

## CONSUMER PROTECTTON IN RAJASTHAN “STUDY OF CONSUMER AWARENESS”

\* Esh Kumar Gulati

### Abstract

The purpose of this study is to examine the consumer protection awareness in jaipur district of Rajasthan. To examine the validity of this general statement that is being discussed day to day activities, of consumer protection awareness.

**Keywords:** Consumer, consumer protection, consumer awareness, consumer law.

### Introduction

Industrial development in the field of manufactured goods has led to the influx of various consumer goods into the Indian market to cater to the needs of the consumer and a verity of services such as banking, financing, insurance, transport, housing construction, entertainment have been made available to the consumers. Every Consumers and customers in the world are demanding value for money in the form of quality goods and better services. Due to modern technology various types of products and better quality of goods and services are available in the market. It is the duty of marketer and producer to provide better quality of goods and services to the customer. Modern marketing begin with consumer and end with consumer.

Today, number of hoarding, black marketing, adulteration, sale of standard goods, high prices, no service after the guarantee, cheat everywhere, low measure and weighing etc. present around the customers and in addition, due to revolution in information technology sector newer types of problems come in to existence for customer such as cyber-crimes, plastic money etc.,

### CONSUMER AWARENESS

In the international market as well as in Indian market are flooded by variety of goods and services. In present era there are many numbers of producers and marketers are practicing in the market. For consumer it is very hard to know about genuine producer or seller. It is impossible in practical life to come personally in contact with a producer or seller by consumers. Due to globalization and advanced information technology the physical distance between consumer and producer/seller has also increased day by day. Due to online marketing is get priority consumers get their commodities at door step. By ordering product on telephone and on internet make hard to know about the genuinely of product by the consumers. Due to endorsement of celebrities in the advertisement, marketer makes fool the consumer about the quality of the product but these types of advertisement not always true many information are hidden in these type of advertisement to make consumer fool. Consumer awareness refers to the following:

- The knowledge about the quality of product purchased by the consumers. For example the consumer should know whether the product is good for health or not, whether the product is free of creating any environmental hazard or not etc.

- The knowledge about the marketing problems and information about hazards of product- For example, one way of marketing a product is advertisement through newspapers, television etc. Consumers should have proper education about the bad effects of advertisement. They must also verify the contents of the advertisement.
- The knowledge about Consumer Rights among the consumers - This means that, first; the consumer must know that he/she has the right to get the right kind of product. Secondly, if the product is found out to be faulty in some manner, the consumer should have knowledge of claiming compensation as per the law of the land.
- The knowledge about consumer's own responsibilities - This implies that consumers should not indulge in wasteful and unnecessary consumption.

#### RESEARCH METHODOLOGY

##### Objectives of the Study

1. To know the consumer protection awareness level among the consumers in jaipur district.
2. To study the awareness level of consumer protection technology among consumers.
3. To identify the sources of information for creating consumer protection awareness.
4. The level of awareness of the complainants about the provisions of the consumer protection act 1986.

##### Hypothesis of the Study

- There is lack of awareness amongst the consumer about their rights and responsibility.

##### Method of Data Collection

Collection of data is the next logical step after the sample had been chosen. Since the collection of data depends on the data collection method. Both primary and secondary data have been used in the present study. Primary data has been obtained through personal visit to the selected respondent. A well designed questionnaire has been prepared for different classes of respondents. Secondary data has been collected through several sources such as journals, statistical abstract of Rajasthan, relating dissertation, rules and by laws, census of India, internet, related books, newspapers, economic survey of Rajasthan as well as India and information under Right to Information Act, 2005.

##### Measurement of Consumer Awareness Level

In order to know the level of Consumer Awareness among consumers, some questions were asked from the respondents on the basis of which Consumer Awareness Level Monitoring Inventory was prepared. The questions asked were as follows:

- Asking for cash memo
- Examine of illegal fixation of price stickers on the originally printed prices
- Examine of the prices
- Examine of manufacturing date
- Examine of expiry date

- Examine of quality of the product
- Examine of weights and measures
- Examine of packing material of some good companies (brand similarity)
- Maintain the purchase records
- Comparing the prices of the same product at different places.

The respondents were asked to the mentioned questions by exercising any of the following three options for each of the questions.

