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Legal Culture and Legal Consciousness of Consumers: The Influence on Regulation and Enforcement of Consumer Protection Laws

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ABSTRACT

Consumer protection, vital for those who consume goods and services without the intent of resale, relies on government intervention through regulatory frameworks. These regulations play a pivotal role in shaping consumer behavior, referred to globally as consumer legal culture, influenced by diverse societal backgrounds. The effectiveness of such regulations depends on alignment with consumer values. This article scrutinizes consumer behavior in Indonesia, Spain, and Australia, each characterized by unique cultures impacting consumer conduct and regulatory development. In Indonesia, consumer behavior diverges, displaying a tendency toward weaker self-protection. Despite cultural diversity, consumer awareness of product



scrutiny is deficient. Affordability often outweighs safety and quality considerations, reflecting a broader trend. Legal awareness is low due to insufficient education on consumer rights. Weaknesses in consumer protection regulations and inconsistent enforcement contribute to perceptions of inadequate safeguards. Globally, varied social and cultural conditions shape consumer behavior, emphasizing the common challenge of fostering awareness for product safety and quality. The article underscores the need for culturally sensitive approaches in formulating and enforcing consumer protection measures to address diverse challenges. In summary, understanding consumer behavior in distinct cultural contexts is crucial for effective consumer protection, necessitating tailored regulatory strategies to ensure product safety and quality on a global scale.

Keywords: Consumer Behavior, Regulation, Law Enforcement

INTRODUCTION

Culture represents just one among several factors that exert influence on consumer behavior.¹ Therefore, when undertaking a comparative analysis of consumer behavior in the context of food product consumption activities across Indonesia, Spain, and Australia, it becomes imperative to take into account and thoroughly consider these multifaceted influences. In essence, acknowledging the diverse cultural backgrounds of these countries is essential to comprehending the intricacies and variations in how consumers approach and engage

¹ Dita Anggraeni, Cindy Firantika Nabila, and Shely Nasya Putri, "Problematika Budaya Hukum Konsumen Dalam Transaksi Online," *Mu'amalah Jurnal Hukum Ekonomi Syariah*, 2, no. 1 (2022).

in the consumption of food products within each distinct socio-cultural context.

Indonesia is the fourth most populous country in the world and has a distinct culture. Traditional values are respected, and consumer behavior prevails in Indonesian society. In terms of buying goods, Indonesian consumers tend to prioritize quality over low prices.² In Western Europe, Spain is a country with a long and interesting history and culture. Spanish society in general behaves non-conformist Cally and focuses on the present way of life. Spanish consumers also often choose high-quality products and place more emphasis on brand than price.³ Europe is a financial district consisting of 27 states in Europe.⁴ In Spain have pieces of legislation that co-exist regarding consumer right, include; Royal Decree on General Product Safety (Royal Decree 1801/2003, of 26 December), Law on Unfair Competition (Law 3/1991, of 10 January), Law on General Conditions in Contracts (Law 7/1998, of 13 April), Regulation on Transparency and the Protection of Banking Services Customers (Order EHA/2899/2011, of 28 October), Law on Real Estate Loans (Law 5/2019, of 9 March).⁵

² Lusy Azizah Hapsari, Aprilia Puri Astuti, and Aflit Nuryulia Praswati, "Konsumsi Makanan Dan Olahraga Selama Pandemi Covid 19," *Proceeding of the URECOL*, 2020.

³ Ignacio Uriarte Bofarull, "The Spanish Act on the Protection of the Rights of Consumers and Users," *Journal of Consumer Policy* 8, no. 2 (1985).

⁴ Ioannis Lianos, "Competition Law as a Form of Social Regulation," *Antitrust Bulletin* 65, no. 1 (2020); Ioannis Lianos, "Value Extraction and Institutions in Digital Capitalism: Towards a Law and Political Economy Synthesis for Competition Law," *European Law Open* 1, no. 4 (2022); Beatriz Conde Gallego, "Unilateral Refusal To License Indispensable Intellectual Property Rights," *Research Handbook on Intellectual Property and Competition Law*, 2008. See also Rhido Jusmadi, "The Existence of Digital Platforms and the Challenges in Enforcement of Indonesian Competition Law". *Unnes Law Journal* 9, no. 1 (2023).

⁵ Javier Gutierrez, "Consumer Protection in Spain," *Comparative Law Yearbook of International Business*, no. 33 (2011): 235–302.

The agencies responsible for enforcing consumer protection law in Spain are unique in that each autonomous community has its own agency, while at the central level it is directly under a Ministry. Ministry of Consumer Affairs created by Sanchez II Government Administration and it is the first time that a ministry is created to be focused on consumer affairs.⁶ On the autonomous community level, list competent government bodies includes, but is not limited to, the following: Madrid: Directorate General for Trade and Consumer Affairs (*Dirección General de Comercio y Consumo*); Catalonia: Catalanian Agency for Consumer Affairs (*Agència Catalana del Consum*); and, Andalusia: Directorate General for Consumer Affairs (*Dirección General de Consumo*).⁷

Australia, as a country with a relatively small population and diverse culture, also has unique characteristics in consumer behavior. Australians often embrace an active lifestyle and appreciate the natural environment. Values such as simplicity, friendliness and respect for cultural diversity influence consumer preferences in the country. Marketing in Australia is likely to be more successful if it incorporates elements that value nature and promotes products that fit into a healthy and sustainable lifestyle.⁸

In developing a global marketing strategy for consumer goods, it is important to bridge the cultural and values gap that exists between these countries. Marketers should conduct thorough research to understand local culture, attitudes towards global brands,

⁶ Luis María Miranda Serrano, Javier Pagador López, José Manuel Serrano Cañas, Antonio Casado Navarro, Pedro Mario González Jiménez. *Desafíos del regulador mercantil en materia de contratación y competencia empresarial*. (Marcial Pons, 2021)

⁷ Bofarull, "The Spanish Act on the Protection of the Rights of Consumers and Users."

⁸ Muhammad Majdy Amiruddin Marilang, and Abdul Syatar, "Economic Democracy: Examining the Law Enforcement of Business Competition in Indonesia," *WSEAS Transactions on Business and Economics* 18 (2021).

consumer preferences, as well as psychological factors that influence purchase decision-making. Creative adaptations of marketing campaigns that take these factors into account can help brands build deeper connections with consumers in different markets.⁹

In life, economic issues are very important. One of the most important topics in microeconomics and macroeconomics is consumption. In the field of marketing, consumer behavior plays an important role. This is because consumer purchasing decisions can be influenced by their behavior, so it is important for businesses to understand consumer behavior. In this article, we will compare consumer behavior in Indonesia, Spain, and Australia related to the consumption of food products. Because the environment, culture, language, and environment are very different, consumer behavior in the three countries will also be different.

COMPARASION LEGAL ACT BETWEEN INDONESIA, SPAIN, & AUSTRALIA

Ensuring the safety and quality of food products is a matter of worldwide concern, with profound implications for the health and well-being of consumers. The significance of this issue underscores the pivotal role played by regulations and consumer protection agencies in upholding stringent standards and aligning products with consumer expectations. This analysis aims to delve into the distinctions and commonalities within the regulatory frameworks and consumer protection mechanisms governing food products in Indonesia, Spain, and Australia.

