a reason not to buy the product. They don't know who sellers are and whether the product will help them and will look for reasons to avoid purchasing. A guarantee alleviates all the worries, fears and doubts a potential consumer might have about the products and services by providing a 'risk-free' offer. A safe product is one that provides either no risk or a minimum acceptable level of risk, taking into account the normal or reasonably foreseeable use of the product and the need to maintain a high level of protection for consumers. For many product sectors there is specific safety legislation (covering, for example, toys, electrical goods and machinery), which sets out more detailed safety requirements applicable to those products. This legislation generally applies to both consumer and commercial products, but sets out the same safety criteria. Producer, importer, manufacturer, own-branding, re-conditioner, etc are responsible for ensuring their products are safe and carry adequate instructions and warnings for consumers to use them safely. (Onder Hassan,2022)

In consumer protection, a guarantee of goods is a term used to describe a guarantee or warranty provided by a manufacturer or seller of a product to a consumer. The guarantee is an assurance that the product being purchased is of a certain quality and is suitable for its intended purpose. Qualified products for use by consumers means that the products have been tested and meet certain standards of safety, quality, and effectiveness. These products are intended for use by consumers and have been deemed safe and appropriate for their intended use. Guarantees of goods can come in many forms, including express warranties, implied warranties, and guarantees. Express warranties are specific promises made by the manufacturer or seller about the product, such as a promise that the product will work for a certain period of time or that it will meet certain specifications. Implied warranties are less explicit but are still legally binding promises, such as a promise that the product is fit for its intended purpose. Guarantee of goods are an important part of consumer

protection because they provide consumers with confidence in the products they are purchasing. If a product does not meet the standards set out in the guarantee, the consumer is entitled to seek redress from the manufacturer or seller, which can include repairs, replacements, or refunds. (Earnest J, 2021)

## **2.5 Consumers' Knowledge**

Day (1984) suggests that consumer knowledge about where to complain affects consumer complaint behavior. Based on Haefner and Leckenby (1975) and Tipper (1997), the present study defines knowledge of consumer rights and consumer agencies as individual awareness and understanding of consumer rights and consumer protection agencies in Malaysia. An individual's knowledge or information is the basis for influencing human behavior (Ajzen, 1985). Day and Landon (1976) suggest that consumers with low knowledge will be less likely to seek redress for their dissatisfaction with products or services. Moyer (1985) found that complaints who sought more information and were more interested in consumer protection laws were more proactive in expressing their grievances to sellers. Tipper (1997) found that knowledge of consumer rights had a significant positive influence on third party redress. Consumers in American, who are more aware of consumer rights, may be more willing to use federal agencies and legal actions as their third-party redressal options than other consumers. Ajzen (1985, 1991) suggests that intention can serve as a mediating variable between informational variables and specific action.

Consumer Knowledge states to the combination of the following:

- (i) Knowledge of the product purchased by consumers in terms of quality- For example, the consumer should know whether the product is good for health, whether the product is harmful to the environment or not.
- (ii) Awareness of the risks and issues associated with the marketing of a product- For example, one way of marketing a product is through newspapers, advertising through television. Consumers should have proper knowledge about the negative effects of advertising. The content of the ad must also be verified.
- (iii) Knowledge about 'Consumer Rights' - The consumer has to first know that he has the right to get the right type of product. Second, if the product is found to be defective, the consumer should be aware of how to claim compensation according to the law of the land.

- (iv) Knowledge of consumer's personal responsibilities: This means that consumers should not engage in wasteful and unnecessary consumption.

## **2.6 Reviews on Previous Studies**

Many studies of applied and theoretical research concerning consumer protection have been conducted to determine the factors influencing to perception on consumers' protection. There are many research papers about consumer protection.

Salem M et. al., (2007) highlighted measuring consumer satisfaction with consumer protection agencies: some insights from Saudi Arabi. Based on testing the theories, the results indicate that overall satisfaction is mainly derived from the objectives and roles of consumer protection agencies. The results show that consumers assign importance levels to different dimensions when evaluating satisfaction with consumer protection agencies in Saudi Arabia.

Besides, Suné Donoghue and Helena M. de Klerk (2009) examined the right to be heard and to be understood: a conceptual framework for consumer protection in emerging economies. To be able to create and manage a redress surroundings that is categorized by an understanding of the specific consumer as well as by effective complaint behavior management, it is of the utmost importance that the manufacturer, retailer, consumer consultant and all those that work with consumers' complaints understand the entire complaint process, including the fundamental reasoning and emotional processes as well as the consumer's post-complaint perception of justice and his/her satisfaction with the complaint handling. It is also important to understand the role that consumer-, product- and redress environment-related variables play in consumer complaint behavior. The consumer who blames the retailer for the problem and who probably feels angry about the situation and decides to complain expect redress.

Wenjie Zhao (2010) examined the influence of knowledge of consumer protection and perception of marketing factors on consumer complaint behavior: a study of Malaysian consumers. The study found that consumer complaint intention was predicted by consumer rights and consumer agencies' knowledge and product importance. Complaint Action Knowledge of consumer rights and consumer agencies; perception of business practices and response to complaints; and are influenced by the intention to complain. In addition, according to current research, the relationship



between complaint intention and consumer rights and consumer agency was found to mediate the relationship between importance of product and complaint intention.

Suhad Miqdad Ayoub (2016) examined consumer protection in electronic commerce: A comparative study. The findings show that focus on inviting Iraq's legal space to legislate electronic consumer protection regulations that remove all legal barriers that prevent contract change and the laws required for electronic permits. The field of legislation is made by the illegal internet website.

Enas Qutieshat (2017) studied online consumer protection from the perspective of Jordanian law. The finding shows that most of them are unaware of the legal consequences of their transactions with the high number of consumers conducting contracts electronically in Jordan. Boosting confidence in electronic commerce in Jordan requires providing protection for consumers from unfair performs that could be carried online.

Neelam Chawla et. al., (2022) explored E-Commerce and consumer protection in India. The significant findings are that a secure and reliable system is essential for successful e-business operations. Cash on delivery is the preferred option for online shopping. Website information and effective customer care services build customer trust. The new rules are strong enough to protect the rights of online consumers and boost India's e-commerce growth. Security personal, Insurance factors such as customer service and website information, as well as consumer rights laws that influence consumer confidence in e-commerce. Growing e-commerce is promising with a strong legal framework and consumer protection measures. The findings contribute to the knowledge aspect of e-commerce and consumer rights protection by elucidating the key factors affecting consumer trust and loyalty, and provide an informative perspective on e-consumer protection in the Indian context.

Currently, there are no other studies that have integrated on the perception on consumer protection in Myanmar (case study on five townships in Nay Pyi Taw). The purpose of this academic work is to study the current situation of consumer protection activities in Myanmar and to determine the factors influencing to perception on consumers' protection. Thus, this study will help the implementation of consumer protection activities in Myanmar.

## **CHAPTER 3**

### **OVERVIEW OF CONSUMER PROTECTION IN MYANMAR**

#### **3.1 A Brief History of the Department of Consumer Affairs**

In 1945, the agricultural planning group was designed to carry out the rice and rice actions, as the institutions were changed over the years to adapt to the economic policy practiced by the state. It was called the National Crop Trading Association, the Union of Burma Crops Trade Association and the Farming Island and Vegetable Farm Products. Trading Corporation was also organized. During the time of the National Peace and Order Building Organization, the rice trading industry was handled by the Farming Island and Uva Farm Products Trading Corporation on behalf of the state until March 1989, and from April 1989, it continued under the name of Myanmar Agricultural Products Trading.

Foreign trade organizations, regional trade organizations and trade promotion research activities in accordance with the economic policies being reformed by the national government. The Myanmar Agricultural Products Trade Promotion Department was established to improve the trade and economy of the entire country by collecting and distributing trade news and market information in various regions. In addition to trade promotion activities, consumer protection laws (2015) effectively protect consumer rights. After that, on April 1, 2016, the Department of Consumer Affairs instructed the (6) departments to speedily and effectively implement consumer protection activities in accordance with the Consumer Protection Law so that every citizen can safely use imported goods and services from home and abroad. It was organized by (31) districts.

