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Employing consumer knowledge to protect consumer rights

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Abstract. The research aims to measure the level of connection and impact of consumer knowledge in protecting consumer rights, and the sample consisted of (275) consumers in five markets (large retail markets in Baghdad) as they represent the research community of consumers who go to the markets to buy products. The data and hypotheses were analyzed and tested using appropriate statistical tools, including the arithmetic mean and standard deviation to measure the level of descriptive responses of the research sample, correlation coefficients (Pearson) to test the relationships between the research variables, and the simple and multiple linear regression equation to test the effect. The results showed the validity of the research hypotheses, and concluded with a number of Conclusions and recommendations.

Keywords. consumer knowledge, consumer protection

The introduction

The subject of consumer knowledge, which is represented by objective knowledge, subjective knowledge, general knowledge, and special knowledge that aims to achieve the protection of consumer rights, is achieved by increasing the understanding, knowledge and awareness of the consumer that he has rights and must be recognized, claimed and worked to achieve them and protect him from deception and fraud to which he may be exposed. Before institutions and stores in the markets. In this context, the research seeks to shed light on the role of knowledge possessed by consumers and how to employ it in protecting their rights, as it is one of the most important objectives of the current research, which expresses the embodiment of the relationship with consumers. Research variables and presents the most prominent philosophical and intellectual implications related to the research topics within four axes, where the first axis includes the methodological framework. The second axis is the theoretical framework, the third axis is the practical framework, and the fourth axis concludes with conclusions and recommendations.

The first axis / research methodology

First: the research problem

The research seeks to determine the role of consumer knowledge through the dimensions of knowledge, objective knowledge, subjective knowledge, general knowledge, and special knowledge in enhancing the protection of consumer rights in the Iraqi market. The research problem can be summarized through the most prominent question: Was the Iraqi consumer able to employ cognitive abilities in the field of the purchasing process? What does the consumer

have to protect his rights in the market from fraud and deception? The research problem was crystallized and formulated according to the scientific research method in the following questions:

1. To what extent does the Iraqi consumer have the ability or initiative to employ knowledge? And what are the levels of initiative to employ objective knowledge, subjective knowledge, general knowledge, and special knowledge?
2. To what extent does the Iraqi consumer have knowledge and awareness of his rights, the right to basic needs, the right to safety, the right to obtain information, the right to compensation, the right to have his opinion heard, the right to choose, the right to education, and the right to live in a healthy and sound environment?
3. Is there a correlation between the consumer knowledge variable and the consumer rights protection variable for the research sample?
4. What is the level of influence of the consumer knowledge variable on the consumer rights protection variable for the sample studied?

Second: The importance of research

The research derived its importance from the targeted sector, which is the market sector, as it has direct contact with the lives of consumers, and it is one of the vital sectors that faces many challenges. The research contributes to drawing the attention of consumers and institutions to the importance of consumer knowledge and its role in enhancing the protection of consumer rights, to contribute, even if only a small part, to Achieving protection for the Iraqi consumer.