- (i) Always
- (ii) Never
- (iii) Depends upon the condition

Marks were allotted to these responses in the following manner:

- (i) Where the answer is "Always" +1
- (ii) Where the answer is "Never " -1
- (iii) Where the answer is "Depends upon the condition " No marks

After computing the marks on all the 10 questions for each respondent, the level of consumer awareness was interpreted as follows:-

Aggregate marks	Level of consumer awareness
8 to 10	Full awareness
4 to 7	General awareness
1 to 3 & negative marks	No awareness

The Results so Derived Were Further Analysed on the Basis of Following Three Demographic Variables:-

(A)	<u>Sex</u>	
	Males	120
	Females	80
(B)	<u>Educational qualifications</u>	
	Upto metric	80
	More than metric upto graduation	86
	More than graduation	34
(C)	<u>Age</u>	
	Upto 25 years	78
	26 to 50years	85
	51 years & above	37

- Sex and Level of Awareness

#### Schedule 1

Schedule showing the awareness on the basis of sex

Variable	Full awareness	General awareness	No awareness	Total
Males	24 (20)	34 (28.33)	62 (51.66)	120 (100)
Females	28 (35)	37 (46.25)	15 (18.75)	80 (100)
Total	52 (26)	70 (35)	78 (39)	200 (100)

(Source: Data collected through questionnaire)

(Figures within parenthesis indicate percentage)

The first variable for this study was 'Sex'. This sex-wise awareness level was based on the aggregate marks scored by each of the respondents.. Out of total 200 respondents, there were 120 male and 80 female. Out of 120 male respondents, 24 persons were having full awareness, 34 persons were having general awareness and 47 persons were having no awareness. Out of 80 female respondents, 28 females were having full awareness, 37 female were having general awareness and 15 female were having no awareness.

- Educational Qualifications & Level of Awareness

#### Schedule 2

Schedule Showing the Awareness on the Basis of Educational Qualification

Variable	Full awareness	General awareness	No awareness	Total
Up to metric	6 (7.5)	28 (35)	46 (57.5)	80 (100)
Above metric upto graduate	20 (23.25)	34 (39.53)	32 (37.21)	86 (100)
More than graduate	26 (76.47)	8 (23.52)	-	34 (100)
Total	52	70	78	200

(Source: Data collected through questionnaire)

(Figures within parenthesis indicate percentage)

The second variable of study was educational qualifications. Out of 200 respondents there were 80 persons having the educational qualifications up to metric level, 86 persons having qualification above

matric and up to graduate level and 35 respondents were having qualification more than graduate level. 6 respondents (7.5%) were having full awareness, 28 respondents (35%) were having general awareness and 46 respondents (57.5%) were found not aware about their rights in market at the time of making purchases. The schedule clearly reflects that as the educational level is going up the level of full consumer awareness is going up and the percentage of respondents having no awareness is decreasing.

- **Age And Level of Awareness**

**Schedule 3**

**Schedule showing the awareness on the basis of Age**

Variable	Full awareness	General awareness	No awareness	Total
Up to 25 years	14 (17.95)	22 (28.20)	42 (53.85)	78 (100)
26 to 50 years	23 (27.06)	32 (37.65)	30 (35.29)	85 (100)
51 years and above	15 (40.54)	16 (43.24)	6 (16.22)	37 (100)
Total	52	70	78	200

(Source: Data collected through questionnaire)

(Figures within parenthesis indicate percentage)

In order to know the awareness level on the basis of age among sample respondents was measure and the collected data were represented in tabular form as given in schedule 3. The schedule 5.61 states that out of 78 respondents in the age group of up to 25 years, 14 respondents, 22 respondents and 42 respondents were having the full awareness, general awareness and no awareness respectively. While among the age group 26-50 years, the number of respondents was 23, 32 and 30 who were having the full awareness, and out of 37 respondents of age group 51 years and above, 15, 16, and 6 respondents having full awareness, general awareness and no awareness respectively. It is clear from the schedule that young persons (25 years) were not aware of their rights compare to the persons in the higher age group.

#### **5.7.4 The level of awareness of the complainants about the provisions of the consumer protection act 1986**

In order to determine the level of awareness of the complainants about the provisions of the Consumer Protection Act 1986, one question was included in the questionnaire. The respondents were requested to answer on the awareness about the Act and awareness about the procedure of filing complaints.