##### **3.1.1 Visions and Missions**

Vision

Vision of Department of Consumer Affairs is as follow-

- To ensure consumer safety

Mission

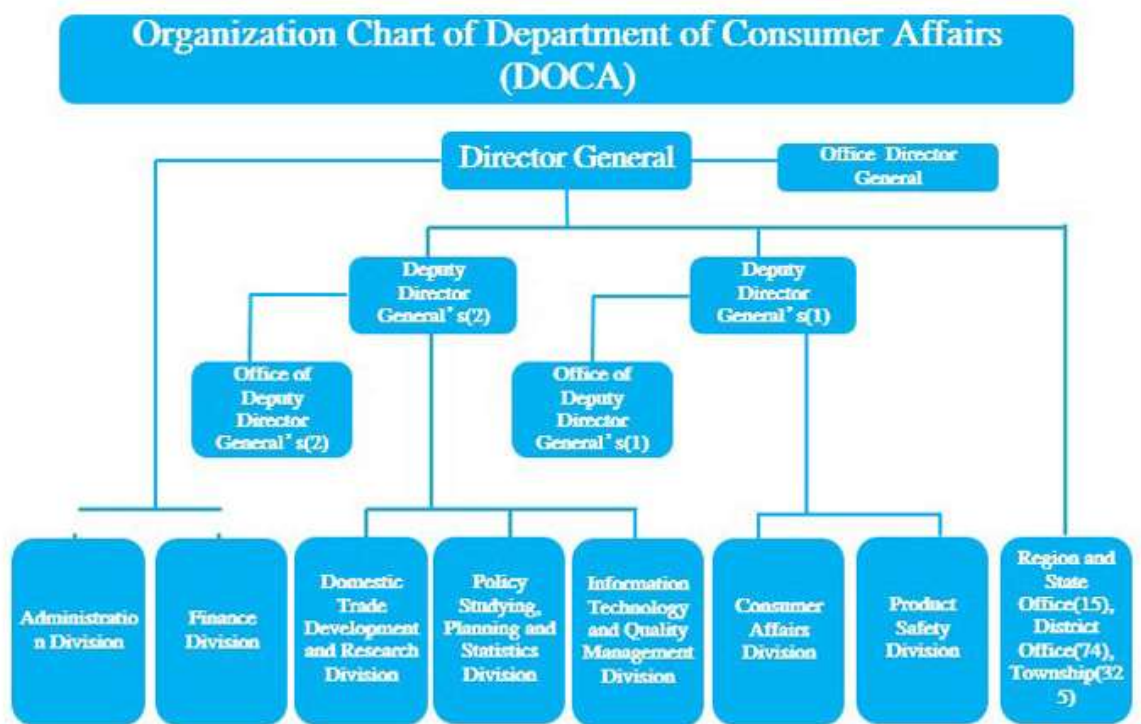
Missions of Department of Consumer Affairs are as follows:

- To protect Consumer rights and consumer interests
- To ensure product safety
- To perform research development and quality management of goods and services

### 3.1.2 Organization Structure

Organization Structure of Department of Consumer Affairs is shown in figure (3.1).

**Figure (3.1) Organization Structure**



Source: Department of Consumer affair

Department of Consumer affair is under the Ministry of Commerce. There are many departments, but the customer protection is mainly served by Department of Consumer affair. The organization structure of Department of Consumer affair is hierarchical structure with the guidance of Director General. Director General sets the strategy, oversees the whole overview of Department of Consumer affair. 2 Deputy Director General direct report to Director General. Moreover, office director general also supervises Department of Consumer affair.

There are seven divisions in an organization structure of Department of Consumer affair. They are administration division, finance division, domestic trade department and research division, policy studying, planning and statistics division, information technology and quality management division, consumer affairs division, product safety division. Moreover, there are 15 region and state offices, 74 district offices and 325 township offices.

### **3.1.3 Policies of Consumer Protection**

The Department of Consumer Affairs has recognized the following policies.

1. To carry out a nationwide scale to ensure safe access for consumer rights and consumer protection activities
2. To ensure the safety of products produced by businesses and the safe use of products used by people (consumers). Educational activities related to production in accordance with set standards and to cooperate with non-governmental consumer protection associations on field inspection activities by relevant ministries.
3. By enabling producers to produce safe goods, it leads to fair competition within the private sector; to provide to the safety of consumers and the development of the market economy.
4. To implement consumer protection actions not only in the ASEAN region, but also in other regions, and create them according to the ASEAN consumer protection master strategic plans.
5. To develop educational knowledge for personnel, including consumer affairs.
6. To create e-Government System for Consumer Affairs.

### **3.2 History of Consumer Protection Law**

The Consumer Protection Law 2019 was accepted on 15<sup>th</sup> March 2019 and is included 25 parts and 84 sectors, which among others controls the rights and responsibilities of consumers and producers, mechanisms for resolving disputes between consumers and entrepreneur, and sets out strong roles and responsibilities of the Consumer Protection Commission. The new Consumer Protection Law (2019) contains obligatory labeling requirements (Section 18) for goods and refines Product Labeling Notification 1/2018 and 1/2019 issued by the Central Committee for

Consumer Protection. It will take effect on March 16, 2020, one year after the declaration of the new law.

The provisions require businesspersons to provide data or education on the type of the product, size, quantity and net amount, storage guideline, side effects, allergic protection and warnings of the goods declaring either in Myanmar language or jointly in Myanmar and other languages. The new consumer protection law aims to offer more protection by ensuring the protection of consumers' rights and take action against violations of consumer rights. The law will also ensure fair trade and the free flow of information in the market. The new Consumer Protection Law which replaces the 2014 version of the law is in the process of being translated into English.

### **3.2.1 Functions and Duties of the Inspector / Supervisor for Consumer Protection**

The supervisor is responsible for considering the complaints or checking the goods or services that are suspected to be hazardous and conducting inspection on them to disappear from the market. The tasks and responsibilities of the supervisor are as follows:

- (a) Monitoring domestic or imported products for hazards before or after they are made available in the market.
- (b) Monitoring whether the labeling contains the required information.
- (c) Monitoring whether goods or services are fit for consumption or use and whether they are unsafe.
- (d) Inspecting whether the information suspected hazardous goods or services is valid.
- (e) Monitoring whether activities taken by the relevant Office and Committee are complied with.
- (f) Monitoring any prevention contained in this Law not to be violated.
- (g) Submitting the findings of investigation to the relevant office.
- (h) Examining the complaints about the goods or services and submitting the findings of such investigation to the relevant office.
- (i) Submitting a report on the goods that are considered as dangerous goods to the relevant government laboratory and internationally recognized laboratory to test whether there is deviation from the standard, to the relevant office.

- (j) Submitting a report of goods or services identified as hazardous goods or services to the relevant office for further distribution or circulation during the investigation period.
- (k) Carrying out tasks assigned by the Department or relevant office from time to time.

The Supervisor may seek assistance in carrying out the duties and responsibilities of the Myanmar Police.

### **3.2.2 Duties of Consumers**

The consumer's responsibilities are as follows.

- (a) Complying with information and instructions on goods or services.
- (b) Payment of the agreed price for the purchase of goods or services;
- (c) Refrain from false accusations and actions intended to harm entrepreneurs.
- (d) Avoiding the wrong statement in the form of saying, writing, and acting in order to cause the harm of relevant entrepreneurs by means of the social media or by other means while resolving the consumer dispute.

### **3.2.3 Safety of Goods or Services for Consumer Protection**

The Department cooperates with relevant government departments and government organizations by setting priority areas in accordance with the approval of the Commission for the safety of goods or services to be used by consumers. The Department undertakes the following matters in relation to the safety of goods or services.

- (a) Taking necessary measures for the security of goods or services,
- (b) Cooperating with consumer protection associations for the safety of goods or services, if necessary,
- (c) Ensuring the safety the manufacturing of products to be consumed by consumers.
- (d) Issuance of orders and instructions for the security of goods or services,
- (e) Informing the public of facts about unsafe goods or services presented by the inspector,
- (f) Supervising the products to be consumed by consumers in accordance with the Myanmar standards set by existing laws according to the priority classification of products,

- (g) Supervision of non-standard products to be consumed by consumers in accordance with the minimum standards coordinated with relevant government departments

### **3.3 Consumer Protection Actives in Myanmar**

Consumer Protection Actives in Myanmar are presented by consumer rights, consumer education, consumer communication, communication and cooperation for consumers, and consumer awareness.