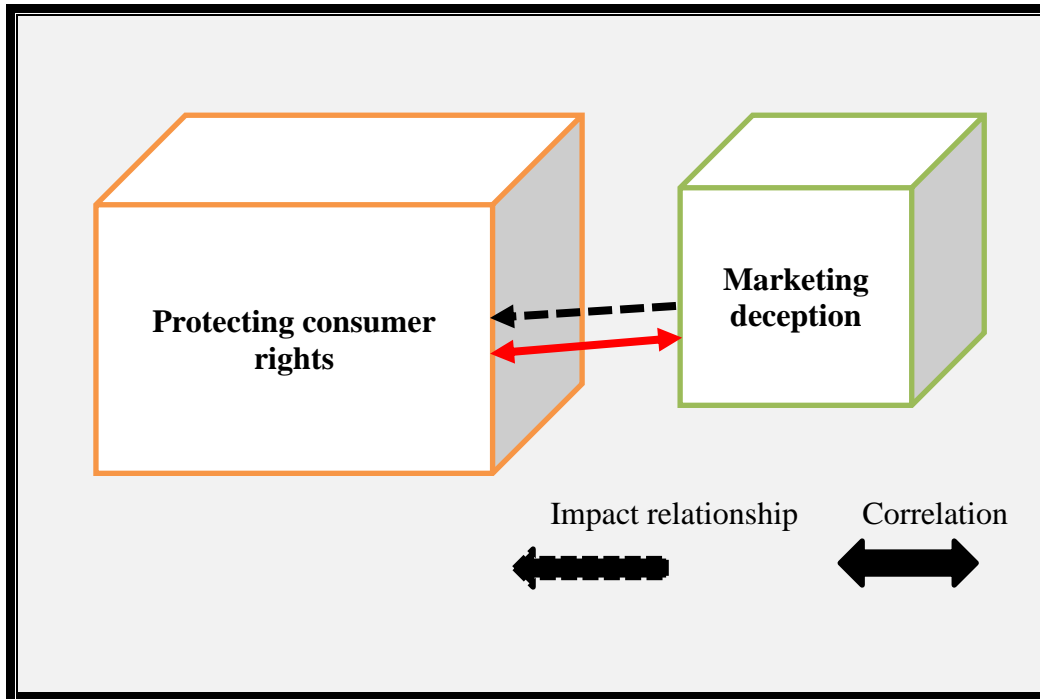
Third: Research objectives

Based on the field problem, the research questions, and their importance, the research seeks to achieve a number of objectives, including:

1. Determining the level of knowledge possessed by the consumer and protecting his rights for the researched sample.
2. Testing the influence relationships and correlation between consumer knowledge and consumer rights protection

Fourth: Hypothetical research plan

The research relied on measuring the consumer knowledge variable as an independent variable based on (Maria, 2009). The consumer rights protection variable is considered a dependent variable as its paragraphs were formulated based on the model (Arifin,2021). The research relied on a five-point scale for the questionnaire, and a proposed chart was used to illustrate the nature of the relationship between the research variables, as shown in Figure.(1)



Hypothetical research plan(1)

Fifth: Research hypotheses

For the purpose of achieving the research objectives, the following hypotheses were formulated:

1. The first hypothesis: There is a positive, significant correlation between consumer knowledge and consumer protection
2. Second hypothesis: There is a positive effect of consumer knowledge on consumer protection.

Sixth: The research population and sample

The research population included customers who frequent large retail markets in Baghdad Governorate, and the sample included all categories of customers, as they are the individuals targeted for the research process, and they have direct contact with the market and products. It qualifies them to deal with the research requirements, as (278) was chosen according to the following equation (Morgan & Krejcie,1970).

$$n = \frac{N * P(1 - P)}{\{(N - 1 * \frac{D^2}{Z^2}) + P(1 - p)\}}$$

n =the sample

N =Community size

Z= The standard score corresponding to the level of significance (0.95) And equal (1.96)

D =the error rate is equal to (0.05)

P =the ratio of availability of the property and neutrality is equal to(0.50)

$$n = \frac{1000*0.50(1-0.50)}{\{(1000-1*\frac{0.05^2}{1.96^2})+0.50(1-0.50)\}}=275$$

After (278) questionnaires were distributed, only (275) questionnaires were retrieved, as it was found that there were (3) that did not meet the conditions and were excluded. Thus, the research sample that responded became (275) individuals only.

Seventh: Testing honesty and reliability

Stability scale test Reliability (Alpha Cronbach s) it is the ability of the test to continuously measure research variables over different periods of time. Reliability refers to the internal consistency of the scale. The value of the acceptable consistency coefficient is supposed to exceed (0.60). When applying the consistency coefficient to the items of the total scale, it reached (0.915), and thus there is high stability for the questionnaire variables. As shown in Table (1).

