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## A study of consumer awareness on quality marks in India

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**Abstract**

Quality marks distinguishes the goods and products of one manufacturer or trader from similar goods of others and therefore, it seeks to protect the interest of the consumer as the trader. A quality marks may consist of a device depicting the picture of word art, symbol, logo and any images. Since a quality marks indicates relationship in the course of trade, between trader and goods, it serves as a useful medium of advertisement for the industrial product and their quality. The object of quality certification is to permit industries by registering its product to obtain an exclusive right to use, share, or assign a mark. Closely related it is quality mark which distinguishes the services of industries from the services of other industries. Quality marks are meant to communicate the added value of the product. The extra quality may refer to one or more aspects that a consumer may be unsure about. Such aspects can be environmental impact, product quality, safety and hygiene, production standards, the absence of additives or preservatives, etc.

**Keywords:** Industries, sellers, quality assurance, consumers

**Introduction**

The areas of Quality marks that are most relevant for consumer protection is various Certifications are against unfair competition in market i.e., ISI, Agmark, BIS Hallmark, PFO marks. These types of certification which is used in the course of trade and distinguishes industrial products of one industry from those of other industry. Consumers often make their purchasing choices on the basis of recognizable service marks.

Adam Smith defines "Consumer is the sole end and purpose of all production; and the interest of the producer ought to be attended to only so far as it may be necessary for promoting that of the consumer."

**Need For the Study**

Quality marks discriminates the product of one manufacturer or trader from similar product of others. The object of quality certification is to permit an enterprise by registering its product to obtain an exclusive right to use or sell products. Undoubtedly, knowledge is power. It is education, which transforms the individual's personality, enriches the mind, sublimates the emotions and illuminates the spirits. The need is to understand the level of awareness of the consumers towards their rights to make rational choices and protect themselves from trade and business related exploitation they have to face in their day-to-day life. Consumer education must inculcate the responsibilities of consumers. Responsibilities always precede rights. If consumers want their rights recognized, they must first exercise their responsibilities.

**List of Quality marks in India**

- Agmark
- Isi (Indian Standards Institute)
- Fpo (Food Product Order)
- Hallmark
- Fssai
- Bee Star Ratings
- Handloom Mark

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- Woolmark

**Statement of The Problem**

The problem of study is considered based on the awareness among the mass which includes all categories covering Primary Levels to professional level, area of residents from urban to rural category and both gender with different age groups from student level to professional level. This study is to overview the level of awareness about Quality certification among consumers towards various brands they have used.

**Objectives of The Study**

To study the consumers awareness on Quality Assurance Marks in India.

**Data Collection**

The data were collected from secondary sources. The secondary data were collected from Magazines, Journals, and Periodicals about Bureau of Indian Standards website.

**Table 1:** showing Perception of customers towards selected quality marks and their educational Qualification

Educational qualification		Mean	Standard deviation	F value		Sig.
Under graduate	35.65		9.198	6.173	.014	
Graduate	46.121		3.65			
Post graduate	40.44		7.088			

From the above table it can be concluded that maximum customers are aware towards the quality marks are graduates. As there is mean score of graduates are higher than the mean score (46.121) of under graduates (38.65) and post graduates (45.44). From the ANOVA it was found that

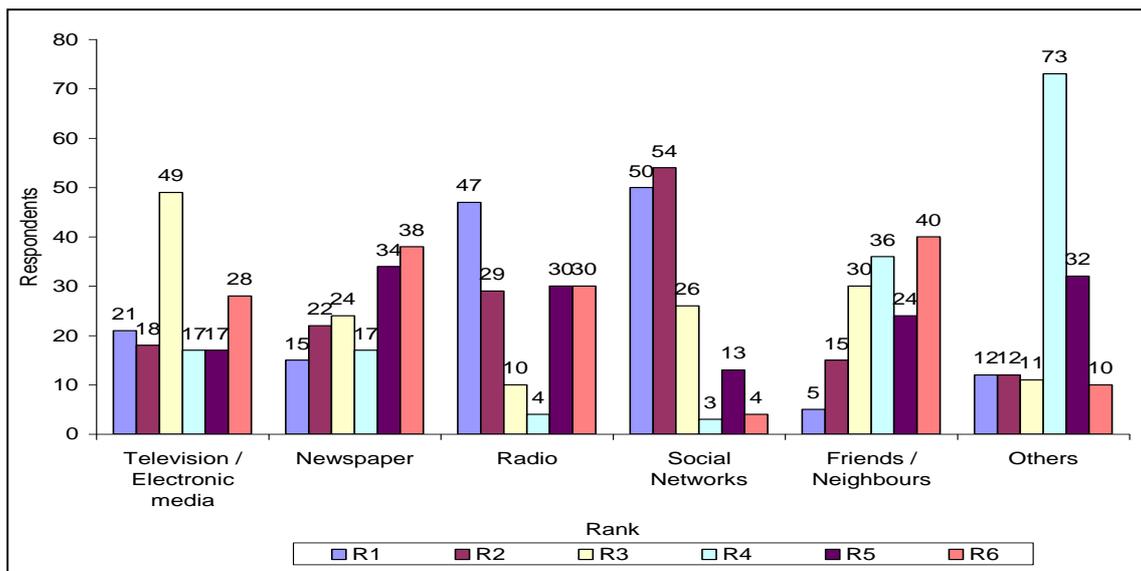
f value is 6.173. So, there is (p<.05) indicate that there is a significant difference between the customers awareness toward the marks of quality assurance on the products on the basis of various level of the educational qualification.

**Table 2:** Source of Information about Quality marks and Product

Source of Information	R1	R2	R3	R4	R5	R6	Garrett Score	Mean	Rank
Television / Electronic media	21	18	49	17	17	28	7078	47.19	3
Newspaper	15	22	24	17	34	38	6377	42.51	4
Radio	47	29	10	4	30	30	7882	52.55	2
Social Networks	50	54	26	3	13	4	9301	62.01	1
Friends / Neighbors'	5	15	30	36	24	40	5622	37.48	5
Others	12	12	11	73	32	10	5440	36.27	6

It is clear from the above table that the first rank (62.01) was obtained by social networks for the source of information towards Quality Standards and Certifications, followed by 2<sup>nd</sup> position (52.55) obtained by Radio, 3<sup>rd</sup> position (47.19) obtained by Television / Electronic media, fourth position (42.51) was achieved by Newspaper, 5<sup>th</sup> position (37.48)

achieved by Friends / Neighbors and finally, sixth position (36.27) was achieved by others. It is understood that the first rank was obtained by social networks for the source of information towards Quality Standards, and finally, sixth position was achieved by others.



**Fig 1:** Source of Information about Quality Standards and Products

**Conclusion**

India is a vast country with a large percentage of population belonging to the illiterate class. The study is basically

concentrated to analyze the awareness about the quality standard or certified products with the basic purpose of analyzing critically the level of awareness and the extent of

practice by the consumers towards quality standard certification of the products and the level of problems faced by the respondents towards the same. It is concluded that few of the respondents perceived that the level of satisfaction towards utilization of Quality standard products and the level of disadvantages due to the products they have overcome are found to be relevance to the study. However, the study found that most of the consumers are not interested in practicing quality standard certified products when they had to face problems. This is due to the reasons given by the respondents such as too much of procedure, basically fear of Court, Time consuming, expensive Act and Insecurity which they have to overcome because every citizen need to be aware and also make it a practice towards quality standard certified products to eliminate monopolism of the companies and bring benefit to the consumers.

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