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S Tamilmani

Assistant Professor,
Department of Corporate
Secretaryship, PSG College of
Arts and Science, Coimbatore-
641014.

A study on consumers awareness on consumer rights with reference to Coimbatore City

S Tamilmani

Abstract

This Study aims to find out the Consumers Awareness on Consumer Rights. To conduct this study the data was collected by formulating a questionnaire and by interviewing the consumers. The project was conducted to find out the level of awareness of consumer.

Keywords: Consumer, Rights, Awareness, Education

1. Introduction

The need for empowerment of consumers as a class cannot overemphasize and is already well recognized all over the world. The level of awareness of the consumer can be taken as an indicator of the progress of a country. With liberalization and globalization and greater thrust towards privatization accompanied with heightened awareness on account of increased availability of information and media exposure today's consumer has changed radically. However, in spite of best efforts during the course of consumption a consumer may encounter many problems.

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 category and both gender with different age group from student level to professional level. However, the study found that few of the respondents, through may have affected by some means or other. They are not ready 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 primary and fundamental reason is that people feel insecure. To place a complaint 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.

3. Objective S of the Study

To find out the level of Consumer Awareness on Consumer Rights

4. Research Methodology

4.1. Research Design

Descriptive type of research is used. This research design deals with describing the characteristics of a particular individual or of groups. Descriptive research describes the state of affairs as it exit at present. Descriptive research includes surveys and fact finding inquires of different kind. In this study the research is analyzing the public awareness on Consumer protection Act 1986(COPRA) with reference to Coimbatore City.

4.2. Sampling Design

4.2.1sampling Size

The sample size of this study consists of 150 respondents.

4.2.2. Sampling Method

The simple random sampling method is used for collecting data in this study.

Correspondence

S Tamilmani

Assistant Professor,
Department of Corporate
Secretaryship, PSG College of
Arts and Science, Coimbatore-
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4.3. Data Collection

Both the primary and secondary data is used to collect the details from the respondents.

4.3.1. Primary Data

Primary data are collected from 150 sample respondents with the help of well-structured questionnaire, which is pre-tested.

4.3.2. Secondary Data

The primary data are supplemented by spat of secondary sources of data. The secondary sources being the published research and articles collected from various journals, books and internet etc.

5. Analytical Frame Work

The primary data collected through the well-structured questionnaire were classified and tabulated for analysis in accordance with outline laid down for the purpose at the time of developing the research design. To analyse the data and to draw inferences the following statistical tools were used to ensure the objectives drawn. It includes Simple Percentage Analysis, Weighted Mean, Chi-square Test and Anova.

5.1. Data Analysis and Interpretation

Knowledge about hazardous goods and services

S. No.	Knowledge	Number of Respondents	Percentage
1	Very High	15	10
2	High	33	22
3	Neutral	48	32
4	Low	38	25
5	Very Low	16	11
	Total	150	100%

Source: Primary Data

Interpretation

It is clear from the above table that less than half (32%) of the respondents had neutral knowledge about hazardous goods and services, 25% of the respondents had low knowledge, 22% of the respondents had high awareness, 11% of the respondents had very low awareness, and 10% of the respondents had very high awareness. Less than half (32%) of the respondents had neutral knowledge about hazardous goods and services.

Knowledge on performance and quality of all goods and services

S. No.	Knowledge	Number of Respondents	Percentage
1	Very High	15	10
2	High	30	20
3	Neutral	62	41
4	Low	28	19
5	Very Low	15	10
	Total	150	100%

Source: Primary Data

Interpretation

It is observed from the above table that less than half (41%) of the respondents had neutral knowledge on performance and quality of all goods and services, 20% of the respondents had high knowledge, 19% of the respondents had low knowledge, 10% of the respondents had very low knowledge, 10% of the respondents had very high knowledge and.

Less than half (41%) of the respondents had neutral knowledge on performance and quality of all goods and services.

Knowledge about free choice of goods and services

S. No.	Knowledge	Number of Respondents	Percentage
1	Very High	18	12
2	High	32	21
3	Neutral	57	38
4	Low	18	12
5	Very Low	25	17
	Total	150	100%

Source: Primary Data

Interpretation

It is evident that less than half (38%) of the respondents had neutral Knowledge about free choice of goods and services, 21% of the respondents had high awareness, 17% of the respondents had very low awareness, 12% of the respondents had low awareness, and 12% of the respondents had very high awareness. Less than half (38%) of the respondents had neutral Knowledge about free choice of goods and services

Knowledge on decision making process related to consumer interest

S. No.	Knowledge	Number of Respondents	Percentage
1	Very High	18	12
2	High	21	14
3	Neutral	60	40
4	Low	27	18
5	Very Low	24	16
	Total	150	100%

Source: Primary Data

Interpretation

It is observed from the above table that less than half (40%) of the respondents had neutral knowledge decision making process related to consumer interest, 20% of the respondents had very low knowledge, 20% of the respondents had high knowledge, 18% of the respondents had low knowledge and 12% of the respondents had very high knowledge. Less than half (40%) of the respondents had neutral knowledge on decision making process related to consumer interest.

Knowledge on seeking redressal machinery

S. No.	Knowledge	Number of Respondents	Percentage
1	Very High	13	9
2	High	32	21
3	Neutral	57	38
4	Low	30	20
5	Very Low	18	12
	Total	150	100%

Source: Primary Data

Interpretation

It is evident that less than half (38%) of the respondents had neutral Knowledge on seeking redressal machinery, 21% of the respondents had high Knowledge, 20% of the respondents had low Knowledge, 12% of the respondents had very low Knowledge, and 9% of the respondents had very high Knowledge. Less than half (38%) of the respondents had neutral Knowledge on seeking redressal machinery.

Knowledge on consumer education

S. No.	Knowledge	Number of Respondents	Percentage
1	Very High	16	11
2	High	33	22
3	Neutral	71	47
4	Low	12	8
5	Very Low	18	12
	Total	150	100%

Source: Primary Data

Interpretation

The above table reveals that 47% of the respondents had neutral Knowledge on consumer education, 22% of the respondents had high Knowledge on consumer education, 12% of the respondents had very low Knowledge on consumer education, 11% of the respondents had very high Knowledge on consumer education and 8% of the respondents had low Knowledge on consumer education. 47% of the respondents had neutral Knowledge on consumer education.

6. Findings

- Less than half (32%) of the respondents had neutral knowledge about hazardous goods and services
- Less than half (41%) of the respondents had neutral knowledge on performance and quality of all goods and services
- Less than half (38%) of the respondents had neutral Knowledge about free choice of goods and services
- Less than half (40%) of the respondents had neutral knowledge on decision making process related to consumer interest
- Less than half (38%) of the respondents had neutral Knowledge on seeking redressal machinery
- 47% of the respondents had neutral Knowledge on consumer education

7. Conclusion

Even though strong and clear laws exist in India to protect consumer rights, the actual plight of Indian consumers could be declared as completely dismal. Very few consumers are aware of their rights or understand their basic consumer rights. Of the several laws that have been enacted to protect the rights of consumers in India, the most significant is the Consumer Protection Act, 1986. Under this law, everyone, including individuals, a Hindu undivided family, a firm, and a company, can exercise their consumer rights for the goods and services purchased by them. It is important that, as consumers, we know at least our basic rights and about the courts and procedures that deal with the infringement of our rights.

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