Table (1) Test of reliability of the questionnaire(Alpha Cronbach)

معامل الثبات	الفقرة	Main axis
0.800	19	Consumer knowledge
0.898	40	consumer protection
0.915	59	

Eighth: Some previous studies

The research relied on some intellectual efforts in building the theoretical framework, and supported the methodology and research standards, including:

- 1- A study (Al-Hakim, 2014) entitled Knowledge of consumer behavioral characteristics and their impact on marketing opportunities. The study aimed to study and analyze consumer behavior to identify its causes, motives, and mechanisms for generating the desired response, and to test the impact of knowledge of the determinants of consumer behavior on the marketing opportunity. Sources, references, publications, periodicals and other secondary sources were used, in addition to observation, questionnaire and interviews. (Coca-Cola Company) for the manufacture of soft drinks in Sudan. The study found that there is an impact of consumer knowledge and behavior on creating marketing opportunities through marketing elements and tools. The study benefited from the theoretical aspect.
- 2- Study (Ibarra & Revilla, 2014) entitled- Consumers' Awareness Of Their Eight Basic Rights: A Comparative Study Of Filipinos In The Philippines And Guam Consumers' Awareness Of Their Eight Basic Rights: A Comparative Study. The study aimed to compare the degree of consumer awareness among Filipinos living in the Philippines and Guam regarding their eight basic consumer rights. Specifically, this study determined whether there were significant differences in their degree of awareness. The instruments used were: The questionnaire was adopted from the survey instrument used by Ibarra (1987, 1998), modified by Revilla (2012), and modified by these researchers for consumers in Guam. The questions were organized using a 4-point Likert scale. Study Findings The results show a moderate overall degree of awareness among Filipinos living in their country and those living in the city of Guam, however, significant differences emerged in three rights: basic needs, information, and choice. The benefit of the study is that it was used to measure the quantitative aspect of the consumer rights protection variable.

The second axis/theoretical framework

First: knowing the consumer

1-The concept of consumer knowledge

Throughout the history of Western philosophy, since the time of the Greeks, an important question has been raised, “What is knowledge?” Knowledge In general, Western philosophy agreed that knowledge is a “true, justified belief,” a concept introduced by Plato in his book (Meno) and which (Russell, 1961) referred to as distinct abilities (Zanjani et al: 303: 2008). The term consumer knowledge has taken root as a rather complex and laborious concept that includes a wide range of insights into the knowledge that consumers possess as direct users of the product (Wilhelm et al,2013:663) such as reasons for purchase and value received (He et al.,2017:6). What constitutes knowledge? This question was discussed controversially in the 1990s when the topic of knowledge management became more focused. A widely accepted and used model is the knowledge hierarchy developed by Skyrme (1999). Over the years, this pyramid has been adapted and modified by many scholars. Basically, it distinguishes between “data” “information” “knowledge” and “Wisdom” (DIKW model; in some models, “wisdom” is called “intelligence”). Expanding the model by “measuring” the component. This is how the IWKIDM (Intelligence, Wisdom, Knowledge, Information, Data, and Measurement) model appeared (Sain& Wilde, 2014:7).

The business trend called knowledge management (KM) has emerged over the past decades as a result of many intellectual, societal and business forces. Some of whose roots extend back thousands of years, in both the West and the East, while others, especially those associated with the cognitive and information sciences, are very recent (2:2012, Wiig). Abstract considerations and conjectures by philosophers and religious thinkers have been particularly important for knowledge in the workplace – the ability of individuals and organizations to understand and act effectively – is regularly managed by managers, co-workers and proactive individuals. Administrators have always worked to survive in competitive environments by building the best possible knowledge in their area of responsibility (Wig, 2012: 2). The “consumer knowledge management” model has recently attracted attention through the convergence of both technology-based and data-oriented approaches to managing consumer relationships and the person-oriented approach to knowledge management with the aim of exploiting their potential synergies and attracting new customers (Chen & Ton Su.,2006:590).