- **Knowledge about CPA on the basis of Age**

**Schedule 4****Schedule showing the consumer awareness in respect of the CPA 1986 on the basis of age**

Variable (age )	No. of respondents	Awareness about the act		Awareness about the procedure in filling complaints		
		Yes	No	Fully aware	Partially aware	Not aware
Up to 25 years	36	28 (77.77)	8 (22.22)	4 (11.11)	12 (37.03)	20 (51.85)
26 to 50 years	108	82 (75.30)	26 (24.70)	16 (16.04)	44 (40.74)	48 (43.20)
51 years and above	56	40 (71.43)	16 (28.57)	18 (30.95)	16 (28.57)	22 (40.48)
Total	200	150 (75)	50 (25)	38 (19)	72 (36)	90 (45)

(Source: Data collected through questionnaire)

(Figures within parenthesis indicate percentage)

Schedule 4 shows that the level of awareness about consumer protection Act 1986 was maximum 77.77% among the complainants of the age group of 25 years while it was minimum 71.43% among the complainants of the age group 51 years and above. It seems that young complainants were more aware of the provision of the consumer protection Act 1986. The Schedule 5.5 also reveals the level of awareness about the procedure of filing complaints. Full awareness level about the procedure of filing complaints was maximum 30.95% among the complaints of the age group 51 years and above while it was minimum 11.11% in the group of upto 25 years. The level of not 'awareness' about the procedure in filing complaints was maximum 51.85% as compared to 22.22%, 43.20% as compared to 24.70%, and 40.48% as compared to 28.57% in the age group of up to 25 years, 26 to 50 years and above 50 years respectively.

- **Knowledge about CPA on the basis of Sex**

**Schedule 5****Schedule showing the consumer awareness in respect of the CPA 1986 on the basis of sex**

Variable (sex )	No. of respondents	Awareness about the act		Awareness about the procedure in filling complaints		
		Yes	No	Fully aware	Partially aware	Not aware
Male	164	121 (73.78)	43 (26.22)	26 (15.85)	52 (34.71)	86 (52.42)
Female	36	29 (80.56)	7 (19.44)	12 (33.33)	20 (55.56)	4 (11.11)

Total	200	150 (75)	50 (25)	38 (19)	72 (36)	90 (45)
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(Source: Data collected through questionnaire)

(Figures within parenthesis indicate percentage)

Schedule 5 clearly says that level of awareness was more in females as compared to males as far as awareness about the Act is concerned. It was 88.89% in females as compared to males which was 73.78%. More females were fully aware of the procedure in filing complaints as compared to male. However in males 52.42% were not aware of the procedure of filling complaint and it was maximum in males. One significant observation was that among males, 73.78% were having knowledge of the consumer Protection Act, but only 15.85% of the males were having the knowledge of filing complaints in District Forum. However among females, the situation was found quite different. The females who were having the knowledge of Consumer Protection Act were also having the knowledge of filing the complaint in the District Forum.

- **Knowledge of CPA on the basis of educational qualification**

#### Schedule 6

**Schedule showing the awareness about CPA 1986 on the basis of educational qualifications**

Variable (educational qualification )	No. of respondents	Awareness about the act		Awareness about the procedure in filling complaints		
		Yes	No	Fully aware	Partially aware	Not aware
illiterate	20	-	20 (100)	-	-	20 (100)
Below matric	32	18 (56.25)	14 (47.75)	2 (6.25)	4 (12.5)	26 (81.25)
Below graduation	100	90 (90)	10 (10)	14 (14)	62 (62)	24 (24)
Below post graduation	44	38 (86.36)	6 (13.63)	18 (40.91)	6 (13.63)	20 (45.45)
P. G. and more	4	4 (100)	-	4 (100)	-	-
Total	200	150 (75)	50 (25)	38 (19)	72 (36)	90 (45)

(Source: Data collected through questionnaire)

(Figures within parenthesis indicate percentage)

It is clear from the Schedule 6 that the level of awareness about the Act was found maximum among the respondents who were highly qualified. It was nil among illiterate and was 100% in the respondents having Educational Qualifications Post Graduation & more. Same was the result about the level of awareness about the procedure of filing complaints. It can be concluded that higher the level of education higher would be the level of awareness about the provisions of the Consumer Protection Act as well as the procedure of filing complaints Further the Schedule also reveals that in the respondent from the group below matric, below graduation, below post-graduation the level of awareness about the Act was more as compared to level of awareness about the procedure in filing complaints.