⁹ Rosemary Lucadou-Wells and John F. Bourke, "Teaching Business Law: Some Ethical Dimensions from Australia," *Procedia - Social and Behavioral Sciences* 209 (2015).

In Indonesia, regulations regarding consumer protection of food products are regulated in various laws and government regulations. The agency that has an important role in this matter is the Food and Drug Supervisory Agency (BPOM).¹⁰ BPOM is responsible for supervising and regulating food products, medicines, and cosmetics circulating in Indonesia. They inspect, test, and certify food products before allowing them to circulate on the market. However, the challenges faced by BPOM are the vast geography of Indonesia and the large number of small business actors that are difficult to monitor thoroughly.

Spain, as a country in Europe, falls under a more unified EU regulatory framework. The European Union has strict standards regarding the safety and quality of food products through its regulatory body, the European Food Safety Authority (EFSA). The agency conducts scientific research to evaluate the risks associated with food products and provides recommendations for policy. In terms of consumer protection, regulations in Spain are often more rigid than in other countries, requiring manufacturers and sellers to provide clear information about the origin, ingredients, and nutrition of food products.

Australia also has strong regulations on food products through its government agency, Food Standards Australia New Zealand (FSANZ). FSANZ develops food safety standards that regulate aspects such as the use of additives, pesticide residue limits, and nutritional requirements.¹¹ Imported and domestically produced food

¹⁰ Erni Dwita Silambi et al., "Legal Protection for Availability, Quality Food Safety and Food Waste Management," in *IOP Conference Series: Earth and Environmental Science*, 1107 (2022).

¹¹ Mark Andrew Lawrence, Christina Mary Pollard, and Tarun Stephen Weeramanthri, "Positioning Food Standards Programmes to Protect Public Health: Current Performance, Future Opportunities and Necessary Reforms,"

products must comply with the standards set by FSANZ before being sold to consumers.¹²

In the context of comparison, there are some similarities and differences between regulations and consumer protection agencies in these three countries. In general Australia have firmer and more integrated regulations in terms of consumer protection of food products. They place the safety and quality of food products as a top priority, by ensuring that accurate and clear information is provided to consumers.

Meanwhile, Indonesia and Spain still face challenges in terms of consistent monitoring and enforcement of regulations. In Indonesia, geographical scale and the large number of small business actors are obstacles in the supervision of food products. In Spain, although more rigid regulations exist, the challenge may lie in implementing and enforcing them at the local level. In order to ensure better consumer protection of food products, cooperation between governments, regulatory bodies, producers, and communities is essential. Education to consumers about their rights, the risks associated with the product, and how to read the information on product labels also needs to be improved. In addition, business actors must be more responsible in complying with regulations and providing products that comply with established standards.

Consumer protection of food products is a universal issue and important for public health and well-being. Each country has different regulations and consumer protection agencies, with unique challenges and priorities. However, there are lessons to be drawn

Public Health Nutrition 22, no. 5 (2019); David Guston, "Food Standards Australia New Zealand," in *Encyclopedia of Nanoscience and Society*, 2012.

¹² Dilip Ghosh, "Food Safety Regulations in Australia and New Zealand Food Standards," *Journal of the Science of Food and Agriculture*, 2014.

from the experience of other countries to strengthen consumer protection systems and ensure safe and quality food products.

I. INDONESIAN REGULATION

Indonesia, ranked as the fourth most populous country globally, is characterized by immense social and religious diversity. Consequently, cultural and religious factors play a pivotal role in shaping Indonesian consumer behavior. Purchasing decisions are notably influenced by familial and societal considerations, with buyers often opting for goods or services that enjoy the trust and recognition of their loved ones. Moreover, there is a discernible preference among Indonesian consumers for affordable yet high-quality products.

Indonesia has a law on Consumer Protection (UUPK) that regulates consumer rights in contracts and transactions with sellers.¹³ The Indonesian government has also established food safety standards, including on food processing and storage, and regulates the use of food additives. Food monitoring agencies in Indonesia, such as the Food and Drug Supervisory Agency (BPOM), are tasked with ensuring that food products sold in the market meet established safety standard. In Indonesia, consumer protection agencies and regulations related to the consumption of food products are very important to ensure the safety and quality of food products consumed

¹³ Dennis Wye Keen Khon, Muhammad Iqbal Baiquni, and Waspih Waspih, "Two Decades of Business Competition Law: How Has Indonesian Competition Law Transformed?," *Journal of Private and Commercial Law* 7, no. 1 (2023): 45–68.

by the public. As the fourth most populous country in the world, Indonesia has a large and complex food market.¹⁴

Therefore, strong regulations and well-functioning consumer protection agencies are needed to protect consumer rights and prevent practices that harm consumers. BPOM has the duty to oversee the quality and safety of food, beverage, cosmetics, and medicine products in Indonesia. BPOM conducts testing of these products and provides product safety certification that meets the established standards. BPOM also sanctions manufacturers or distributors of products that do not meet the established standards. Consumer protection regulations and agencies in Indonesia continue to be developed to improve consumer protection and reduce the risk of consumption of unsafe food products. In addition, BPOM also conducts socialization to the public about the importance of choosing safe and high-quality food products. This is done through public campaigns, seminars, and education on health and nutrition. However, there are still challenges in the implementation of regulations and consumer protection in Indonesia, especially in terms of supervision and law enforcement against violations. Therefore, the role of the public and private parties is also important in helping to oversee the quality and safety of food products circulating in the market.¹⁵

¹⁴ I Gede Tirtayasa, I Nyoman Putu Budiarta, and Ni Made Puspasutari Ujianti, "Perlindungan Konsumen Terhadap Peredaran Kosmetik Yang Mengandung Zat Berbahaya Di Kota Denpasar," *Jurnal Konstruksi Hukum* 3, no. 1 (2022).

¹⁵ See also Edy Budianto, and Diah Ayu Wulandari. "Critical Study of Criminal Aspects of Law Number 8 of 1999 Concerning Consumer Protection". *Journal of Law and Legal Reform* 1, no. 2 (2020): 333-352; Rosmawati Rosmawati, H Mashaal Ng, and H Syamsuddin. "Resolution of Consumer Disputes That Are Certain, Equitable, Effective and Efficient in South Sumatra". *Law Research Review Quarterly* 2, no. 3 (2016): 375-388.

In Indonesia, regulations and consumer protection agencies related to the consumption of food products are regulated by the Ministry of Health and the Food and Drug Supervisory Agency (BPOM). BPOM oversees inspecting and supervising food products on the market and providing food safety certificates.

II. SPANISH LEGISLATION ON CONSUMER PROTECTION

Social and economic factors play a significant role in shaping consumer behavior in Spain. The country has a rich and diverse culture, and these factors play an important role in determining consumer preferences towards various products and services. Along with its economic and social characteristics, Spanish consumer behavior tends to differ from other countries.