2- The importance of the concept of consumer knowledge

The importance of consumer knowledge will be addressed at the individual and organizational levels, as knowledge is a basic asset for organizations and consumers alike (Stuart et al, 2006:4). As it is at the level of individuals, researchers note the embodiment of the modern era in the “knowledge society,” as researchers attach great importance to knowledge and learning, just like consumers (Hibbert et al. 2: 2012). This is particularly evident in consumers’ active and self-directed pursuit of knowledge and skills. Value related to the product. In short, consumers have a desire to learn. Consumer learning refers to the self-initiated iterative process that consumers undertake to develop product knowledge and insights (Hollebeek et al. 2019: 167). Researchers believe that knowledge is linked to the development of attitudes and behavioral patterns that reflect interest in products. Consumers with more knowledge tend to show greater interest than those with less knowledge; this increased level of interest leads consumers to consider attributes of products when making purchasing choices. Researchers have also found that individuals with more knowledge tend to perceive their individual efforts as contributing to solving problems more than those with less knowledge (Kang et al, 2013: 443).

Consumer knowledge theoretically consists of two dimensions: experience (familiarity with the product) and product knowledge. Familiarity refers to accumulated consumption experiences while product knowledge refers to the sum of product category information and rules stored in an individual's memory (Kang et al, 2013: 443). Consumer experience is defined as the general knowledge and understanding of the product, and consumer experience can be considered a type of resource possessed by consumers. Regarding the product, which requires the consumer's previous knowledge of the product and their experiences with it (Suh et al. 2015: 246). Moreover, it can affect the learning effectiveness of knowledge. Consumer learning is the complex cognitive process of acquiring and processing new knowledge related to a product. Consumer experience likely plays an important role in consumer learning and awareness, as it may influence consumers' interest and ability to process new knowledge about the product (Zhang et al, 2019:3). Therefore, consumer knowledge is a key factor that affects all stages of the consumer decision-making process and is a meaningful factor crucial to leading individuals towards sustainable consumption because knowledge reflects the cognitive aspect of humans and, therefore, can contribute to continuing changes in consumer attitudes and behavior (Kang et al., 2013: 444) It is the responsibility of organizations to absorb and adapt to these changes. The consumer was seen as "individualistic" in the 1980s, "hedonistic" in the 1990s, and "creative" in the 2000s. Today, consumers are active, capable "co-creators." On representation in their markets, hence the importance of developing consumer knowledge management for researchers and practitioners alike (Ourzik, 2022: 1384).

Second: Protecting consumer rights

1- The concept of protecting consumer rights

One of the issues over which controversy has raged is the definition of "consumer." The status of a consumer cannot only apply to the one who obtains his basic, luxury and luxury needs and requirements to meet his personal or family needs only, but also extends to the one who buys a product for the purposes of trade and industry. The jurisprudential meaning of the term consumer is "everyone to whom something is transferred through purchase for the purpose of consumption or use" (Moulay& Mubaraka, 2015: 69). As for the marketing meaning of the consumer, marketing science has defined two terms: the final consumer and the industrial "or buyer" consumer (2: 2023, Aydin). So, the final consumer can be defined as anyone who uses goods or services available in society, with the intention of personal use, whether for the benefit of himself or his family, and the use is final and not for the purpose of trade or deliberation (Nurhayati,2023:72). The second concept of the consumer is the industrial consumer, who "purchases goods and services to produce other goods and services or to use them in performing his work." The industrial buyer may be an individual, company, or institution, or work in the sectors of industry, trade, housing, or services, whether governmental or private (Chatterjee et al,2022 :87). As for the legal meaning of the concept of consumer, the legal meaning of consumer is consistent with the marketing meaning of consumer. It has been stated in some legislative and legal books that the definition of the consumer takes two directions: an expansive direction and a narrow direction. In the concept of the expanded trend, what is meant by the consumer is: "Every person who contracts for the purpose of consumption, that is, in the sense of using or benefiting from a specific good or service." According to this view, he is considered a consumer: he who buys a car for his professional use, or he who buys a car for his personal use (Smyczek, 2019 :131)

