



A STUDY ON AWARENESS OF CONSUMER RIGHTS AMONG COLLEGE STUDENTS IN MADURAI CITY

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ABSTRACT:

Consumer rights is “the rights to obtain information about the quality, strength, quantity, purity, price and quality of goods or service” but the consumer must prevent unfair commercial practices. It is important that Customers understand these rules. Consumer awareness is the process of making the consumer of goods and services aware of their rights. It involves educating a consumer on safety, information and the repair options available for all goods and services. This study is based on awareness of consumer rights among college students.

KEYWORDS:

CONSUMER RIGHT, SECURITY, EDUCATIONAL GOODS AND SERVICE.

1.1 INTRODUCTION

To satisfy limitless wants people purchase goods and services at a given price. But what to do in the case if the goods and services bought are inductee to be in bad quality or overcharged or measured less in quantity etc. In such circumstances. The consumers, as a substitute of getting fulfilment, often feel cheated by the suppliers who have sold the goods and services. Here, consumer awareness plays an important role.

Consumer responsiveness is nothing but an act of making sure the buyer or consumers are aware of the info about products, goods, services, and consumer's rights. Consumer awareness is important so that consumers can make the right choice and make the right choice at the right time. In this article, we will deliberate consumer awareness, and consumer rights in detail.

The need for teaching consumers about product quality and product price is important and should not be ignored. The development of knowledge and development of refined gadgets in the market and aggressive marketing tactics in the era of globalization has not only given a wide choice to consumers but also do not defend them with a plenitude of complications associated with such rapid changes.

There is an urgent and growing necessity to teach and motivate the consumer to be attentive about the product's quality, and also the conceivable deficiencies in the services of the growing sector of public utilities.

In short, the consumer should be cultivated with respect to his rights as a consumer. Consumer should be cultivated sufficient so that he is able to protect himself from any

unlawful act on the part of the dealer. In order to help consumers to be in such a state, there is a need to afford reliable and in-depth information, which they can access without much effort and expense. Considering these issues, the Government of India and the State Government have made an effort to familiarize a dispute redressal mechanism by means of the Consumer Protection Act. Apart from this, a lot more has to be done in the area of making awareness. A appropriate remedy should be suggested anywhere there is a need. This becomes more significant in the rural areas, where there is general illiteracy.

SIX CONSUMER RIGHTS: EVERYONE SHOULD BE AWARE OF

1. Right to Safety
2. Right to Be Informed
3. Right to Choose
4. Right to Be Heard
5. Right to Seek Redressal
6. Right to Customer Education

CONSUMER RESPONSIBILITY

The consumer has a certain responsibility to perform as an aware consumer can bring changes in the society and would help other consumers to fight against the unfair practices or be aware of it. Following are the important responsibilities of a consumer which they should carry out.

- They should know their rights under the consumer protection act and should practice the

same in case of need.

- They should have sufficient knowledge about the product they are buying. They should act as a cautious customer while purchasing any product.
- A consumer can file a complaint if a product is found to be false or not satisfactory.
- The consumer can demand a cash memo while making a purchase.
- The consumer should verify the standard mark that has been introduced for the reliability of the quality of the product like ISI or Hallmark, etc.

1.2 STATEMENT OF THE PROBLEM:

The problem of study is considered based on the awareness among the mass which includes all categories covering illiterate to professional level, area of residents from urban to rural classification and both gender with altered age group from student level to expert level. However, the study found that few of the consumers, through may have affected by some means or other. They are not prepared to file a complaint with consumer forum. The reasons are very simple such as too much of procedures, basically, fear of court, feeling that the activity may be time consuming, sometimes that necessity to dedicate their time and job which may be expensive too. The most important and fundamental aim is that people feel insecure. To place a grievance against ant party as they are in the middle class or poor segment. Only people who have the man and money power are confident and have enough strength to file complaints as consumers to their loss.

1.3 REVIEW OF LITERATURE:

1. "Awareness and attitudes of consumers towards their rights" is a study of Mr. A, Bhargava. In this study, a three pronged research project carried out in Ahmedabad, aimed at identifying the level of consumer awareness towards their rights (information, safety, choice, etc.) with regard to electrical and household appliances and their attitudes towards asserting them.

2. Another study of similar nature is carried out by S. Mittal titled "Indian Consumerism and Indian Business". This report, based on an analyses of data obtained through interviews with business executives and consumer activists as well as from secondary sources (newspapers, publications, and books etc. on the subject) examines the various aspects of consumerism in India and its implications for Indian business and the role of the government. The paper traces the developments in Indian consumerism upto the formation of the Consumer Association of India by the Government in 1959, subsequently organizations like CERC, CGSI provided further impetus.

1.4 OBJECTIVES:

- To find out the level of Consumer Awareness on Consumer Rights.

- To analysis the Consumer Rights awareness among College Students.

1.5 METHODOLOGY AND SAMPLING:

PRIMARY DATA: Questionnaire (The major type of information is Google form used for primary data)

SECONDARY DATA: Journals, Internet, newspaper etc.

SAMPLE DESIGN

Awareness of Consumer Rights among College Students in Madurai City under this research and tells their satisfaction level.