One of the main factors influencing consumer behavior in Spain is the social factor. Spanish consumers tend to pay great attention to the social image and status they can show through the goods they buy. Products considered to represent a higher social status are often the main attraction for consumers in Spain. They may be more likely to choose products that are known to have a high reputation or image in society, as this can increase a positive view of themselves in the eyes of others.

Well-known brands and higher-priced products are often the favorite choice for Spanish consumers. They believe that by buying products with a known brand, they can demonstrate financial success and higher social status. This is reflected in their tendency to look for established and recognized brands in the market. When a product has a well-known brand, consumers feel more confident and prouder

when using it, because they know that the product reflects social values valued by society. In addition to social factors, economic factors also have a strong influence in shaping Spanish consumer behavior. Although higher prices may be an obstacle for some consumers, many of them tend to prefer products that have higher prices as long as the quality and value of those products match the price paid. Spanish consumers tend to have a rational approach to purchases, and they focus more on long-term value rather than just looking at current prices.¹⁶

In addition, Spanish consumers are also more likely to focus on product quality and progress. They realize that higher-priced products often have additional features or better quality. Therefore, they are willing to pay more to get products that have added value and provide a better experience. This reflects the pragmatic approach of Spanish consumers to purchasing, where they consider the long-term benefits of the product and the extent to which it can meet their needs and expectations.¹⁷

Although products favored by Spanish consumers may have higher prices, their tendency to place a higher value on quality and additional features makes them a reasonable choice. They view these products as an investment in a better lifestyle and a more fulfilling experience. It also illustrates that Spanish consumers are more concerned about the overall value of the product than just focusing on price alone. In the context of marketing and business, it is important for companies to understand the factors that influence the behavior of Spanish consumers. Understanding how important brands, social

¹⁶ Yoandry Cruz Montesino, Reinier Bosmenier Cruz, and Sandys Menoya Zayas, "La Protección Al Consumidor En Las Cooperativas No Agropecuarias. Aproximación a Un Caso de Estudio," *Protection to Consumer in Nonagricultural and Livestock Cooperatives. Approach to a Case Study*. 8, no. 2 (2020).

¹⁷ Bofarull, "The Spanish Act on the Protection of the Rights of Consumers and Users."

status, quality, and value are in the view of Spanish consumers can help companies develop more effective marketing strategies. Companies can tailor their messages and marketing tactics to reflect the values and preferences valued by Spanish consumers, so that their products become more relevant and attractive to that market.¹⁸

The consumer protection framework in Spain derives primarily from two sources: the Spanish Constitution and European Union (EU) law. Government oversight tightly regulates consumer protection in Spain, with provisions articulated through mandatory measures in administrative and private law. The country has established various regulations and consumer protection agencies to ensure the safety and adherence to health standards of food products consumed by its citizens. These measures include the Royal Decree on General Product Safety (Royal Decree 1801/2003, of 26 December), the Law on Unfair Competition (Law 3/1991, of 10 January), the Law on General Conditions in Contracts (Law 7/1998, of 13 April), the Regulation on Transparency and the Protection of Banking Services Customers (Order EHA/2899/2011, of 28 October), and the Law on Real Estate Loans (Law 5/2019, of 9 March).

Spain both central government and the autonomous communities have competences for consumer protection such as Madrid: Directorate General for Trade and Consumer Affairs (*Dirección General de Comercio y Consumo*); Catalonia: Catalanian Agency for Consumer Affairs (*Agència Catalana del Consum*); and, Andalusia: Directorate General for Consumer Affairs (*Dirección General de Consumo*). Since the enactment of the Constitution of 1978, consumer protection has been a basic principle the obliges Spanish government to guarantee citizens right an freedoms, on Section 51 of the Constitution n stipulates that public authorities must guarantee

¹⁸ Serrano, et.al. *Desafíos del regulador mercantil en materia de contratación y competencia empresarial*

the defense of consumers; protect their safety, health, and economic interests; promote the education of and information to consumers; and encourage consumers' organizations by attending to their requests concerning issues that may affect them.¹⁹

Obligation of consumer protection among this and most relevant as legal order is the General Law on the Protection of Consumers and User or *Ley general para la defensa de los consumidores y usuarios* (LGDCU). LGDCU is devoted as legal order as the general principles and establishes aim consumer protection, pursuant to Section 51(1) and (2) of the Spanish Constitution. These provisions establish the basic framework for consumer protection in Spain²⁰

Here is some information about regulations and consumer protection agencies for the consumption of food products in Spain. In Spain, every food product sold must include a label containing information about the ingredients used, the expiration date, and the country of origin of the product. The labeling should also include nutritional information such as calorie, protein, carbohydrate, and fat content in each serving of the product. This helps consumers to choose food products that suit their nutritional needs. Spain's consumer protection agency, *Agencia Española de Seguridad Alimentaria y Nutrición* (AESAN), is responsible for overseeing food safety and protecting consumers from food products that are unsafe or do not meet established safety standards.

In Spain, regulations and consumer protection agencies related to the consumption of food products are regulated by the *Agencia Española de Seguridad Alimentaria y Nutrición* (AESAN). AESAN is responsible for ensuring food safety and accurate information for consumers. Apart from consumer protection provided by the

¹⁹ Bofarull, "The Spanish Act on the Protection of the Rights of Consumers and Users."

²⁰ Gutierrez, "Consumer Protection in Spain."

technical regulations on matters related to food production, a key issue is labelling control. According the Spanish regulation, labeling must not mislead or deceive the consumer especially in term of:

1. The characteristics of the product, particularly its nature, identity, qualities, composition, quantity, shelf life, country of origin or provenance, and the methods of manufacture or production;
2. Attributing to the foodstuff effects or properties that it does not possess;
3. Suggesting that the foodstuff possesses special characteristics, when all similar products possess the same general characteristics; and
4. Attributing to the foodstuff the possibility of preventing, treating, or curing a disease, or to refer to such properties, including characteristics of natural mineral waters and foodstuffs for special nutritional use.

The applicable regulations establish a list of compulsory items to be indicated on any food label. In addition to the special characteristics of each type of food, these particulars must include, in Spanish:

1. The name under which the product is sold;
2. The list of ingredients;
3. The quantity of ingredients or (where applicable) the category of ingredients;
4. The alcoholic strength by volume of beverages containing more than 1.2 per cent by volume of alcohol;
5. The net quantity in the case of pre-packaged foodstuffs;
6. The date of minimum durability or the best-before date;
7. Special storage conditions or conditions of use;
8. Instructions for use, when they are essential for the proper use of the foodstuff;

9. Identification of the company, including the name or business name of the manufacturer or packager or of a seller established within the EU and their addresses;
10. The batch number; and
11. The place of origin.