As for the narrow approach, it defines the consumer as a person who seeks to obtain what he needs from various goods and services. The consumer may be a legal or natural person who seeks to obtain goods and services for his personal use. That is, benefiting from it without the

intention of trading or otherwise (Al Samarae & Ismail, 2023:6). As for the economic concept of the consumer, “the individual who exercises the right to purchase, and uses the goods and services produced, offered for sale through marketing institutions and organizations, and this indicates that every buyer He is a consumer and not the other way around.” He is anyone who carries out any of the three stages of purchasing behavior (pre-purchase behavior, post-purchase behavior, for his personal benefit or for the benefit of others) (Al Samarae & Ismail,2023: 7). The buyer is the consumer in the language of the era. As is the case among economists, the term “purchaser” or “buyer” and the term “consumer” have the same meaning, that is, they are synonyms, and in fact the term “consumer” is broader and more general (Xiao,2020:5) and it was stated in the “Dictionary of Terms.” Economics and Business Administration” Interpretation of a customer as: “a person who buys goods from a store, and the word customer often means someone who deals with the store on a regular basis, or someone who deals regularly with a company or institution. There is another term meaning (customer), which is “Patron.” Also "customer" or "customer" in Latin origin "Pater" means helper or donor. In modern terminology, it means: the customer or client, that is, the person who deals with an organization on a regular basis (Dash et al, 2021: 609).

Based on the principle that the consumer is the “king,” this is what is called “consumer sovereignty,” meaning that the consumer is the one who determines the success or failure of the product. The consumer has a high status and is considered the dominant personality who takes the initiative. He searches for the market in order to secure his underlying basic needs imposed on him by the environment, so he buys the goods and services that meet his needs (Tadajewski, 2018:6). Al-Rummani (2019) believes that the consumer is nothing but a “chess piece” that moves on a place that can be determined by psychological and behavioral sciences to influence In it and controlling his evaluation of things and his decisions, “the consumer can be transformed into something without his will.” This is because the consumer usually acts and thinks with his emotions and not with his mind.

2-The importance of protecting consumer rights

Today's advances in industry and technology have led to the contrast between the lifestyles of traditional and modern societies. In traditional society, goods are produced through an easy and simple process based on simple interaction between the consumer and the producer. In modern society, free trade has emerged as a result of globalization and openness, especially in the fields of economics and business (Windari, 2015: 110).

The progress and development that the business world is witnessing today has made actors from institutions and companies engage in a very strong and intense competition to obtain consumers in order to complicate the relationship between the consumer and marketers (Riadi et al,2021:42). The complexity of the relationship led to divergence between the consumer and producers or marketers. As a result of this phenomenon came the importance of consumer protection law, which in turn is closely linked to the globalization of trade and economic activity. This is mostly because domestic investment is an essential component of economic development and is part of the global economy. The purpose of regulating, developing and protecting consumers is to increase the dignity and awareness of consumers and indirectly encourage commercial entities to carry out their commercial activities in a responsible manner (Nurhayati,2023: 73). The purpose of consumer protection law is not just a legislative policy for consumer protection efforts, but also to implement and enforce business ethics among business practitioners (Yuanitasar,2017 :180).

The third axis / practical framework

This research deals with the presentation and analysis of the results of the research data test for the responses of the research sample members, based on descriptive analysis, using the five-point Likert scale by displaying the arithmetic mean and the standard deviation to determine the response level for the sample, by dividing the range into the categories (the difference between the highest answer The lowest answer = 5-1), and thus the categories are (8.0 4/5), to the lowest value, which is (1 = 1.80), as in Table No. (2). the standard deviations measure the degree of consistency of the research sample’s answers, as in Table (3). The results of the agency analysis will be presented.

Table (2) Evaluation criterion

very good	good	middle	weak	Very weak	Evaluation
4.24-5	3.43-4.23	2.62-3.42	1.81-2.61	1-1.80	Category

Table (3): Criterion of consistency among sample responses

Poor harmony	Acceptable harmony	Moderate harmony	High harmony	Very high harmony	Degree of harmony
And -1.25 more	0.91-1.24	0.81-0.90	0.60-0.80	0.59	Category

1- Description of the research sample's responses to the consumer knowledge variable

It is clear from Table (5) that the consumer knowledge variable was measured through items (1-19), as the arithmetic mean for this dimension reached (3.727), which indicates the convergence of the sample answers, and the standard deviation reached (0.4591), which indicates that there is Moderate consistency in the sample answers, with a coefficient of variation (12.31). The paragraphs of this variable will be presented as follows.

