

A Study on consumers' awareness on consumer rights in rural area

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Abstract

A consumer is a person who decides whether or not to buy a product. We the public have the right to purchase the product with right quantity and right quality. Consumer awareness is thus the knowledge that he/she have about rights and duties. The majority of the public are unaware of their rights. The present study aims to identify the awareness of consumer rights in rural area. The study was based on questionnaire with sample of 80 respondents. The findings were analyzed using percentage and chi-square test.

Keywords – Consumer rights, Advertisement, Consumer Protection Act.

INTRODUCTION

Consumer rights are generally a reference to a body of law of law that pertains to things the producers of goods must do to protect consumers from harm. The definition of consumer right is “the right to have information about the quality, potency, quality, purity, price and standard of goods and services .Majority of the consumers has large number of problems. Efforts are being made to aware the consumer to fight for their rights.

STATEMENT OF THE PROBLEM

We, the people in India are not much aware about their rights against the malpractices and adulteration of the producers, manufactures or traders in supplying their goods. Most of the public are unaware of the laws and it would be more difficult to defend these laws by a layman. So the present study is conducted to evaluate or understand the awareness of the consumers about their consumer rights.

OBJECTIVES OF THE STUDY

1. To study the awareness of consumer right
2. To understand whether there is any relationship between age and consumer rights awareness

SCOPE OF THE STUDY

The study analyses the enforcement of consumer rights. It reveals the role of government to spread the consumer rights awareness in rural area. For this a sample of 80 respondents were selected.

RESEARCH METHODOLOGY

Both primary and secondary data are used

TOOLS FOR ANALYSIS

Data collected was suitably tabulated and analyzed by using graphs, averages, percentages and chi-square test

HYPOTHESIS

There is no significant relationship between the age of respondents and awareness about consumer rights

REVIEW OF LITERATURE

M.Rengaswamy(1992)has examined various possible forms of exploitation of consumers by manufactures and traders and the current state of laws relating to the problems of consumer protection against exploitation

Shrinivas Gupta (1992) has opined that one of the reasons behind the inability to change over in to a buyers' market from a seller's market is the lack of awareness among the consumers towards consumer rights and consumer protection laws. He has pointed out the loop holes of Consumer Protection Act 1986

M.Selvin Marry(2002) has made a comparative analysis of awareness and utilization of consumer protection laws. She has offered few suggestions to increase the awareness in order to facilitate the effective utilization of consumer protection laws.

DISCUSSIONS AND ANALYSIS

AWARENESS ABOUT CONSUMER RIGHTS

An enquiry was made to know whether the respondents are aware of any one of the consumer rights. From the study it was found that 70% of them are aware about consumer rights but 30 % of them don't know anything about consumer rights

Response	No of respondents	Percentage
Yes	56	70
No	24	30
Total	80	100

TESTING OF HYPOTHESIS

CHI-SQUARE TEST

Chi-square test enables us to explain the association or independence of two attributes. It is a method of evaluating whether or not frequencies, which have empirically observed, differ significantly from those which would be expected under certain set of assumptions

$$\text{Chi-square test} = \sum(O - E)^2 / E$$

The calculated value of chi-square is compared with table value of chi-square for the given degree of freedom at the specified level of significance. If the calculated value is greater than the table value then the difference between the observed frequency and expected frequency are significant.

$$\text{Degree of freedom} = (r-1)(e-1)$$

Whereas, O = Observed Frequency

E = Expected Frequency

R = No of Rows

C = No of Columns

Age wise classification	Below20	20-40	40-60	Above 60	Total
Awareness about consumer rights					
Yes	18	20	15	3	56
No	4	6	5	9	24
Total	22	26	20	12	80

Expected frequency is obtained by the formula

$$E = (\text{Total Row} \times \text{Total Column}) / \text{grand total}$$

CALCULATION OF CHI-SQUARE TEST

O	E	O-E	(O - E) ² /E
18	15.4	2.6	0.438
20	18.2	1.8	0.178
15	14	1	0.071
3	8.4	5.4	3.471
4	6.6	2.6	1.024
6	7.8	1.8	0.415
14	9.6	4.4	2.016
TOTAL			7.613

Calculated value = 7.613

Degree of freedom = $(r-1) \times (c-1)$
 $(2-1) \times (4-1)$
 $1 \times 3 = 3$

Level of significance at 5% = 0.05

Table value 7.815

Here the table value is greater than calculated value, so we accept the hypothesis

Test	Level of significance	Degree of freedom	Computed value	Table value	H/O Accepted or Rejected
Chi-square	5%	3	7.613	7.815	Accepted

DECISION

There is no significant relationship between the age of respondents and awareness about consumer rights

FINDINGS AND RECOMMENDATIONS

1. Majority of the consumers are aware of the consumer rights
2. According to the hypothesis testing there is no significant relationship between the age of respondents and awareness about consumer rights
3. Majority of the respondents got information about consumer rights from newspapers and magazines

RECOMMENDATIONS

1. Consumer should be made aware of consumer rights and organize to promote and protect their own interest
2. Consumer should beware of deceptive advertisements
3. Consumer should be more conscious and aware of their rights and responsibilities through seminars, conferences, talks and campaigns

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