The stipulated regulations outline a comprehensive set of mandatory elements to be included on all food labels. These particulars, required in Spanish, encompass essential information such as the product's selling name, the list of ingredients, the quantity or category of ingredients, the alcoholic strength for beverages exceeding 1.2 percent alcohol by volume, the net quantity for pre-packaged foodstuffs, the minimum durability or best-before date, special storage conditions or usage instructions when necessary, identification of the company including the name and address of the manufacturer or packager or a seller within the EU, the batch number, and the place of origin. These regulatory measures ensure transparency and provide consumers with crucial information for making informed choices about the food products they purchase and consume.

III. AUSTRALIAN LEGISLATION

Meanwhile, consumer behavior in Australia has undergone many changes of late, mainly due to monetary changes and evolving innovation. In this article, we will look at some of the factors that influence Australian consumer behavior. First and foremost, it is important to note that Australia has one of the highest standards of living in the world due to its high consumption and per capita income. In this way, consumers in Australia will more often have the ability and want to buy excellent goods and services. However, economic

factors such as inflation, interest rates and global economic uncertainty have also impacted Australian consumer behavior. This can affect consumer spending and investment decisions.²¹

In Australia, technology also has an impact on consumer behavior. Consumers in Australia are increasingly inclined to shop online and through mobile apps because of the growth of e-commerce.²² Moreover, it opens new channels through which businesses can reach customers online and increase sales. On the other hand, customer behavior in Australia is also influenced by natural and health awareness. In Australia, consumers are looking for eco-friendly products as they become more concerned about how their purchase will impact the environment. In addition, health is a major concern for Australian consumers, who are increasingly choosing healthy, high-quality products. In addition, consumer confidence has a significant impact on Australian consumer behavior. In Australia, consumers tend to trust well-known and reputable brands. As a result, consumer purchasing decisions in Australia are heavily influenced by company and brand reputation. In general, economic, technological, environmental, health and consumer confidence have an impact on Australian consumer behavior. To win in the Australian market, organizations must focus on these variables and adapt their promotional procedures to address consumer issues and tendencies in Australia.²³

²¹ Erin O'Brien, "Human Trafficking and Heroic Consumerism," *International Journal for Crime, Justice and Social Democracy* 7, no. 2 (2018).

²² Mariana Simanjuntak and I Made Sukresna, "Peningkatan Kinerja Pemasaran Digital Melalui Technology Acceptance Model," *Prosiding Industrial Research Workshop and National Seminar* 11, no. 1 (2020).

²³ Tess Hardy and Shae McCrystal, "The Importance of Competition and Consumer Law in Regulating Gig Work and Beyond," *Journal of Industrial Relations* 64, no. 5 (2022).

Australia is one of the countries that has strict regulations related to the consumption of food products regulated in the Consumers Affairs Act 1978. Australia regulatory bodies to addresses Consumer protection such as the Australian Securities and Investments Commission (ASIC), and the Australian Competition and Consumer Commission (ACCC).²⁴ ACCC is maintaining and promoting competition and regulation national infrastructure for fair trade in markets to benefit consumers, businesses, and the community. ACCC primary responsibility to ensure that individuals and businesses entity comply with Australian competition and fair trading and also consumer protection laws.

This is done to ensure the safety and quality of food products consumed by the public. The following is information related to regulations and consumer protection agencies for the consumption of food products in Australia. The main regulatory body for food products in Australia is Food Standards Australia New Zealand (FSANZ).²⁵ FSANZ is responsible for ensuring that all food products sold in Australia meet established safety and quality standards. FSANZ is also responsible for setting standards regarding food additives, pesticides, and residues of veterinary drugs used in food products. In addition to FSANZ, the Australian government also has regulations related to food product labels and information that must be provided by food manufacturers. Food manufacturers must provide information regarding the ingredients used in food products, including nutritional information, expiration dates, and storage instructions. In Australia, the main consumer protection agency is the

²⁴ Justin Oliver and Paul Schoff, "Agency and Competition Law in Australia Following ACCC v Flight Centre Travel Group," *Journal of European Competition Law and Practice*, 2017, <https://doi.org/10.1093/jeclap/lpx026>.

²⁵ Ghosh, "Food Safety Regulations in Australia and New Zealand Food Standards"; Guston, "Food Standards Australia New Zealand."

Australian Competition and Consumer Commission (ACCC). The ACCC is responsible for ensuring that consumers are protected from unfair or misleading business practices, including regarding food products. The ACCC also has a role to play in ensuring that food manufacturers do not make false or misleading claims regarding the health benefits of their food products. In addition to the ACCC, there are several other consumer protection agencies in Australia, including Choice and the Consumer Action Law Centre. These agencies act as independent watchdogs to ensure that food products sold in Australia meet established safety and quality standards.²⁶

Consumer protection of food products is an issue of universal relevance worldwide. This factor is very important because food products that do not meet the established standards and conditions can have a detrimental impact if consumed by the public. In this context, it is important to compare and analyze the differences and similarities in regulations and consumer protection agencies for food products in different countries, such as Indonesia, Spain, and Australia.

Indonesia, as one of the countries with a large and diverse population, has complex challenges in regulating and protecting consumers from the risks of unsafe or low-quality food products. Regulations in Indonesia have a wide scope, but there are often gaps in their implementation. Consumer protection agencies such as the Food and Drug Supervisory Agency (BPOM) play an important role in the supervision of food products. However, law enforcement sometimes still faces challenges in monitoring the entire supply chain and ensuring that food products in circulation meet established standards.

²⁶ Henry Materne-Smith, "Food for Thought: Australian Competition and Consumer Commission V HJ Heinz Company Australia Limited," *Adelaide Law Review*, 2019.

In Spain, consumer protection of food products also occupies a significant priority position. However, it should be emphasized that there are marked differences in the regulations governing and the focus of consumer protection agencies in Spain, so this approach to protection has become more distinctive and separate from other countries. In this context, Spain shows a stronger tendency to focus on regulation on trademark and copyright aspects related to food products. Through its supervisory body called *the Instituto Nacional de Consumo* (INC), Spain places more emphasis on oversight of advertising as well as marketing practices used in promoting food products. However, this opens the view that consumer protection in Spain does not only refer to the physical aspects or composition of food products alone, but also closely related to the realm of law and intellectual rights related to these food products. Thus, consumer protection in Spain takes on a broader dimension, where legal and regulatory aspects related to trademarks and copyrights take center stage. As a result, consumer protection agencies in Spain play a more important role in ensuring that the advertising and marketing practices of food products not only provide accurate and clear information to consumers, but also do not infringe intellectual rights involving trademarks or copyrights of food products. Therefore, it can be considered that in Spain, consumer protection does not only focus on the physical quality of food products alone, but also includes legal and intellectual aspects related to those products. The European Union, with a more integrated regulatory framework, plays an important role in regulating the safety and quality standards of food products in its member states. European regulations seek to ensure that food products circulating on the EU market are safe, of high quality, and in accordance with established standards. The European Food Safety Authority (EFSA) is an important institution in monitoring the risks associated with food products and providing

scientific assessments underlying the regulations. The existence of stricter regulations has an impact on the entire supply chain of food products, from producers to distributors.