#### **(A) Consumer Rights**

Consumers in Myanmar recognize eight basic consumer rights as defined by the United Nations Guidelines on Consumer Protection (UNGCP):

- (a) Right to satisfaction of basic needs;
- (b) Right to safety;
- (c) Right to notice.
- (d) Right to choose.
- (e) Right to be heard;
- (f) Right of revision;
- (g) Right to consumer education;
- (h) Right to a healthy environment;

#### **(B) Consumer Education**

The overall aim is to create an empowered consumer community and ensure that consumers can make informed decisions when engaging in the marketplace. Priorities and Responsibilities DOCA, designated as the regulatory body for consumer protection in Myanmar, plays a leading role in consumer awareness programs. This includes educational activities in close collaboration with non-governmental consumer associations across the country. DOCA's primary responsibilities include setting priorities for consumer education, developing materials tailored to the needs of specific target groups, identifying appropriate methods or approaches and delivery channels. In addition, there are coordinating with relevant government departments and non-governmental consumer associations. It includes:

- (a) Publishing educational documents and other data in print (training materials, brochures, handouts, etc.) and electronically (website, TV, radio, social media, etc.);
- (b) Promoting consumer education by participating consumer protection into the school curriculum.
- c) Prioritizing sustainable consumption practices;
- (d) Engaging in consumer education and complaint handling in collaboration with government agencies as well as non-governmental consumer associations.

**(C) Consumer Communication**

A good communication approach plays a vital role in ensuring the effectiveness of consumer protection and education activities. Providing consumers with the necessary knowledge and skills (e.g, understanding of their basic rights, skills in choosing quality products) enables them to make more confident decisions when engaging in market transactions. Having a communication strategy facilitates networking and coordination among all relevant stakeholders during a crisis and helps the scope and reach of consumer awareness activities. Effective implementation of consumer education and communication activities not only enables consumers to make informed decisions, but also allows relevant ministries to properly handle consumer disputes when faced with consumer grievances.

**(D) Communication and Cooperation for Consumers**

DOCA promotes basic consumer rights. Procedures are established for a communication and cooperation network with the aim of facilitating internal communication and communicating more effectively with relevant ministries and government agencies responsible for consumer concerns. DOCA forms a dedicated team to guide the implementation of the plan and communicate with internal as well as external stakeholders. If necessary, the team receives training or coaching to maintain a network of communication and cooperation. The communications teams are responsible for the following priority tasks:

- (a) Connecting to the Media.
- (b) Developing proactive media strategies.
- (c) Developing motivations with specific themes.



- (d) Managing DOCA's pages on Facebook and other social media platforms, including content and community management;
- (e) Reporting website and Facebook analytics, results of observational studies such as opinion polls and surveys.
- (f) Communicating regularly with staff responsible for communication in regional offices.
- (g) Review of all communications materials, including consumer education materials
- (h) Liaise in internal communications with other regional hubs to produce a monthly internal e-mail newsletter
- (i) Facilitate training on emerging or critical consumer protection issues.

**(E) Consumer Awareness**

The Department of Consumer Affairs provides awareness activities on consumer protection, awareness workshops, and business meetings. Consumer protection courses are held every year. From 2006-2007 to 2021-2022, a total of 41922 awareness activities were carried out. Consumer awareness refers to a combination of the following:

- (i) Knowledge about the quality of the products purchased by consumers. For example, the consumer should know whether the product is good for health, whether the product is harmful to the environment, etc.
- (ii) Education about the various risks and issues associated with marketing a product - for example; methods of marketing a product are through newspapers and advertising through television. Consumers should have proper knowledge about the negative effects of advertising. The content must also be verified.
- (iii) Knowledge about 'consumer rights' - The consumer must first know that they have the right to get the right type of products. Second, if the product is found to be defective, the consumer should be aware of how to claim compensation according to the law of the land.
- (iv) Knowledge of Consumer's Personal Responsibilities: This means that consumers should not indulge in wasteful and unnecessary consumption.

Today's market is flooded with an enormous number and variety of goods and services. The number of producers and final sellers of goods has also increased manifold. It is practically impossible for consumers to meet the manufacturer or seller

in person. Also, the age of information technology, the physical distance between the consumer and the producer/seller has also increased, so consumers can now order their products at home by pre-ordering them over the telephone or through the Internet. Many people think that the product that appears in some advertisements must be good or that the manufacturer who is famous through the advertisement must be selling the right product. But this may not always be true. Some advertisements deliberately hide a lot of information to mislead the consumer. Packaged food and medicine have an expiration date, which means that the product must be consumed before that date and absolutely must not be consumed after that date.

This information is very important as it relates to the health of the consumer. Sometimes such information is not provided, or the seller deliberately does not provide the information because the consumer did not ask for it or notice the label written on the product. A consumer buys goods and services without getting a bill or the seller doesn't bring a bill. This is done to avoid the government paying taxes on the goods. If this tax is included, the price of the product will be higher due to the tax and will be recognized by paying the bill. But to attract the consumer by selling the product at a discount price, the seller does not pay the bill as the tax is deducted.

Because of the low price, the consumer does not mind asking for the bill. Such a practice creates two serious problems. The government loses its tax revenue. If the product is faulty, the customer may not be able to return the product or even file a complaint, so consumers may suffer. Another major problem is consumer disunity. Manufacturers became stronger and more organized because there were associations of producers and traders to protect their interests. But buyers are still weak and unorganized. As a result, buyers are often cheated. Due to the above arguments, it is very important for consumers to protect themselves from unfair trade practices of traders and service providers.

Consumers need to be aware of their rights and exercise them promptly. It should be noted that consumer awareness is not only about consumer rights. It is a well-known fact that many consumers around the world indulge in mindless wasteful consumption because of their financial power. This divides society into rich consumers and poor consumers. Similarly, many consumers do not pay attention to the safe disposal of waste once consumed, which causes environmental pollution. Many consumers indirectly help the government avoid paying taxes. Therefore, it is

necessary to educate consumers about their responsibilities. As consumers, they need to work together with the government to fulfill the responsibilities.

### **3.4 ASEAN Committee on Consumer Protection (ACCP)**

As Myanmar is one of the members of ASEAN, it emphasizes consumer protection programmes of ASEAN. Consumer protection is a priority of the ASEAN Economic Community (AEC), which calls for the equal commitment of stakeholders to achieve an equitable single market. Consumers, regulators, and industries need to be further armed to respond to the effect of globalization such as greater cross-border acquiring, new market trends, changing consumer demographics and increased use of the internet.

The digital revolution is changing the world in which consumers live. The ASEAN Strategic Action Plan for Consumer Protection or ASAPCP sets out ASEAN's strategy for consumer policy over the next ten years (2016-2025). ASAPCP has underpinned ACCP's work on consumer protection since the ACCP was established in 2007. The main focus of ACCP work is to enact consumer protection laws in all ASEAN member countries, to progress consumer access to information, to ensure that implements for consumer redress and recall are effective and operational and that institutional capacity is reinforced. There may also be changed in regional regulation following the rapid growth of the free trade agreement between the two countries.

Most ASEAN countries have general Consumer Protection Laws that forbid unfair and wrong practice, selling substandard or counterfeit products, misleading conduct by traders. Many ASEAN members state laws that set minimum standards for the sale of goods. Some ASEAN countries have a cooling-off period that stipulates a period during which consumers can cancel the contract for goods or services purchased through unsolicited sales without financial penalty. Cooling-off periods give consumers time to reflect on the purchase, free from salesperson pressure. Due to ASEAN Committee on Consumer Protection (ACCP) 'product warnings' and media coverage, serious safety defects involving various consumer products continue to be encountered. In mid-2013, Kanebo recalled about half a million skin whitening products in North and Southeast Asia. Most ASEAN member countries have general consumer protection laws that prohibit misleading behavior by traders.

### **3.5 Consumer Education and Information Programmes**

In Myanmar, the consumer protection curriculum includes consumer education subjects that are comprehensible for the level of knowledge and understanding. The National Curriculum Committee approves and teaches choosing healthy and appropriate foods and medicines. Consumer Education does not have a subject title at the basic education level, but in the current, the new curriculum includes knowledge about this issue. However, the United Nations Guidelines on Consumer Protection (UNGCP) state that consumer education and information programs should be developed.

- Consumer education should be an integral part of the core curriculum of the education system, where appropriate, if possible, as a part of existing subjects.
- Businesses are or should be participating in practical and relevant consumer education and information programs.

In developing such programs, special attention should be paid to the needs of vulnerable and disadvantaged consumers in rural and urban areas, including low-income consumers and those with low levels of literacy. Consumer groups, business and other relevant organizations of civil society should participate in these educational efforts.