- **Knowledge about the CPA 1986 on the basis of income**

#### Schedule 7

**Schedule showing the consumer awareness in respect of CPA1986 on the basis of income**

Variable (income p.a.)	No. of respondents	Awareness about the act		Awareness about the procedure in filing complaints		
		Yes	No	Fully aware	Partially aware	Not aware
Rs. 120000	24	10 (41.66)	14 (58.33)	-	4 (16.67)	20 (83.33)
Rs. 120000 – Rs.200000	120	95 (79.17)	25 (20.83)	28 (23.33)	40 (33.33)	52 (43.33)
Rs. 200001 & more	56	45 (80.36)	11 (19.64)	10 (17.85)	28 (50)	18 (32.14)
Total	200	150 (75)	50 (25)	38 (19)	72 (36)	90 (45)

(Source: Data collected through questionnaire)

(Figures within parenthesis indicate percentage)

Schedule 7 clearly reveals that maximum respondents (76.78 %) having income of more than Rs. 200000 p.a. were aware of the Consumer Protection Act. However, the level of awareness about the procedure of filing complaints was found maximum in the group having income Rs. 120001 to Rs. 200000 p.a. A direct relationship was also found in the level of awareness about the Act and income of the respondents. As the income was increasing, the level of awareness about the Act was also increasing. One another important observation was that the level of awareness about the act in all income groups was more as compared to the level of awareness about the procedure in filing complaints.

- **Knowledge about the CPA 1986 on the basis of occupation**



**Schedule 8**

Schedule showing the consumer awareness in respect of CPA1986 on the basis of occupation

Variable (occupation)	No. of respondents	Awareness about the act		Awareness about the procedure in filling complaints		
		Yes	No	Fully aware	Partially aware	Not aware
Agriculturist	16	5 (31.25)	11 (68.75)	-	2 (12.5)	14 (87.5)
Agriculture labor	24	15 (62.5)	9 (37.5)	-	2 (8.33)	22 (91.66)
Industrialist	4	4 (100)	-	4 (100)	-	-
Businessman	56	43 (76.78)	13 (23.22)	13 (23.21)	21 (37.5)	22 (39.29)
Serviceman	96	83 (86.54)	13 (13.46)	21 (21.88)	46 (47.92)	29 (30.20)
Housewife	4	1 (33.33)	3 (66.67)	-	1 (33.33)	3 (66.67)
Total	200	150 (75)	50 (25)	38 (19)	72 (36)	90 (45)

(Source: Data collected through questionnaire)

(Figures within parenthesis indicate percentage)

It is clear from the Schedule 8 that level of awareness about the Act was 100% among industrialists and it was maximum. However, it was minimum (31.25%) among agriculturists. The level of full awareness about the procedure of filing complaints was found nil among agriculturists, laborer, businessmen and servicemen as compared to the level of awareness of filing complaints in District Forums in their respective occupational groups.

**Conclusion**

The present research focused to know the awareness level of consumer of jaipur district in Rajasthan towards consumer protection.. It has been surveyed among the 200 respondents from jaipur district on the basis of multi stage random samples techniques. The collected data are coded and analysed with appropriate statistical tools. The level of awareness among consumers about their rights and responsibilities is very low only 20% male and 28% female are aware while purchasing goods. Only 24 males out off 120 males and 28 females out off 80 females are not aware about their duties. They do not

ask bill while making purchases. Moreover consumer Awareness has also been accepted as the major instrument for consumer protection by all sections that are associated with consumer services in any way. State agencies, print and electronic media and voluntary consumer organization have special role to play in educating the consumers about their rights because conferment of rights only through legislative process is one thing and making people aware about their rights is another. The most important aspect of consumer protection area is the right kind of enforcement of consumer rights, which ultimately depends upon the knowledge and capability of the people. Consumer empowerment in this regard may be more effective through the coordinated and concerted efforts of all the sections associated with consumer affairs.

**\*Research Scholar,  
Department Of Business Administration,  
University Of Rajasthan**

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