Australia also has a similar approach to regulating food products and protecting consumers. Food Standards Australia New Zealand (FSANZ) is responsible for setting food product safety and quality standards in Australia. The regulations and policies implemented by FSANZ focus on safety, health, and correct information for consumers. Australia has a policy of providing clear information on food product labels, including nutritional information and ingredients used.

While there are differences in regulations and consumer protection approaches between the countries described above, there are also some similarities. For example, awareness of the importance of protecting consumers from the risks of unsafe food products is a universal priority. In addition, stricter regulations and strict supervision of food products are further strengthened in many countries to ensure products on the market meet established safety and quality standards. In the context of globalization and economic interconnection, this comparison shows how important harmonization of international regulations is in consumer protection of food products. The similarity of standards and approaches can facilitate international trade as well as ensure that products sold in different countries meet internationally recognized standards.

Consumer protection of food products is an essential issue around the world. Although consumer protection agencies' regulations and approaches vary across countries, efforts to ensure food products are safe and of high quality continue to be a key focus. It is important to acknowledge these differences and similarities to develop a better framework for protecting consumers and producing

food products that are safe, healthy and compliant with established standards at both national and international levels.

The following is a table as a form of comparison of regulations, institutions, and legal cultures of consumer behavior in the consumption activities of food products of the three countries, with the aim of being easily understood by readers.

TABLE 1 Comparison of Consumer Behavior in Food Product Consumption Activities of the Three Countries

Indicator	Country		
	Indonesia	Spain	Australia
Regulation	Indonesia has a law on Consumer Protection (UUPK) that regulates consumer rights, fairly strict regulations related to food products, such as being required to include the expiration date, list of raw materials, and nutritional content on product packaging. However, there are still some Products that haven't yet registered with BPOM and sold illegally.	Spain has strict regulations regarding food products, with a regulatory body known as Agencia Española de Consumo, Seguridad Alimentaria y Nutrición (AECOSAN) responsible for regulating food regulations. There are also food tagging programs that help consumers choose healthy products.	Australia has strict regulations related to food products, such as being required to include expiration dates, lists of raw materials, and nutritional content on product packaging. The food regulatory body in Australia is known as Food Standards Australia New Zealand (FSANZ),
Institution	In Indonesia, the institution responsible for regulating food product regulation is the Food and	In Spain, the agency responsible for regulating the regulation of food products is the Agencia Española	In Australia, consumer protection agencies related to the consumption of food products are

Indicator	Country		
	Indonesia	Spain	Australia
	Drug Supervisory Agency (BPOM). BPOM conducts regular checks on food products sold in the market.	de Seguridad Alimentaria y Nutrición (AESAN) In addition, there is also a regional supervisory body responsible for conducting inspections of food products.	regulated by Food Standards Australia New Zealand (FSANZ) and the Australian Competition and Consumer Commission (ACCC).
Legal Culture	Indonesian consumers tend to be more "resigned" (do not carefully read the information that has been presented (listed) on the packaging of food products sold, although there have been many cases related to food products that are harmful to health.	Spanish consumers are known to be quite concerned about the quality and safety of food, and often make lawsuits related to certain cases.	Australian consumers are very concerned about the quality and safety of food products, and often complain to government agencies about certain cases.

Source: Authors

Indonesia and Spain are known to have looser and less firm regulations in ensuring the safety and quality of food products sold to the public. This regulatory irregularity certainly has the potential to have an impact on consumer habits in both countries in choosing various types of food products.²⁷ On the other hand, Australia boast

²⁷ Marisca Evalina Gondokesumo and Nabbilah Amir, "Peran Pengawasan Pemerintah Dan Badan Pengawas Obat Dan Makanan (BPOM) Dalam Peredaran Obat Palsu Di Negara Indonesia (Ditinjau Dari Undang-Undang Nomor 36 Tahun 2009 Dan Peraturan Kepala Badan Pengurus Obat Dan Makanan),"

stricter and more careful regulations in monitoring and guaranteeing the safety and quality standards of food products on the market. This phenomenon could ultimately play a key role in changing the way society chooses and consumes food products.

The importance of strong regulations in maintaining the safety and quality of food products is in line with the main objective of maintaining public welfare. Uncertainty regarding these aspects in regulations in Indonesia and Spain can create concerns in the minds of consumers. Doubts about whether the products they buy are truly safe for consumption can undermine consumer confidence in the domestic food market. On the other hand, strict regulations in Australia give consumers confidence that the products they buy have passed a series of rigorous testing and evaluation before being allowed to circulate.

It is undeniable that consumer behavior is strongly influenced by their perception of product safety and quality. Consumers tend to prefer food products that they believe have higher safety and quality standards. Therefore, regulatory rigor plays an important role in shaping consumer preferences. In countries with strict regulations, Australia, people tend to be more selective in choosing food products. They will be more likely to choose products that have safety and quality certification labels, because they believe that the product has passed various rigorous tests.

Meanwhile, in Indonesia and Spain, where regulations may not be as strict, consumers may tend to be more willing to take risks and more open to a variety of food products, regardless of their level of

Perspektif Hukum, 2021, <https://doi.org/10.30649/ph.v21i2.16>; Pande Ratih Anggaraini Giri Putri, I Ketut Westra, and Ida Bagus Putu Utama, "Pengawasan Terhadap Peredaran Makanan Impor Yang Tidak Bersertifikasi Halal Oleh Badan Pengawas Obat dan Makanan (BPOM)," *Kertha Semaya: Journal Ilmu Hukum* 7, no. 1 (2019), <https://doi.org/10.24843/km.2018.v07.i01.p12>.

safety and quality. This could be due to a lack of confidence in regulation or due to a lack of adequate information about the risks associated with a particular product. In this case, educating consumers about the importance of choosing safe and quality food products is very important.

Australia have the potential to be more effective in protecting people from the risks associated with the consumption of unsafe or low-quality food products. However, the main role lies not only in the regulation itself, but also in the education and awareness of consumers about the importance of choosing food products wisely. If Indonesia and Spain can strengthen their regulations and raise public awareness, then consumer behavior in both countries can also change towards smarter and more responsible choices in choosing food products.

Consumer behavior has a central role in shaping market dynamics and directing business decisions. Various social, cultural, economic, and psychological factors influence consumer preferences and decisions in choosing a product or service. In this context, differences in consumer behavior between countries such as Indonesia, Spain, and Australia highlight the importance of adapting business strategies at the global level.

In Indonesia, consumer behavior characteristics are reflected in consideration of traditional price and value factors in choosing food products. Price is often a major consideration for Indonesian consumers, as many of them have budget constraints and are looking for products that provide the best value for money.²⁸ In addition, traditional value factors also play an important role. Consumers tend to be more interested in food products that are in accordance with

²⁸ Tami Rusli, "Tanggung Jawab Produk Dalam Perlindungan Konsumen," *Fakultas Hukum Universitas Bandar Lampung* 7, no. 1 (2012): 79–89.

local culture and traditions.²⁹ This can be seen from the preference for traditional foods that have been widely known and accepted in society.³⁰

Spain has behavioral characteristics of consumers who tend to consider modern brands and lifestyles in choosing food products. A brand that has a good reputation and is recognized in the market can be a determining factor in the purchasing decision of Spanish consumers. In addition, modern lifestyles and ongoing trends can also influence consumer preferences towards certain food products. Spanish consumers tend to be more open to advertised products with an image that matches their self-image or lifestyle aspirations.