In addition, there are many statements about consumer education, some of which are inclusive; it has been found to contribute in the formation of a critical and competent citizenship. All governments should be encouraged to implement consumer education in the classroom as part of the basic school curriculum. Teachers should be trained to impart the knowledge that consumers need. Consumers need to access information not only to access information about the goods and services offered in the marketplace, but also to evaluate those offerings and ultimately make informed decisions when purchasing the goods or services in the marketplace.

### **3.6 Awareness Campaigns on Consumer Protection in Nay Pyi Taw District by Department of Consumer Affairs**

Awareness campaigns on Consumer Protection in Nay Pyi Taw District by Department of Consumer Affairs are shown in Table (3.1).

**Table (3.1) Awareness Campaigns on Consumer Protection in Nay Pyi Taw District**

No.	Fiscal Year	Number of Campaigns	Number of Attendances	Note
1	2016 - 2017	38	386	
2	2017 - 2018	137	24365	
3	2018-2019	111	20036	
4	2019 - 2020	128	21458	
5	2020 - 2021	1	48	Only available in January 2020

Source: DOCA (2021)

According to Table (3.1), awareness campaigns were held 38 times, number of attendances were 386 consumers in 2016-2017. Similarity, awareness campaigns were held 137 times and numbers of attendances were 24365 consumers in 2017-2018, awareness campaigns were held 111 times, numbers of attendances were 20036 consumers in 2018-2019, awareness campaigns were held 128 times and numbers of attendances were 21458 consumers in 2019-2020, and awareness campaigns were held 1 time and numbers of attendances were 48 consumers in 2020-2021 because there were Covid-19 districts and spread virus at that time.

As a result, people know that the Department of Consumer Protection has been developed. It is working to make the public more aware of the existence of strong consumer protection laws and to protect buyers from harm and fraud. They have come to know that they can file complaints for false advertising and harm. Moreover, people can complain about food poisoning/unhealthy food. Awareness on consumer protection is also held at schools, wards, villages and events.

### 3.7 Conditions of Consumer Protection in Nay Pyi Taw

Conditions of consumer protection in Nay Pyi Taw are shown in Table (3.2).

**Table (3.2) Condition of Consumer Protection in Nay Pyi Taw**

<b>No.</b>	<b>Fiscal Year</b>	<b>Meeting with Businessmen (times)</b>	<b>Number of Businessmen</b>	<b>Market Surveillance</b>	<b>Note</b>
1	2016 - 2017	18	36	83	
2	2017 - 2018	6	70	206	
3	2018 - 2019	10	118	165	
3	2019 - 2020	5	27	143	
4	2020 - 2021	3	8	8	January 2020 only

Source: DOCA (2021)

According to table (3.2), meeting with businessmen were held 18 times and 36 businessmen attended, and 83 market surveillance in 2016-2017. Moreover, meeting with businessmen were held 6 times and 70 businessmen attended, and 206 market surveillance in 2017-2018. Then, meeting with businessmen were held 10 times and 118 businessmen attended, and 165 market surveillance in 2018-2019. Meeting with businessmen were held 5 times and 27 businessmen attended, and 143 market surveillance in 2019-2020, and meeting with businessmen were held 3 times and 8 businessmen attended, and 8 market surveillance in 2020-2021. It is able to check and recall items that are not good quality from the markets.

## **CHAPTER 4**

### **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**

Consumer protection makes markets work for both businesses and consumers. Consumers need to be able to obtain accurate, unbiased information about the products and services they purchase. This enables them to make the best choices based on their interests and prevents them from being abused or misinformed by businesses. This study analyzed the factors influencing the consumers' perception of consumer protection. In order to carry out the objectives, both secondary and primary data were used in this study. To analyze of public perception of consumer protection in Nay Pyi Taw, this study adopted a quantitative approach.

This survey was conducted in local residents' who lived in five Townships (Ottarathiri Township, Zeyarthiri Township, Pobbathiri Township, Dekkhinathiri Township and Zabuthiri Township) in Nay Pyi Taw. Ottarathiri Township had a population of 81,620. The population density was 98.2 people per km<sup>2</sup>. There were 18,661 households. Zeyathiri Township had a population of 111,293. The population density was 186.2 people per km<sup>2</sup>. There were 26,075 households. Pobbathiri Township had a population of 116,491. The population density was 482.9 people per km<sup>2</sup>. There were 27,616 households. Dekkhinathiri Township had a population of 51,328. The population density was 328.8 people per km<sup>2</sup>. There were 6,997 households. Zabuthiri Township had a population of 110,459. The population density was 1,659.4 people per km<sup>2</sup>. There were 26,320 households. (Census, 2014) Among them, 200 respondents are collected to know the perception of consumers' protection.

## **4.2 Survey Design**

A survey was carried out mainly in five Townships (Ottarathiri Township, Zeyarthiri Township, Pobbathiri Township, Dekkhinathiri Township and Zabuthiri Township) in Nay Pyi Taw. The survey size is 200 consumers from those five Townships. The survey period is November, 2022. This study mainly used a descriptive method using structured questionnaires. The survey questionnaire had multiple choice questions, yes or no and also used five point 'Likert Scale' (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree) for perception of consumer protection. Collected data were organized, analyzed and interpreted in the light of objective of the study by applying descriptive methods. This questionnaire consists of three parts. The first part is general information and the second part is factors affecting on consumer protection. Finally, the third part is conditions of knowledge for consumer protection.

## **4.3 Survey Result**

The survey findings are presented below in three sections; (1) General Information, (2) factors affecting on consumer protection, and (3) conditions of knowledge for consumer protection.

### **4.3.1 General Information of Respondents**

This section of the questionnaire includes respondent's demographic factors of respondents such as gender, age group, marital status, occupation, education, family number, income per year, and information sources of consumer protection are presented. Table (4.1) presents general information of the respondents.



**Table (4.1) General Information of Respondents**

<b>Particular</b>	<b>Number</b>	<b>Percentage</b>
<b>Gender</b>		
Male	107	53.5
Female	93	46.5
Total	200	100.0
<b>Age (Years)</b>		
Below 25 years old	16	8.0
Between 26-35 years old	50	25.0
Between 36-45 years old	79	39.5
Between 46-55 years old	47	23.5
Above 56 years old	8	4.0
Total	200	100.0
<b>Marital Status</b>		
Single	43	21.5
Married	147	73.5
Divorced	3	1.5
Widower / Widow	7	3.5
Total	200	100.0
<b>Family Member</b>		
Under 3 members	43	21.5
3 members	55	27.5
4 members	61	30.5
Above 4 members	41	20.5
Total	200	100.0
<b>Education</b>		
Basic or under primary level	57	28.5
High School level or under high school level	14	7.0
Graduate	89	44.5
Postgraduate	34	17.0
Certificate / Diploma	6	3.0
Total	200	100.0

**Table (4.1) General Information of Respondents (Continued)**

<b>Particular</b>	<b>Number</b>	<b>Percentage</b>
<b>Occupation</b>		
Student	9	4.5
Private/ Company	46	23.0
Own business	38	19.0
Official Sector/ Government Staff	21	10.5
Housewife	86	43.0
Total	200	100.0
<b>Income Per Year</b>		
Less than 360,000 Kyats	49	24.5
Between 360,000 Kyats – 1,440,000 Kyats	40	20.0
Between 1,440,001 Kyats – 3,600,000 Kyats	61	30.5
Above and equal to 3,600,001 Kyats	50	25.0
Total	200	100.0
<b>Information Sources of Consumer Protection</b>		
Public lecture	74	37.0
Newspaper	40	20.0
Television	39	19.5
Radio	9	4.5
Official Government News	9	4.5
Social media	18	9.0
Neighbors / Friends	11	5.5
Total	200	100.0

Source: Survey Data, (2022)

As shown in Table (4.1), 107(53.5%) were males and 93(46.5%) were females. The results show that most of the respondents are male in this study.

Out of total participants, the age group of respondents is categorized into five groups. 16 (8.0%) of respondents are below 25 years old, 50(25.0%) of respondents are between 26-35 years old, 79 (39.5%) of respondents are between 36-45 years old,

47(23.5%) of respondents are between 46-55 years old and 8(4.0%) of respondents are above 56 years old. Among them, the respondents who are between 36-45 years old are the largest.

According to the marital status, they are categorized into four groups. 43(21.5%) of respondents are single, 147 (73.5%) of respondents are married, 3(1.5%) of respondents are divorced and 7 (3.5%) of respondents are widower / widow. Married respondents are the most in this study.

Among the total 200 respondents, there are categorized into four groups. 43(21.5%) of respondents have under 3 family members, 55 (27.5%) of respondents have 3 family members, 61 (30.5%) of respondents have 4 family members, and 41(20.5%) of respondents have above 4 members family members respectively. Thus, most of respondents have 4 family members.