Table (5) Frequency distribution, arithmetic mean, and standard deviation for the consumer knowledge variable (n=275)

Nu	Paragraphs	standard deviation	Arithmetic mean
-1	I feel very knowledgeable about the products available in the market	1.236	3.51
-2	I buy products from well-known and trusted stores	1.102	4.09
-3	I'd rather stick with a well-known product brand than try something new that I'm not sure about	1.007	3.84
-4	I tend to buy goods that I am comfortable with	1.082	4.81
-5	The store provides information on ways to use the product, which facilitates the purchasing decision	1.227	3.91
-6	I know a lot about the products and I can tell if the products are worth the price or not	0.936	4.00

-7	I have the knowledge to evaluate product quality	0.774	3.85
-8	I think I know enough about the products to feel confident when making a purchase	0.978	3.75
-9	I have experience and expertise about a particular product through memorized knowledge	3.96	0.955
-10	I have knowledge that there is a consumer protection law	3.64	1.301
-11	Have sufficient knowledge of how to file a complaint about poor products	3.33	1.296

Nu	Paragraphs	standard deviation	Arithmetic mean
12-	I feel very knowledgeable about the products available in the market Possess knowledge of communicating with relevant government agencies	3.09	1.313
13-	13- I am working to claim compensation if I am exposed to fraud and deception after using the product	3.45	1.175
14-	I work to purchase the product guaranteed by the instructions on the product packaging	3.91	0.941
15-	I talk to friends and relatives about my experience after using the product.	4.33	0.897
16-	I work on researching and learning about consumer protection issues.	3.69	0.972
17-	I search for information about products that meet my needs before purchasing them.	3.75	1.181
18-	I know the benefit derived from my previous experiences when consuming a particular product.	3.93	1.044
19-	The store works to create shared knowledge with consumers when designing and creating a new product.	3.62	1.170
	The arithmetic mean and standard deviation of the consumer knowledge variable is.	3.727	0.4591

2-Description of the sample responses to the consumer rights protection variable:

It is clear from Table (6) that the variable items were measured through (1-40) items, and the arithmetic mean of the sample's answers on the consumer rights protection variable reached (3.6245), which is a moderate and good value among the sample's answers, and the standard deviation reached (0.4698), which is a value Moderate, with a coefficient of variation (0.1296), which indicates that the answers were close for the research sample, as in the following table:

Nu	Paragraphs	Arithmet ic mean	standard deviation
-1	The store offers the basic goods you need	3.96	0.832
-2	The store provides basic goods at a fair and appropriate price	3.85	0.944

-3	The store raises the prices of goods at any time it wants	3.75	1.015
-4	You can inform the store of the products you need	3.73	1.001
-5	You can file a complaint with the store if its prices are unreasonable	3.15	1.287
-6	The store offers goods that carry safety precautions	3.55	1.061
-7	Carefully read the instructions and warnings on the product	3.64	1.120
-8	The item can be returned to the store if it is expired or outdated	3.89	1.092

Table (6) Frequency distribution, arithmetic mean, and standard deviation for the consumer rights protection variable

N	Paragraphs	Arithmet ic mean	standard deviation
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-9	The store provides the method of use on the product packaging or through instructions and instructions attached to the product	3.67	1.098
-10	The store sells products in suitable packaging that is environmentally friendly and harmless for human consumption	3.49	1.112
-11	Goods are labeled correctly (expiry date, etc.) and contents are correctly indicated	3.98	1.002
-12	The label provides sufficient facts and information about the products to enable consumers to make wise decisions when purchasing	3.91	0.960
-13	Advertising usually presents a true picture of the advertised products	3.44	0.988
-14	Advertised products are generally more reliable than unadvertised products	3.24	1.130
-15	Product warranties or guarantees are properly explained to you	3.55	1.008
-16	The store offers a wide range of products for consumers to choose from	3.89	1.023
-17	The store offers a wide range of products that makes smart purchasing difficult	3.56	0.970
-18	I choose more expensive items because they are better in quality	3.22	1.333
-19	I am influenced by the store's advertisements when choosing the goods I buy	3.60	1.091
-20	The opinion of the store salesperson influences your choice	3.13	1.296
	The arithmetic mean and standard deviation of the consumer rights protection variable	3.6245	0.4698