Australian consumers exhibit a distinct behavioral inclination, prioritizing factors of comfort and health when selecting food products. There is a heightened awareness in Australia regarding the significance of maintaining good health and adopting a healthy lifestyle. Consequently, consumers in Australia tend to gravitate towards food products perceived as healthy and conducive to their well-being. Additionally, convenience holds a crucial role in their decision-making process, with consumers favoring products that are practical and easy to prepare. This emphasis on both health-consciousness and convenience underscores the unique preferences that shape consumer choices in the Australian food market.

²⁹ Alfina Maharani and Adnand Darya Dzikra, "Fungsi Perlindungan Konsumen dan Peran Lembaga Perlindungan Konsumen di Indonesia: Perlindungan, Konsumen dan Pelaku Usaha (Literature Review)," *Jurnal Ekonomi Manajemen Sistem Informasi* 2, no. 6 (2021), <https://doi.org/10.31933/jemsi.v2i6.607>.

³⁰ Ni Kadek Puspa Pranita and I Wayan Suardana, "Perlindungan Hukum Terhadap Nasabah Pengguna Layanan Fintech (Financial Technology)," *Jurnal Kertha Semaya* 7, no. 2 (2019). See also Dinda Dinanti, Muthia Sakti, Indira Putri Irfani, and Sinta Ana Pramita. "Politics of Law for the Protection of Debtors As Consumers in Fintech Based Loaning Services". *Unnes Law Journal* 6, no. 2 (2020): 427-444.

In the context of global business and competition in the food industry, companies must have a deep understanding of these differences in consumer behavior. Tailoring marketing and product strategies to meet the needs and preferences of local consumers is critical. Companies need to identify what is important to consumers in each market and how their products can add value in the local cultural and social context. In addition to factors such as price, brand, health, and convenience, compliance with product safety and quality standards is also a crucial factor in building consumer trust and expanding markets in various countries. Regulations vary from country to country, and companies must ensure that their products meet applicable standards and requirements. This compliance is not only a legal obligation, but also a way to prove to consumers that their products are trustworthy and safe for consumption.

In the face of these diverse global market challenges, companies must also consider innovation in their products and business processes. They need to continue to develop products that match consumer needs and trends, while still complying with applicable regulations and standards. Innovations in terms of packaging, taste, nutrition, and product practicality can be a strong differentiation factor in a competitive market.

In order to face global competition and optimize market potential, collaboration with related parties is also very important. Governments, regulatory agencies, local communities, and business partners can be valuable sources of support and knowledge in addressing local and global challenges. Through good cooperation, companies can build a strong reputation, expand market reach, and run sustainable and successful business operations in different parts of the world. The differences in consumer behavior between countries such as Indonesia, Spain, and Australia show how important adapting business strategies is in entering the global market.

Companies must understand the culture, habits, and preferences of consumers in each country, and follow applicable regulations and standards. By understanding the factors that influence consumer behavior and innovating according to market needs, companies can successfully compete and build a strong market share on an international scale.

Based on the results of the comparative study, it appears that Indonesian people tend to be weak consumers compared to other countries. Indonesian people do not have a high awareness of protection for themselves related to the consumption of food products. Indonesia's low-awareness consumer law culture is influenced by regulatory and enforcement factors.

Indonesia is a state of law based on Article 1 paragraph (3) of the 1945 Law. As a state of law based on law and justice for its citizens, Indonesia has consequences in upholding the rule of law based on the principle of equality before the law.³¹ Law is used as a tool in achieving justice and legal expediency as a legal goal.

Every citizen has a role in the construction of national law. In its implementation, the development of national law is inseparable from the legal system. According to Friedman, in the legal system itself there are 3 elements that make up the legal system, namely legal substance, legal structure, and legal culture.³² Legal substance is the entire legal principle, legal norm, and rule of law, both written and

³¹ Ibnu Alwaton Surya Waliden, Selvia Fitri Maulida, and Mochammad Agus Rachmatulloh, "Tinjauan Asas Equality Before the Law Terhadap Penegakan Hukum Di Indonesia," *Verfassung: Jurnal Hukum Tata Negara* 1, no. 2 (2022), <https://doi.org/10.30762/vjhtn.v1i2.186>.

³² Sudjana, "Penerapan Sistem Hukum Menurut Lawrence W Friedman Terhadap Efektivitas Perlindungan Desain Tata Letak Sirkuit Terpadu Berdasarkan Undang-Undang Nomor 32 Tahun 2000," *Al Amwal (Hukum Ekonomi Syariah)* 2, no. 1 (2019): 78–94; Iman Pasu Purba, "Penguatan Budaya Hukum Masyarakat Untuk Menghasilkan Kewarganegaraan Transformatif," *Jurnal Civics: Media Kajian Kewarganegaraan* 14, no. 2 (2017): 146–53.

unwritten. The rules, norms, and patterns of behavior that reside in the system are included. While the legal structure is a structural component that moves on a mechanism such as in making rules to the implementation and implementation of rules. So in this case the legal structure concerns law enforcement officials. Legal culture is the values, thoughts, and expectations of norms in people's social life.

The elements that make up the legal system have a close relationship with each other which is manifested in the achievement of legal objectives. According to Satjipto Rahardjo, legal culture is the basis for whether positive law is implemented in society. This is because the implementation of positive law is determined by attitudes, views, and values adopted in society.³³ So that the legal process is a link of communication, relations, and interaction of the knowledge system and the embodiment of the value system and value choices in the formation of the norm system. Thus, legal culture becomes a reflection and form of systematization of legal knowledge, formulation of legal values, and harmony of these values.

Legal culture is divided into two parts, namely external and internal.³⁴ External legal culture is the legal culture that exists in society in general. For example, protests carried out by a group of people to the government. While internal culture is a legal culture, especially from people who are in the legal profession. People in the legal profession have their own attitudes, views, and behaviors so that they have a major influence on the pattern of demands in the legal system and the legal behavior of society. These attitudes, views, and behaviors determine how much trust people have in the legal system.

³³ Antoni, "Menuju Budaya Hukum (Legal Culture) Penegak Hukum Yang Progresif," *Kajian Syari'ah Dan Masyarakat* 19, no. 2 (2019); T Takdir, "Peran Budaya Hukum Dalam Mencapai Tujuan Hukum Di Masyarakat," *Maddika: Journal of Islamic Family Law*, 2017.

³⁴ Adam Mulyawan and Puti Priyana, "Perlindungan Hak Cipta Desain Grafis Pada Usaha Print on Demand," *Jurnal Kertha Semaya* 9, no. 8 (2021): 1488–1500.

So that the work of law is not only because of the function of the rules but also the implementation of the bureaucracy.