Regarding education level, there are categorized into five groups. Among them, 57 (28.5%) of respondents are basic or under primary level, 14 (7.0%) of respondents are high school level or under high school level, 89 (44.5%) of respondents are graduate, 34 (17.0%) of respondents are postgraduate, and 6 (3.0%) of respondents are certificate / diploma. These data represent that the most are graduate in this study.

According to the status of occupation, 9 (4.5%) of respondents are students, 46 (23.0%) of respondents are private/ company, 38 (19.0%) of respondents are own business, 21 (10.5%) of respondents are official sector/ government staff, and 86 (43.0%) of respondents are housewife. Among them, most of respondents are housewife.

Regarding income per year, 49 (24.5%) of respondents earn less than 360,000 Kyats, 40 (20.0%) of respondents earn between 360,000 Kyats and 1,440,000 Kyats, 61 (30.5%) of respondents earn between 1,440,001 Kyats and 3,600,000 Kyats and 50 (25.0%) of respondents earn above and equal to 3,600,001 Kyats. Therefore, the respondents who earn between 1,440,001 Kyats and 3,600,000 Kyats are the largest.

Moreover, 74 respondents get the information for consumer protection from public awareness, representing 37.0%. 40 respondents get the information for consumer protection from newspapers, representing 20.0%. 39 respondents get the information for consumer protection from Television, representing 19.5%. 18 respondents get the information for consumer protection from social media, representing 9.0%. The least group are 11 respondents, and they get the information

for consumer protection from neighbors, representing 5.5%. Most respondents get the information for consumer protection from newspapers.

#### **4.3.2 Questionnaire Design**

A questionnaire supports collecting quantitative primary data systematically, so that collected data is internally coherent and consistent for analysis. Questionnaires should also be developed to relate to the objectives of the research and formulated with a clear purpose of how the findings will be used (Roopa& Rani, 2012). According to Best (1977), the mean values of five-point Likert scale items are interpreted as follows:

The score among 1.00 – 1.80 means strongly disagree.

The score among 1.81 – 2.60 means disagree.

The score among 2.61 – 3.40 means neutral.

The score among 3.41 – 4.20 means agree.

The score among 4.21 – 5.00 means strongly agree.

Standard deviation (S.D.) is a measure that is used to quantify the amount of variation or dispersion of a set of data values. A low standard deviation indicates that the data points tend to be close to the mean of the set, while a high standard deviation indicates that the data points are spread out over a wide range of values (Bland &Altman, 1996). The standard deviation is commonly used to measure confidence in statistical conclusions.

#### **4.3.3 Perception of Respondents on Consumer Protection**

Factors affecting on consumer protection are presented by consumer rights, consumer responsibilities, entrepreneur responsibilities and grantee of goods.

##### **(A) Consumer Rights**

Consumer right is one of important issues of consumer protection. To examine perception on consumer protection, eight structural questions concerning with consumers' rights are constructed, and data collected from 200 respondents.

**Table (4.2) Perception of Respondents on Consumer Rights**

<b>Sr. No.</b>	<b>Statement</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	There is feeling of satisfaction when purchasing products or services.	4.31	1.004
2	There is no disaster risk when purchasing products or services.	4.41	.898
3	Before purchasing the goods or services, the information about the goods and services is fully known and the receipt is received.	4.42	.871
4	You can choose products or services at the time of purchase.	4.50	.796
5	If there is consumer damage when buying and using products or services, have the right to complain and explain.	4.33	1.013
6	When purchasing products or services, encountering problems and complaining for them, there is compensation or replacement.	4.32	1.016
7	There is the right to learn about the rights and required information related to goods or services.	4.32	1.049
8	There are opportunities to live peacefully now and in the future because of consumer rights.	4.28	1.093
	<b>Overall mean</b>	<b>4.36</b>	<b>0.9675</b>

Source: Survey Data, (2022)

Table (4.2) describes consumer rights in Nay Pyi Taw. As per survey result, the statement that “You can choose products or services at the time of purchase” has a higher mean value among other variables and its mean value is 4.50. This means that consumers have a right to choose and to assure goods and services at competitive price. The statement that “Before purchasing the goods or services, the information about the goods and services is fully known and the receipt is received.” is the second highest mean value with 4.48. This means that information of goods and services are important for consumers, thus, consumers have a right to know the information of products and services. Every consumer has right to choose.

The statement that “There are opportunities to live peacefully now and in the future because of consumer rights” is the lowest mean value with 4.28 but that mean value is the strongly agree level of consumers. This means that most of the respondents want to be good standard of living and environment for current and next generation. The overall mean value of Consumer Rights for consumer protection is 4.23 with strongly agree level. It can be assumed that most of respondents in Nay Pyi Taw understand about consumer rights concerning with consumer protection.

**(B) Consumer Responsibilities**

Consumer responsibilities are one of important issues of consumer protection. To examine perception on consumer protection, nine structural questions are constructed, and data collected from 200 respondents.

**Table (4.3) Perception of Respondents on Consumer Responsibilities**

<b>Sr. No.</b>	<b>Statement</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Consumers follow the instructions, guidelines about products or services when purchased and used.	3.91	.658
2	When purchasing goods or services, the specified value must be paid.	4.41	.784
3	False accusations and act intended to detriments of businessmen must be avoided.	4.48	.772
4	If there is any problem during the purchase and use of products or services and during the negotiation for the settlement, consumer has to avoid false mass communication, saying, writing and acting to cause the detriment of the businessman in any other way.	4.47	.743
5	Consumers need to be careful unreliable advertisements and products which do not get recommendation of FDA.	3.95	.664
6	Every consumer has to pay tax amount after purchase of goods and services in order to provide in the implementation consumer protection tasks by Government.	3.92	.660

**Table (4.3) Perception of Respondents on Consumer Responsibilities (Continued)**

<b>Sr. No.</b>	<b>Statement</b>	<b>Mean</b>	<b>Standard Deviation</b>
7	Consumers have to mainly use the products which do not cause damage to the environment.	4.26	.732
8	Consumers complain the products which negative side effects.	3.93	.663
9	Consumers have to cooperate with the Government in implementing consumer protection processes.	4.01	.671
	<b>Overall mean</b>	<b>4.15</b>	<b>0.7052</b>

Source: Survey Data, (2022)

Table (4.3) describes consumers' responsibilities in Nay Pyi Taw. As per survey results, the statement that "False accusations and act intended to detriments of businessmen must be avoided." has a highest mean value with 4.48. This means that most of the respondents want to avoid the false accusation and act intended to the detriment of entrepreneurs.

The statement that "Consumers follow the instructions, guidelines about products or services when purchased and used." is the lowest mean value with 3.91 but that mean value is the agree level of consumers. This means that most of the respondents want to follow the information and guidelines regarding goods or services. The overall mean value of condition of consumers' responsibilities is 4.15. It is the agree level of consumers. It can be assumed that most of respondents in Nay Pyi Taw understand consumers' responsibilities.

### **(C) Entrepreneur Responsibilities**

Entrepreneur responsibilities are one of important issues of consumer protection. To examine perception on consumer protection, eleven structural questions are constructed, and data collected from 200 respondents.

**Table (4.4) Perception of Respondents on Entrepreneur Responsibilities**

<b>Sr. No.</b>	<b>Statement</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Suppliers provide requirement of goods and services; give simple and correct information regarding the guarantee.	4.56	.692
2	Consumers are treated honestly and properly without discrimination.	4.63	.562
3	Acting the business honestly and properly in accordance with the business ethics and regulations.	4.62	.590
4	In relation to the products or services, the guarantee is based on identified quality standard comments by the relevant department/government organizations.	4.62	.573
5	Providing the opportunity to test on goods for consumer which is required to test quality before purchase.	4.56	.655
6	Expressing the additional cost of the goods or services to be known by the consumer before purchase.	4.61	.591
7	Suppliers avoid direct or indirect selling products or services that cause damage or loss to consumers.	4.63	.588
8	If the products or services inconsistent with the guarantee, entrepreneurs are taking responsibility.	4.62	.573
9	Avoiding threatening, false statements in the form of saying, writing and acting in order to the detriment of consumers by means of the social media or by other means while settling the consumer dispute.	4.59	.587
10	If there is a hazard in the products or services produced, suppliers inform timely the concerned department and consumers through social media or other means so that they can be informed in time.	4.59	.620
11	If the dispute related to goods and services arise, suppliers comply with the settlement and decision made by the relevant committee.	4.58	.613
	<b>Overall mean</b>	<b>4.60</b>	<b>0.604</b>

Source: Survey Data, (2022)



Table (4.4) describes entrepreneur responsibilities in Nay Pyi Taw. As per survey results, the statements that “Consumers are treated honestly and properly without discrimination.” and “Suppliers avoid direct or indirect selling products or services that cause damage or loss to consumers.” have the highest mean value among variables. Their mean value is 4.63. Thus, it can be assumed that most of the respondents want to consumers treat honestly and properly without discrimination and they want to be avoiding the direct or indirect selling goods or services which cause damage or loss to consumers. The statement that “If the products or services inconsistent with the guarantee, entrepreneurs are taking responsibility.” is the second highest mean value with 4.62. This means that most of the respondents want suppliers to take responsibility for goods or services in accord with their guarantee.