Second: Testing the research hypotheses

Table (8) shows the simple linear correlation test that came as a result of testing the second hypothesis of the research, which stated that (there is a significant positive correlation between consumer knowledge and consumer protection), and the result was that there is a significant

positive correlation between the consumer knowledge variable and the consumer rights protection variable with a value (0.590**) with a significant significance (0.000), which indicates acceptance of the second hypothesis that there is a significant direct correlation between the modified variable consumer knowledge and the dependent variable consumer rights protection.

Table (8) Pearson correlation coefficient values between consumer knowledge and consumer rights protection (n=275)

Dependent variable / Independent variable	Protecting consumer rights
Consumer knowledge variable	0.590**
	0.000

Third: Testing the hypotheses of the influence of the research variables

The model of the effect of the consumer knowledge variable on protecting consumer rights was significant and below the level of (0.000) and in terms of the calculated (F) value (146.139), which is higher than the tabulated (F) value of (6.72) below the level of significance (0.01), and the value of the coefficient of determination was (R²) (0.349) This means that the total consumer knowledge explains the value of (34.9%) of consumer rights protection, and the value of (T) was (10.451), and the value of the influence factor (B) was (0.528), meaning that any change of one unit of the total Consumer knowledge can make a difference (52.8%) in protecting consumer rights, which allows this result to accept the fifth hypothesis (5H) (there is a positive effect of consumer knowledge in protecting consumer rights). Thus, the regression model equation is as follows.

Consumer rights protection = 1.793 + 0.528 Consumer knowledge

Table (11) Results of the impact of consumer knowledge in protecting consumer rights

	protecting consumer rights						
	a	b	F	Sig	R ²	Sig	T
consumer knowledge	1.793	0.528	146.139	0.000	0.349	0.000	10.451

The tabular F value is at a significance level (0.05) = (3.87) and the tabular F value is at a significance level (0.01) = (6.72)

Fourth axis: conclusions and recommendations

First: conclusions

1- The results of the research indicated that there is a sample of consumers who represent society who do not have knowledge of the consumer protection law and how to deal with it except a moderate group of consumers. Thus, the Iraqi consumer is exposed to exploitation by stores, taking advantage of his lack of knowledge of how to file a lawsuit with the authorities responsible for consumer protection and how to claim compensation. The fact that there is a group of consumers who have answered the research paragraphs does not mean that there is real and excessive exploitation by stores in the market for the simple consumer.

2- The research concluded that fake prices, offers, and poor counterfeit products are what the Iraqi consumer is most exposed to in the market, in terms of methods of deception regarding the product, price, promotion, and distribution, in addition to some fraudulent and deceptive methods used on the consumer through the promotional mix with advertisements displayed by stores and companies, and competitions when activating the sales.

Second: Recommendations

1- Working to build the basic pillars of consumer knowledge and considering them among the fundamental issues, as they guide all consumer activities, behavior and transactions, and working to educate consumers through the role of the media towards the consumer through news bulletins, newspapers and social media sites, and heading towards drafting and publishing blogs specific to consumer rights.

2- Activating the responsibility of governmental and regulatory bodies and activating the role of civil society organizations and consumer protection associations by holding training courses as much as possible for consumers, introducing them, educating them, and educating them about their duties towards themselves and their rights regarding their security and safety.

3- The official government agencies undertake to address the legislation and laws concerned with consumer protection, and work to develop and modernize them to limit and deter the phenomenon of marketing deception and direct real penalties against them.

4- Obliging organizations and stores that import products to place an identification card in Arabic for the imported products bearing the characteristics of the product, and for this card to include information that is as comprehensive as possible such as (quality of the product, country of origin, date of production and expiry, and method of use) and it is a basic condition for entry. Products to the local market.

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