The development of legal awareness in society can result in changes in legal culture. There are 3 (three) forms of behavior in society which can then be grouped into 3 (three) types of legal culture. The types of legal culture are:

1. Parochial culture

In the parochial type of culture, people still have a limited way of thinking and responding to the laws in their environment. Such types of societies tend to use their own legal traditions and legal rules.

2. Subject culture

In the type of subject culture, society already has its own attention to its way of thinking and begins to develop legal awareness. However, public knowledge of legal aspects has emerged but is still limited due to threats from the authorities, resulting in relatively little to no public input.

3. Participant culture

In the type of participant culture, people feel that they have similar positions, rights, and obligations in the eyes of law and government. Such a type of society always feels that it is necessary to take part in every legal and judicial event as well as legal life both public and private interests. Public knowledge has been extensive so that it is active in providing legal responses.

Public knowledge has been extensive so that it is active in providing legal responses.

In reality, the phenomenon of legal culture in society is often far from ideal. This is due to the low level of legal awareness among the public. This situation reflects the behavior of society in terms of dealing with aspects of the law that do not meet the desired standards. There are several factors behind this condition, and the impact can be

seen in various contexts of life, including when society plays a role as a consumer.

In the context of legal culture in society, one of the main challenges is the lack of awareness of the importance of knowledge and understanding of the law. People often lack adequate knowledge of their rights and obligations in the legal environment. As a result, they are less likely to have a proper judgment about unlawful acts and the legal repercussions that may arise from them. The lack of legal education causes them to get stuck in situations that may break the law without realizing it, or even deliberately violate because they do not know the consequences.

In relation to legal proceedings, this condition is reflected in the tendency of society to commit violations of the law, either with intention or without clear intention. Legal proceedings are often perceived as complex and time-consuming, resulting in discomfort and uncertainty. This has resulted in people being more likely to avoid involving themselves in legal proceedings and prefer shortcuts to resolve their issues, even if it means breaking the law. A family-level approach to resolution often takes precedence, which can lead to reluctance to refer matters to court or to the authorities.

In addition, the issue of trust in due process and law enforcement is also pervasive in the legal culture of society. Many people do not believe that the justice system can provide real justice. They feel that legal proceedings can be influenced by a variety of external factors, such as money or personal relationships. Uncertainty regarding court outcomes as well as an inability to understand the complexities of the law make some individuals reluctant to take legal action, even if they are victims of lawlessness. In this context, the conflict between the conditions of legal culture and the objectives of law becomes increasingly clear. The law should exist to achieve underlying goals such as justice, expediency, and legal certainty.

However, in less developed legal cultures, these goals are often overlooked or even violated. Justice is not always achieved if people do not have equal access to law enforcement and the judicial process. Legal expediency also cannot be felt if people do not understand their rights and the consequences of legal action. Lack of trust in the legal system can also destroy the foundations of legal certainty itself.

It is important to realize that the legal culture that exists in society can have a significant influence on various aspects of life, including in the role of consumers. People's habits and views on the law will have an impact on how they interact with the products and services they buy. For example, in buying food products, people who have a less developed legal culture may not pay much attention to safety labels or regulations governing those products. Conversely, people who are more legally aware tend to be more careful in choosing products, seeking information about ingredients and production processes. Therefore, it is important for companies to understand the legal culture in each market in which they operate. Companies must be able to adapt to consumer views and behaviors that may differ in legal terms. This can involve educating consumers about their rights, providing clear information about products, and building trust through openness and transparency.

In the end, the legal culture that exists in society cannot be ignored in business or marketing strategies. Companies must be able to read the dynamics of legal culture and society, and intelligently incorporate this understanding into their business plans. Thus, companies can build strong relationships with consumers, gain their trust, and deliver products and services that meet the expectations and needs that exist in society. In the era of globalization and advances in information technology, the relationship between consumers and producers is increasingly complex and widespread. The emergence of new products and services and the increasing

awareness of consumers about their rights demand adequate protection. In this context, a consumer law culture is essential to protect consumer rights and encourage fair and responsible business practices in Indonesia. However, consumers often resign themselves when faced with a conflict in a trade cycle or transaction. So that it affects consumer culture in society.

The development of consumer law culture in Indonesia can be traced since the enactment of Law Number 8 of 1999 concerning Consumer Protection. This law provides a strong legal basis for consumer protection in Indonesia. Since then, various regulations and policies related to consumer protection have been issued by the government, such as Law Number 32 of 2004 concerning Regional Government which gives authority to local governments to regulate consumer protection in their areas. In addition, Indonesia has also become a member of the Association of Southeast Asian Nations (ASEAN) and ratified the ASEAN Agreement on Consumer Protection which strengthens cooperation between member countries in consumer protection.³⁵

This demonstrates Indonesia's commitment to improving consumer protection on a regional scale. The development of consumer law culture in Indonesia can be traced since the enactment of Law Number 8 of 1999 concerning Consumer Protection. This law provides a strong legal basis for consumer protection in Indonesia. Since then, various regulations and policies related to consumer protection have been issued by the government, such as Law Number 32 of 2004 concerning Regional Government which gives authority to local governments to regulate consumer protection in their areas. In

³⁵ Marisca Evalina Gondokesumo and Nabbilah Amir, "Peran Pengawasan Pemerintah Dan Badan Pengawas Obat Dan Makanan (BPOM) Dalam Peredaran Obat Palsu Di Negara Indonesia (Ditinjau Dari Undang-Undang Nomor 36 Tahun 2009 Dan Peraturan Kepala Badan Pengurus Obat Dan Makanan)."

addition, Indonesia has also become a member of the Association of Southeast Asian Nations (ASEAN) and ratified the ASEAN Agreement on Consumer Protection³⁶ which strengthens cooperation between member countries in consumer protection.³⁷ This demonstrates Indonesia's commitment to improving consumer protection on a regional scale.

Although there is already a strong legal foundation for consumer protection in Indonesia, there are still some challenges in improving consumer legal culture in society. One of the main challenges is the low awareness of consumer law among the public. Many consumers do not have adequate knowledge and understanding of their rights as consumers, making them vulnerable to irresponsible business practices. People will be more likely to surrender when faced with a conflict in trade transactions.³⁸ In addition, there are still gaps in access to information related to consumer protection. Especially in remote areas or communities that are less accessible by mass media and information technology.

The spirit of feudal is still present in Indonesian consumers when dealing with business actors. Consumers still focus on those

³⁶ Luke R. Nottage, "ASEAN Product Liability and Consumer Product Safety Regulation: Comparing National Laws and Free Trade Agreements," *SSRN Electronic Journal*, 2015, <https://doi.org/10.2139/ssrn.2562695>; Faris Al-Fadhat, "Indonesia's G20 Presidency: Neoliberal Policy and Authoritarian Tendencies," *Australian Journal of International Affairs*, no. April (2022): 1–7, <https://doi.org/10.1080/10357718.2022.2070598>; Adria Ferrer and Carlos Garcia Gutierrez, "Legal and Consumer Requirements in ASEAN Countries," in *SAE Technical Papers*, vol. 2, 2014, <https://doi.org/10.4271/2014-01-2027>.