The statements that “Suppliers provide requirement of goods and services; give simple and correct information regarding the guarantee.” and “Providing the opportunity to test on goods for consumer which is required to test quality before purchase.” are the lowest means value with 4.56 but that mean value is the strongly agree level with customers. This means that most of the respondents want to customer provide simple and correct information concerning with guarantee for goods and the overall mean value of consumer rights is 4.23 with strongly agree level of consumer. It can be assumed that respondents in Nay Pyi Taw understand and get the knowledge of consumer rights concerning with consumer protection.

#### **(D) Guarantee of Goods**

Guarantee of Goods is one of important issues of customer protection. To find out public perception on consumer protection in Nay Pyi Taw, ten structural questions are constructed, and data collected from 200 respondents.

**Table (4.5) Perception of Respondents on Guarantee of Goods**

<b>Sr. No.</b>	<b>Statement</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Products or services have quality that can be accepted and used by consumers.	4.59	.644
2	The quality, quantity, and weight of the products are correct.	4.61	.648
3	The products are safe for consumers.	4.65	.640
4	The products are suitable for the needs of consumers.	4.63	.676
5	The goods are exactly as described in the sample material.	4.58	.719
6	If it does not meet the warranty during the warranty period or during the period to be used, it is able to be repaired, replaced and changed to spare parts.	4.59	.710
7	The information on the product label is consistent with what is stated at the time of advertising or promotion.	4.63	.698
8	If the spare part is not available, the manufacturers return the product for the value of the product or the product used or the original quality.	4.32	.662
9	For damages caused by a defect on the part of the entrepreneur, the products are replaced with a product equal to the value of the product.	3.57	.541
10	If there is any damage due to the lack of product information, consumers can claim for it.	3.68	.558
	<b>Overall mean</b>	<b>4.39</b>	<b>0.6496</b>

Source: Survey Data, (2022)

Table (4.5) describes guarantee of goods in Nay Pyi Taw. The statements that “The products are safe for consumers.” and “The information on the product label is consistent with what is stated at the time of advertising or promotion.” are the highest mean value with 4.63. Most of the respondents get safety concerning with consumers protection and they are satisfied the right labeling and the description of goods and services.

The statement that “For damages caused by a defect on the part of the entrepreneur, the products are replaced with a product equal to the value of the product.” is the lowest means value with 3.57. This means that most of the respondents have low change to get new products as replaced products. The overall mean value of Guarantee of Goods is 4.39 with strongly agree level of consumers. It can be assumed that respondents in Nay Pyi Taw get guarantee of goods in accord with consumer protection.

#### 4.3.4 Summary of Consumer Protection

The mean values of affecting factors on Consumer Protection are described in Table (4.6). There are four affecting factors on Consumer Protection.

**Table (4.6) Summary of Consumer Protection**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>
1	Consumer Rights	4.36
2	Consumer responsibilities	4.15
3	Entrepreneur Responsibilities	4.60
4	Guarantee of Goods	4.39

Source: Survey Data (January 2022)

According to Table (4.6), overall mean values are calculated for consumer rights, consumer responsibilities, entrepreneur responsibilities and guarantee of goods for consumer protection. The overall mean values obtained are 4.36, 4.15, 4.60 and 4.39 respectively. Among them, entrepreneur responsibilities gained the maximum mean value with 4.60. Consumer responsibilities gained the minimum mean value of 4.15. The overall mean values of consumer rights, entrepreneur responsibilities and guarantee of goods for consumer protection are at the strongly agree levels of customers. Moreover, consumer responsibilities is at the agree levels of customers. It can be concluded that the consumers expect consumer protection to provide with consumer rights, consumer responsibilities, entrepreneur responsibilities, guarantee of goods.

#### 4.3.5 Conditions of Knowledge for Consumer protection

Knowledge about consumer protection is presented by knowledge about consumer department, knowledge about consumer associations and knowledge about problems.

##### (A) Knowledge about Consumer Protection Department

Knowledge about Consumer Protection Department is examined into five groups such as Food and Drugs Administration, Ministry of Agriculture, Livestock and Irrigation, Department of Consumer Affair, Ministry of Home Affair and Union Supreme Court. These categories are shown in Table (4.7).

**Table (4.7) Knowledge about Consumer Protection Department**

<b>Sr. No.</b>	<b>Organizations</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1	Food and Drugs Administration	24	12.0
2	Ministry of Agriculture, Livestock and Irrigation	9	4.5
3	Department of Consumer Affair	73	36.5
4	Ministry of Home Affair	64	32.0
5	Union Supreme Court	30	15.0
	Total	200	100.0

Source: Survey Data, (2022)

According to table (4.7), 24 (12.0%) of respondents answer that Food and Drugs Administration is mainly serve for consumer protection. Moreover, 9 (4.5%) of respondents answer that Ministry of Agriculture, Livestock and Irrigation is mainly serve for consumer protection. Then, 73 (36.5.0%) of respondents answer that Department of Consumer Affair is mainly serve for consumer protection.64 (32.0%) of respondents answer that Ministry of Home Affair is mainly serve for consumer protection. Finally, 30 (15.0%) of respondents answer that Union Supreme Court is mainly serve for consumer. Thus, over half of respondents know that Department of Consumer Affair is serving for consumer protection.

### **(B) Tasks of Department of Consumer Affair**

Tasks of Department of Consumer Affair are categorized into five groups such as assigning of goods price, registration of goods labeling, consumer education, recalling of unsafe products from market and issuing of import, export license. These categories are shown in Table (4.8).

**Table (4.8) Tasks of Department of Consumer Affair**

<b>Sr. No.</b>	<b>Items</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1	Assigning of goods price	7	3.5
2	Registration of goods Labeling	11	5.5
3	Consumer Education	152	76.0
4	Recalling of unsafe products from market	29	14.5
5	Issuing of import, export license	1	.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>

Source: Survey Data, (2022)

According to table (4.8), 7(3.5%) of respondents answer that the main task of DOCA is assigning of goods price. 11(5.5%) of respondents answer that the main task of DOCA is registration of goods labeling. 152 (76.0%) of respondents answer that the main task of DOCA is consumer education. 29 (14.5%) of respondents answer that the main task of DOCA is recalling of unsafe products from market. 1(0.5%) of respondent answers that the main task of DOCA is issuing of import, export license. So, the majority of respondents answer that the main task of DOCA is consumer education.

### **(C) Knowledge about Consumer Associations**

Knowledge about Consumer Associations is categorized into three groups such as Head of Labor Union of Myanmar, the consumer protection Association, and Head of Myanmar Women Association. These categories are shown in Table (4.9).

**Table (4.9) Knowledge about Consumer Associations**

<b>Sr. No.</b>	<b>Items</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1	Head of Labor Union of Myanmar	39	19.5
2	The Consumer Protection Association	153	76.5
3	Head of Myanmar Women Association	8	4.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>

Source: Survey Data, (2022)

According to table (4.9), 39(19.5%) of respondents answer that consumer protection is mainly served by Head of Labor Union of Myanmar. 153 (76.5%) of respondents answer that consumer protection is served by the consumer protection association. 8 (4.0%) of respondents answer that consumer protection is served by Head of Myanmar Women Association. It can be concluded that the majority of respondents accept that consumer protections are mainly served by the consumer protection association.

#### **(D) Mediating Organization of Consumer's Right**

Mediating organization of consumer's right is categorized into three groups. They are shown in Table (4.10).

