

**THE IMPACT OF CONSUMER PROTECTION ON GOODS AND SERVICES CONSUMED RELATIVE TO THE STANDARD OF LIVING OF THE CONSUMER.**

**(A CASE OF NAIROBI COUNTY RESIDENTS IN KENYA)**

**BY**

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## ABSTRACT

The purpose of this research project is to establish the effects of counterfeit goods and services in an economy and ultimately to the final consumers and their living standards. The study envisaged the challenges facing the fight against counterfeit goods and services a case of (Nairobi County) in Kenya. The main objectives of this study are; evaluation of the influence of legislation on the influx of counterfeit goods and services in Nairobi County; evaluation of risks associated with consumption of counterfeit goods and services to consumers and their living standards in the County; an evaluation of low income earnings in relation to high prices towards access to authentic goods and services as compared to the low prices of counterfeit goods in the county; to assess the perception of consumers in purchase counterfeit goods and services in the county, and finally; to evaluate the various ways used in the implementation the formulated legislation to contain the domain of counterfeit goods and services in the county of Nairobi.

The stud adopted a descriptive research design with its population comprising of all the employees from the county government of Nairobi and the Nairobi residents. Data was collected with the aid of questionnaires which was sent to the sample respondents. The target population of this study was 85 respondents from the county government of Nairobi and as such the study adopted a qualitative data analysis method in the analysis of the study using the completed questionnaire. The data obtained was analyzed using descriptive statistics and findings presented using pie charts, histograms and tables. The aim of this research was to find out the several factors that contribute to the need of authentic business measures in the Nairobi County. The respondents' sentiments were attributed by listing them and ranking them in their order of importance. The study further needed to establish why the county government needed to recognize the general challenges in the environment and specific challenges existing in their operations and evaluate the means and ways it can implement to curb or minimize it to ensure safety and quality of goods and services availed to consumers in the county.

The research wanted to establish why the government needed to comprehend the impact and cause of these challenges and have a stake in the fight against this menace. The study intends to find out whether these suggested measures can help to detect and preclude counterfeit goods in the marketplace by the pertinent government agencies mandated with this responsibility.