³⁷ Deviana Yuanitasari and Helitha Novianty Muchtar, "Aspek Hukum Standarisasi Produk di Indonesia dalam Rangka Masyarakat Ekonomi ASEAN," *Jurnal Hukum Ius Quia Iustum* 25, no. 3 (2018), <https://doi.org/10.20885/iustum.vol25.iss3.art6>.

³⁸ José de Sousa, Thierry Mayer, and Soledad Zignago, "Market Access in Global and Regional Trade," *Regional Science and Urban Economics* 42, no. 6 (2012), <https://doi.org/10.1016/j.regsciurbeco.2012.07.011>.

who are weak and business actors are strong figures so they are often trapped in subordinate and superior conditions. This relationship will make the situation one-sided and benefit the strong party, namely business actors.⁷ Consumers will tend to obey and not protest because it is caused by fear and inferiority. This situation is also actually a form of lack of understanding of consumer dispute resolution mechanisms as well as an obstacle in efforts to protect consumer rights.

The escalating legal awareness among consumers in Indonesia carries profound significance, yielding positive impacts across various aspects of their lives. Primarily, bolstering consumer legal awareness holds the potential to significantly empower individuals, endowing them with enhanced skills and knowledge essential for navigating the shopping process and engaging with producers or service providers. A comprehensive grasp of their inherent rights enables consumers to make more informed choices when selecting products. Additionally, heightened legal awareness empowers consumers to hold producers or service providers accountable in the event of breaches jeopardizing the safety or integrity of acquired products. Secondly, the ripple effect of increasing consumer legal awareness extends to fostering integrity and fair business practices. Manufacturers and service providers are motivated to conduct more meticulous and professional business operations, aligning their products and services with established quality norms and safety standards. A heightened understanding of consumer protection regulations instills a greater sense of responsibility, compelling them to adhere to and comply with existing regulations. This dual impact highlights the transformative role of consumer legal awareness in not only empowering individuals but also cultivating a culture of integrity and compliance within the business landscape.

Furthermore, by prioritizing the implementation of more ethical business practices, companies can participate in shaping a

healthier and highly competitive economic environment in the long run. Third, it cannot be overlooked that the role of consumer legal awareness helps build a solid foundation for public trust in the legal system and institutions that are responsible for safeguarding consumer rights. When consumers feel that their rights are being heard and prioritized, it contributes to instilling deeper confidence in the dispute resolution process. In an atmosphere where fairness and transparency go hand in hand, this trust is growing and extending to society as a whole.

The increase in consumer law awareness in Indonesia shows a multi-dimensional impact, which stretches from consumer empowerment, progress in business practices, to the formation of public trust. The adoption of a deeper understanding of consumer rights and protections not only creates a stronger relationship between consumers and sellers, but also promotes quality and integrity within the business environment. On the way to more comprehensive protection and greater welfare, the introduction of consumer legal awareness plays an invaluable role.

In increasing consumer law awareness in Indonesia, collaborative efforts between the government, non-governmental organizations, and the business sector are needed. Some techniques that can be done include:

1. **Education and Campaigns:** Education about consumer rights should be included in the education curriculum, both at the school and college level. In addition, socialization campaigns through mass media, social media, and community activities can also be carried out to increase consumer legal awareness.
2. **Training and Counseling:** Training and counseling consumers on their rights and how to protect themselves from harmful business practices. This can be done through cooperation between governments, NGOs, and educational institutions.

3. **Effective Law Enforcement:** The government must ensure effective enforcement of consumer protection violations. This will signal those violations of consumer rights will not be tolerated and encourage consumer legal awareness.
4. **Information Media Development:** Development of information platforms that are easily accessible to the public, such as websites or mobile applications, that provide information related to consumer rights, dispute resolution mechanisms, and practical guidance for transactions safely.

Furthermore, it is highlighted that elevating consumer law awareness in Indonesia necessitates collaborative endeavors involving the government, non-governmental organizations, and the business sector. Essential strategies encompass integrating education about consumer rights into the academic curriculum at both school and college levels, coupled with socialization campaigns through diverse channels such as mass media, social media, and community activities. Furthermore, the implementation of training and counseling programs, a joint effort among governments, NGOs, and educational institutions, is crucial to empower consumers with knowledge about their rights and protection against detrimental business practices. Ensuring effective law enforcement in addressing consumer protection violations is paramount, sending a clear signal that infringements upon consumer rights will not be tolerated, thereby fostering consumer legal awareness. Additionally, the development of easily accessible information platforms, such as websites or mobile applications, is imperative, providing the public with information on consumer rights, dispute resolution mechanisms, and practical guidance for secure transactions. This multifaceted approach aims to comprehensively enhance consumer legal awareness and safeguard the interests of consumers in Indonesia.

CONCLUSION

Consumer behavior in Indonesia reveals distinctive characteristics that, in various respects, indicate a weaker inclination toward self-protection compared to other countries. Despite Indonesia's cultural richness and societal diversity, there exists a noticeable deficiency in consumer awareness regarding the critical importance of scrutinizing the products they consume. This deficiency can be attributed to several factors, often intertwined with shortcomings in the regulatory landscape and the enforcement of laws governing consumer protection. A noteworthy facet of Indonesian consumer behavior is the prevalent indifference towards the products they purchase and consume. Many Indonesian consumers tend to prioritize affordability over considerations of safety and product quality during their purchasing decisions. The prevailing emphasis on low prices, particularly within the constraints of budgetary considerations, underscores a tendency that may inadvertently neglect health and safety considerations. This inclination not only reflects the economic imperative of seeking cost-effective options but also underscores a broader unawareness of the long-term implications of consumed products. It is crucial to acknowledge that consumer behavior is a product of both individual and contextual factors, with social and cultural conditions exerting a profound influence. In Indonesia, consumer legal awareness remains relatively low, owing to insufficient legal education, limited dissemination of information regarding consumer rights, and a lack of awareness concerning the risks associated with specific products. The absence of a comprehensive understanding of their rights and responsibilities as consumers may lead individuals to overlook critical factors in their purchasing decisions. Regulatory and law enforcement dimensions

also significantly shape consumer behavior in Indonesia. Existing consumer protection regulations often lack robustness, creating an impression that safeguarding consumer interests is not a top priority.

Moreover, enforcement against violations of consumer rights has proven inconsistently effective, with instances where violations may not incur appropriate sanctions or legal action. Such circumstances contribute to consumers' perception of inadequate protection, potentially diminishing their motivation to proactively ensure the safety and quality of purchased products. However, it is essential to recognize the complexity of comparing consumer behavior across different countries. Substantial variations exist, and factors influencing consumer behavior in Indonesia cannot be considered in isolation. Other nations grapple with challenges in safeguarding consumer rights and instigating behavioral shifts towards greater awareness and proactivity. In conclusion, addressing the intricacies of consumer behavior in Indonesia necessitates multifaceted interventions, encompassing regulatory enhancements, educational initiatives, and cultural considerations, while recognizing the broader global landscape of consumer protection challenges.

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