**Table (4.10) Mediating Organization of Consumer's Right**

<b>Sr. No.</b>	<b>Organizations</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1	Association of Food Stuff producers, exporters, sellers	49	24.5
2	Department of Consumer Affairs	93	46.5
3	UMFCCI	58	29.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>

Source: Survey Data, (2022)

According to table (4.10), 49(24.5%) of respondents answer that Association of Food Stuff producers, exporters, sellers meditates consumer's right. 93 (46.5%) of respondents answer that Department of Consumer Affairs meditates consumer's right. Then, 58 (29.0%) of respondents answer that UMFCCI meditates consumer's right.

Hence, the most answer that Department of Consumer Affairs is main organization in meditating consumer's right.

### (E) Food Problems

Food problems of consumer protection are categorized into five items such as food is mixed other ingredients, foods with dye, improper weight, lack of weighting using specified weights and use of substandard scales and weighting equipment. They are shown in Table (4.11).

**Table (4.11) Food Problems of Consumer Protection**

<b>Sr. No.</b>	<b>Items</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1	Food mixed other ingredients	153	76.5
2	Food with dye	22	11.0
3	Improper weight	21	10.5
4	Lack of weighting using specified weights	2	1.0
5	Use of substandard scales and weighting equipment	2	1.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>

Source: Survey Data, (2022)

According to table (4.11), 153(76.5%) of respondents answered that food mixed other ingredients is the main food problem in consumer protection. 22 (11.0%) of respondents answered that Food with dye is the main food problem, 21 (10.5%) of respondents answered that Improper weight is the main food problem, 2 (1.0%) of respondents answered that Lack of weighting using specified weights is the main food problem, and 2 (1.0%) of respondents answered that use of substandard scales and weighting equipment is the main food problem. It can be concluded that most of respondents accept that food mixed other ingredients is the main food problem in consumer protection.

### (F) Consumers faced the Most Common Problems of Commodities

Consumers faced the most common problems of commodities in consumer protection are categorized into ten items. They are shown in Table (4.12).

**Table (4.12) Consumers Faced the most Common Problems of Commodities in Consumer Protection**

<b>Sr. No.</b>	<b>Items</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1	Foodstuff and pharmaceutical	87	43.5
2	Beauty Products	28	14.0
3	Fuel and oil	4	2.0
4	Unstandardized electrical products and telephones	10	5.0
5	Other products	1	0.5
6	Use of chemicals residue and Herbicides	13	6.5
7	Use of Pesticides	5	2.5
8	Use of Dyes	29	14.5
9	Use of expired foods	4	2.0
10	Selling unhealthy foods	19	9.5
	<b>Total</b>	<b>200</b>	<b>100</b>

Source: Survey Data, (2022)

According to table (4.12), 87(43.5%) of respondents answered that foodstuff and pharmaceutical are the most common problem of commodities. It is the largest group. 87(43.5%) of respondents answered that foodstuff and pharmaceutical are the most common problems of commodities that was faced by consumers. It is the largest group. 29 (14.5%) of respondents answered that use of dyes are the most common problems of commodities. It is the second largest group. 28 (14.0%) of respondents answered that beauty products are the most common problem of commodities in the market.



### (G) Service Problems

Service Problems are categorized into five items such as false advertisement, access to services in banks, telecommunication, education, and insurance. These categories are shown in Table (4.13).

**Table (4.13) Service Problems**

<b>Sr. No.</b>	<b>Items</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1	False Advertisement	101	50.5
2	Access to services in banks	40	20.0
3	Telecommunication	49	24.5
4	Education	8	4.0
5	Insurance	2	1.0
	<b>Total</b>	<b>200</b>	<b>100</b>

Source: Survey Data, (2022)

According to table (4.13), the largest group which includes 101 respondents answered that false advertisements are the main among service problems, representing 50.5%. The second largest group which includes 49 respondents answered that Telecommunication are the major among service problems, representing 24.5%. Then, the least one which includes 2 respondents answered that insurance are the major among service problems, representing 1.0%. It can be assumed that most respondents think that false advertisements are the main service problems in the market.

## **CHAPTER 5**

### **CONCLUSION**

#### **5.1 Findings**

The first objective of this study is to identify the current situation of consumer protection activities in Myanmar. The second objective is to determine the factors influencing to perception on consumers' protection. This study is analyzed 200 consumers who live at five Townships (Ottarathiri Township, Zeyarthiri Township, Pobbathiri Township, Dekkhinathiri Township and Zabuthiri Township) in Nay Pyi Taw. In order to carry out the objectives, both secondary and primary data were used in this study. This study limits to determine the factors influencing to perception on consumers protection in Nay Pyi Taw.

It is found that 46.5% of respondents are female. Mostly, the age group between 36 and 45 years old answered for this study. Over a half of all respondents are married. Most of respondents are graduated. Mostly have 4 family members and 30.5% of respondents earn between 1,440,001 Kyats and 3,600,000 Kyats per year. Most respondents get the information for consumer protection from newspapers.

Factors affecting on consumer protection are presented by consumer rights, consumer responsibilities, entrepreneur responsibilities and grantee of goods in this study. Among the statements for consumer rights, the statement that "You can choose products or services at the time of purchase" has the highest mean value, on the other hand, the statement that "There are opportunities to live peacefully now and in the future because of consumer rights" has the lowest mean value. The overall mean value of Consumer Rights for consumer protection is 4.23 with strongly agree level.

Among the statements for consumer responsibilities, the statement that "False accusations and act intended to detriments of businessmen must be avoided." has the highest mean value; in contrast, the statement that "Consumers follow the instructions, guidelines about products or services when purchased and used." is the lowest mean value. The overall mean value of condition of consumers' responsibilities is 4.15. It is the agree level of consumers.

Similarity, for entrepreneur responsibilities, the statement that “Consumers are treated honestly and properly without discrimination.” and “Suppliers avoid direct or indirect selling products or services that cause damage or loss to consumers.” have the largest mean value but the statement that “Suppliers provide requirement of goods and services; give simple and correct information regarding the guarantee.” and “Providing the opportunity to test on goods for consumer which is required to test quality before purchase.” have the lowest mean value. The overall mean value of consumer rights is 4.23 with strongly agrees level of consumer.

Among the statements for grantee of goods, the statement that “The information on the product label is consistent with what is stated at the time of advertising or promotion.” has the highest mean value; in contrast, the statement that “For damages caused by a defect on the part of the entrepreneur, the products are replaced with a product equal to the value of the product.” is the lowest mean value. The overall mean value of Grantee of Goods is 4.39 with strongly agree level of consumers. Although the overall mean values of consumer rights, entrepreneur responsibilities and grantee of goods for consumer protection are at the strongly agree levels of customers, consumer responsibilities is at the agree levels of customers.

Knowledge about consumer protection is presented by knowledge about consumer department, knowledge about consumer associations and knowledge about problems. Regarding knowledge about Consumer Protection Department, over half of respondents know that Department of Consumer Affairs is serving for consumer protection. The majority of respondents answer that the main task of DOCA is consumer education concerning with tasks of Department of Consumer Affairs. Mostly accept that consumer protections are mainly served by the Consumer Protection Association and they assume that Myanmar Consumer Union is main organization in meditating consumer’s right. Food mixed other ingredients is the main food problem in consumer protection in this study. Beauty products are the main products problems and false advertisements are the main service problems in the market.

## 5.2 Suggestions

Based on the findings from the previous sections, some relevant suggestions and recommendations are provided to stimulate consumer rights, consumer responsibilities, entrepreneur responsibilities, grantee of goods. According to the general information, most of the respondents get the information of consumer protection from newspapers. Therefore, the information and education of consumer protection should give many ways such as Posting on Facebook, Twitter, Instagram, YouTube etc. Moreover, there should make consumer education campaigns in Nay Pyi Taw.

According to the findings on analysis of affecting factors (consumer rights, consumer responsibilities, entrepreneur responsibilities, and grantee of goods), the opportunities to live peacefully now and in the future because of consumer rights are low. Thus, respective people and agency should encourage consumer rights more because it gives safety and peace for now and future. Among consumer responsibilities, following the instructions, guidelines about products or services when purchased and used by consumers is poor. Hence, it should build good constitutional structure for consumer protection and should encourage following the respective laws and regulations. In entrepreneur responsibilities, providing goods and services by giving simple and correct information regarding the guarantee by suppliers is low. So, suppliers should make buyers in accord with the guarantee of products and should give information and instructions of products clearly and trustily. There is poor for damages caused by a defect on the part of the entrepreneur, the products are replaced with a product equal to the value of the product. Therefore, entrepreneur should give new products or replaced products as a guarantee.