SAMPLE TECHNIQUE

Choosing a study sample is an important step in any research project since it is rarely efficient, practical, or ethical to study whole populations. In this study the sampling strategy used is convenient sampling. The sample size is 100. A small part of something intended as representative of the whole, or a subset of a population. In this research simple random sampling is being used.

1.6 DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

1. GENDER OF RESPONDENTS:

TABLE 1: GENDER WISE RESPONDENTS

GENDER	FREQUENCY	PERCENT
Female	64	64
Male	36	36
Total	100	100.0

Source primary data

The above table shows that 64% are female respondent while 36% are male respondent.

2. AGE GROUP:

TABLE 2: AGE WISE RESPONDENTS

AGE	FREQUENCY	PERCENT
Below20	79	79
20-25	20	20
Above 25	1	1
Total	100	100.0

Source primary data

Above table shows that 79% respondents are below 20 years old, 20% respondents are between 20-25years old, 1% respondents between above 20 years old. Overall result shows that between all of them the respondents who has age limit between below 30 years people are more familiar to shop online.

3. AWARENESS OF CONSUMER RIGHTS

ANOVA factor influencing consumer opinion on Awareness of Consumer Rights with Age

HYPOTHESIS

H0 (Null Hypothesis): There is no significance difference among age with factors opinion on Awareness of Consumer Rights.

H1 (Alternative Hypothesis): There is significance difference among age with factor opinion on Awareness of Consumer Rights

TABLE 3: CONSUMER WISE OPINION ON AWARENESS OF CONSUMER RIGHTS

No	Factors	Sum of Squares	df	Mean Square	F	Sig.
1	Awareness on rights	1.227	2	.613	.697	.502**
2	Awareness on quality	2.065	2	1.032	1.229	.300**
3	Awareness on quantity	2.295	2	1.147	1.496	.233**
4	Awareness on price	1.422	2	.711	.975	.383**
5	Awareness on getting bill	1.889	2	.945	1.552	.221**
6	Awareness on tax rate	2.065	2	1.032	1.476	.237**
7	Awareness on consumer protection	1.121	2	.560	.642	.530**
8	Awareness on safety	4.778	2	2.389	4.315	.018*
9	Awareness on right to get information	1.667	2	.834	1.004	.373**
10	Awareness on goods and services	.433	2	.217	.255	.776**

Computed from SPSS

One way ANOVA was applied to find whether there is a significant difference among the age groups in their factors influencing opinion on Awareness of Consumer Rights. It is clear from the above table that the null hypothesis is rejected (Significant). So it can be concluded that age has significant effect over the factors influencing opinion on Awareness of Consumer Rights

It is observed that the entire variable is found to be statistically significant, not significant. The hypothesis assumed from the above table 3, it is found that the based on the variable Age is inferred that factor no except 'Awareness on safety' these factors rest of the factors value

is which is greater than 0.05, null hypothesis is accepted. Therefore there is no a relationship between all factors with age. Difference between ages, and some factors, null hypothesis is rejected p value is (0 .000) which is less than 0.05.

4. PERSONAL VARIABLE AND PERCEPTION OF CONSUMER RIGHTS

Null Hypothesis: "There is no significant relationship between the selected variable and Perception of consumer rights". To test the null hypothesis the Chi square and ANOVA test was applied and the result is depicted in Table

TABLE 4 PERSONAL VARIABLE AND PERCEPTION OF CONSUMER RIGHTS

Perception	score of consumer rights	Chi square value			ANOVA	
	Tests	Value	df	Sig.	F	Sig.
Gender	Pearson Chi-Square	30.744	13	.004*	2.502	.003*
Age		46.276	26	.008*	2.634	.002*

Marital status		41.549	26	.027*	1.188	.287**
No. of. Family members		93.361	52	.000*	2.899	.001*
Educational Qualification		85.430	52	.002*	1.980	.022*
Occupation		103.042	52	.000*	2.414	.004*
Family Income		52.266	26	.002*	2.365	.005*

Source: primary data computed in SPSS

*Significant @ 0.05 %(S) ** Not significant @ 0.05 %(NS)

Chi square was applied to find whether there is a significant difference among the Personal groups in their Perception of consumer rights. It is clear from the above table that the null hypothesis is rejected (Significant). So it can be concluded that Personal variable gender, age, no of family members, educational qualification, occupation, family income has significant, the null hypothesis is rejected on effect over the Perception of consumer rights factors with ANOVA.

1.7 FINDINGS AND CONCLUSION

It is concluded that consumer awareness means being aware of having the knowledge about the several consumer production laws, rectified techniques, and consumer rights which include the right to protection of health and safety from goods and services that consumers purchase, right to be informed about the price, quality, quantity, potency, and standard of goods.

It is clear from the above table that the null hypothesis is rejected (Significant). So it can be concluded that age has significant effect over the factors influencing opinion on Awareness of Consumer Rights.

It can be concluded that Personal variable gender, age, no of family members, educational qualification, occupation, family income has significant, the null hypothesis is rejected on effect over the Perception of consumer rights factors with ANOVA.

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