According to this study, people are moderate in awareness of consumer protection and there is no familiar system for filing complaints regarding products or services. Therefore, more detailed discussions about the rights of consumers should hold to know the ways to file a complaint, the ways to protect consumer right. Those can change the perception of people in concern with consumer protection. It is required the perception of consumer protection in implementing activities of the department, and it is also essential to improve the field of interaction between government departments and consumers.

There are many problems for foods, other products and services. Therefore, relevant organizations and people should ensure the policy and plans to protect public

from those problems. Moreover, people should emphasize and follow consumer rights, consumer responsibilities, entrepreneur responsibilities, and guarantee of goods for consumer protection. Moreover, consumer education should be carried out in every village, ward, and township and should carefully check to make sure be healthy foods, pharmaceutical and cosmetic. There should make the public awareness and should guide to be sure in products and labels.

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**APPENDIX**  
**MASTER OF PUBLIC ADMINISTRATION PROGRAMME**  
**PERCEPTION ON CONSUMER PROTECTION IN MYANMAR**  
**(CASE STUDY: FIVE TOWNSHIPS IN NAYPYITAW)**

**Survey Questionnaire Form**

Thank you for taking part in this survey. All data and information collected from this survey will follow the highest standards of confidentiality. Your responses will contribute valuable information. Participation in the survey is entirely anonymous and the information you provide will remain strictly confidential and will not be shared with anyone. All information will be collected and number of respondents will be identified in the results of this questionnaire.

**Part (I) General Information**

1. Gender ( Male / Female )

- Male
- Female

4. Age (Years)

- Below 25 years old
- Between 26-35 years old
- Between 36-45 years old
- Between 46-55 years old
- Above 56 years old

2. Marital Status

- Single
- Married
- Divorced
- Widower / Widow

3. Family members

- Under 3 members
- 3 members
- 4 members
- Above 4 members

5. Level of Education

- Basic or under primary level
- High School level or under high school level
- Graduate
- Post graduate
- Certificate / Diploma

6. Occupation

- Student
- Private / company staff
- Own business
- Official Sector / Government staff
- Housewife

7. Income per year

- Under 360,000 Kyats (30000 Kyats x 12 months)
- Between 360,000 Kyats – 1,440,000 Kyats (120,000 Kyats x 12 months)
- Between 1,440,001 Kyats – 3,600,000 Kyats (300,000 Kyats x 12 months)
- Above and equal to 3,600,001 Kyats

9. From what do you know the information about consumer protection?

- Public lecture
- Newspaper
- Television
- Radio
- Official Government News
- Social media
- Neighbors / Friends

## Part (II) Factors Affecting on Consumer Protection

In answering part (2), you can choose only one for each statement that you think the most appropriate one among the columns 1 to 5 by making a tick (√).

1 = strongly disagree

2 = disagree

3 = neither agree nor disagree

4 = agree

5 = strongly agree

### 1. Consumer Rights

Please describe the conditions of the rights did you know to get when purchasing products or paying for services.

Sr. No.	Statement	1	2	3	4	5
1	There is feeling of satisfaction when purchasing products or services.					
2	There is no disaster risk when purchasing products or services.					
3	Before purchasing the goods or services, the information about the goods and services is fully known and the receipt is received.					
4	You can choose products or services at the time of purchase.					
5	If there is consumer damage when buying and using products or services, have the right to complain and explain.					
6	When purchasing products or services, encountering problems and complaining for them, there is compensation or replacement.					
7	There is the right to learn about the rights and required information related to goods or services.					
8	There are opportunities to live peacefully now and in the future because of consumer rights.					

## 2. Consumers Responsibilities

Please describe the conditions that are followed by consumer when purchasing products or paying for services.

Sr. No.	Statement	1	2	3	4	5
1	Consumers follow the instructions, guidelines about products or services when purchased and used.					
2	When purchasing goods or services, the specified value must be paid.					
3	False accusations and act intended to detriments of businessmen must be avoided.					
4	If there is any problem during the purchase and use of products or services and during the negotiation for the settlement, consumer has to avoid false mass communication, saying, writing and acting to cause the detriment of the businessman in any other way.					
5	Consumers need to be careful unreliable advertisements and products which do not get recommendation of FDA.					
6	Every consumer has to pay tax amount after purchase of goods and services in order to provide in the implementation consumer protection tasks by Government.					
7	Consumers have to mainly use the products which do not cause damage to the environment.					
8	Consumers complain the products which negative side effects.					
9	Consumers have to cooperate with the Government in implementing consumer protection processes.					

### 3. Entrepreneur Responsibilities

Describe the status of the supplier's performance obligation for following information when purchasing products or paying for services.

Sr. No.	Statement	1	2	3	4	5
1	Suppliers provide requirement of goods and services; give simple and correct information regarding the guarantee.					
2	Consumers are treated honestly and properly without discrimination.					
3	Acting the business honestly and properly in accordance with the business ethics and regulations.					
4	In relation to the products or services, the guarantee is based on identified quality standard comments by the relevant department/government organizations.					
5	Providing the opportunity to test on goods for consumer which is required to test quality before purchase.					
6	Expressing the additional cost of the goods or services to be known by the consumer before purchase.					
7	Suppliers avoid direct or indirect selling products or services that cause damage or loss to consumers.					
8	If the products or services in consistent with the guarantee, entrepreneurs are taking responsibility.					
9	Avoiding threatening, false statements in the form of saying, writing and acting in order to the detriment of consumers by means of the social media or by other means while settling the consumer dispute					
10	If there is a hazard in the products or services produced, suppliers inform timely the concerned department and consumers through social media or other means so that they can be informed in time.					
11	If the dispute related to goods and services arise, suppliers comply with the settlement and decision made by the relevant committee.					

#### 4. Grantee of Goods

Please describe the conditions for grantee of goods that were made by entrepreneur when purchasing products or paying for services.

Sr. No.	Statement	1	2	3	4	5
1.	Products or services have quality that can be accepted and used by consumers.					
2.	The quality, quantity, and weight of the products are correct.					
3.	The products are safe for consumers.					
4.	The products are suitable for the needs of consumers.					
5.	The goods are exactly as described in the sample material.					
6.	If it does not meet the warranty during the warranty period or during the period to be used, it is able to be repaired, replaced and changed to spare parts.					
7.	The information on the product label is consistent with what is stated at the time of advertising or promotion.					
8.	If the spare part is not available, the manufacturers return the product for the value of the product or the product used or the original quality.					
9.	For damages caused by a defect on the part of the entrepreneur, the products are replaced with a product equal to the value of the product.					
10.	If there is any damage due to the lack of product information, consumers can claim for it.					

## **Part (III) Conditions of Knowledge for Consumer Protection**

### **1. Knowledge about Consumer Protection Department**

1. What organization mainly performs Consumer Protection?
  - Food and Drugs Administration
  - Ministry of Agriculture, Livestock and Irrigation
  - Department of Consumer Affair
  - Ministry of Home Affair
  - Union Supreme Court
  
2. Which duties are mainly being carried out by Department of Consumer Affair?
  - Assigning of goods price
  - Registration of goods labeling
  - Consumer Education
  - Recalling of unsafe products from market
  - Issuing of import, export license

### **2. Knowledge about Consumer Associations**

3. Which organization solve for the complaints?
  - Head of Labor Union of Myanmar
  - The consumer protection Association
  - Head of Myanmar Women Association
  
4. What organization is mediated consumer's right about consumer's harm in Myanmar?
  - Association of Food Stuff producers, exporters, sellers
  - Department of Consumer Affairs
  - UMFCCI

### **3. Knowledge about Problems of Consumer Protection**

5. What are the main problems that many encountered by consumers in consumer protection? You can choose more than one of the issues listed below.
  - Food mixed other ingredients
  - Foods with dye
  - Improper weight
  - Lack of weighting using specified weights

- Use of substandard scales and weighting equipment
- False Declaration
- Use of unclean packaging materials

6. Which are the most common problems of commodities that was faced by consumers listed below? You can choose more than one of the issues listed below.

- Foodstuff and pharmaceutical
- Beauty Products
- Fuel and oil
- Unstandardized electrical products and telephones
- Other products
- Use of chemicals residue and Herbicide
- Use of Pesticides in fresh vegetables
- Use of Dyes in Some Foodstuff
- Use of expired foods
- Selling unhealthy foods

7. What are the main problems of service that many encountered by consumers in consumer protection? You can choose more than one of the issues listed below.

- False Advertisement
- Access to services in banks
- Telecommunication
- Education
- Insurance

(Thank you very much for your patients and time wages.)