

Role of home scientists in enhancing the knowledge of the consumer's right about the market strategy

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Abstract

A consumer is a person who buys any goods or hires any service for valuable consideration (including deferred payment). The term does not include a person who obtains goods or services for resale or for any commercial purpose. However, persons who avail goods or services exclusively for the purpose of earning their livelihood by means of self employment are considered as consumers. The study views that the awareness of consumers protection action found maximum in post graduate respondents.

Key words: Awareness, right, adoption

Introduction

Consumers in the market are neglected abundantly manifested in the adulterated food, polluted air and contaminated water they take in, spurious, unsafe and substandard products especially drugs they purchase, and the recurrent shortage of essential commodities they face time to time.

The aim of this study is to spread information about consumer's right, responsibilities and product evaluation and choice, grievance redressal and remedies available, etc., so that the consumer develop a critical sense of judgment concerning products and services and to provide them with the skill to use the product information and generally protect their rights in market place.

Methodology

The study was conducted in Badaun district. Six localities were selected. 240 sample size were selected, 40 from each locality. Independent and dependent variables such as age, education, media, adoption etc. were used. The statistical tools such as 't' test, S.D. etc. were used.

Results and Discussion

Education is one of the important factors, which brought liberalization from exploitation, ignorance, superstition etc. It enlightens individual and causes growth of every economy. Consumer education is taking place in many ways. The Government and educational institutions has identified the importance of consumer education and giving support in many ways (Table 1).

It can be concluded that the awareness of "Consumer's Protection Act", found maximum in

Postgraduate respondents.

Table 1: Distribution of respondents on the basis of education

Education	Frequency	Per cent
Up to Primary	14	5.8
Up to High School	18	7.5
Intermediate	23	9.6
Graduate	70	29.2
Postgraduate and above	115	47.9
Total	240	100.0

The mean value was the highest 98.33 and SD 6.86 for postgraduate respondents and minimum 2.00 and S.D. 1.55 in high school respondents regarding filing complaint for defective products (Table 3).

Majority 40.8 and 34.2 per cent "postgraduate qualified respondents were having awareness about WOOLMARK and FPO mark respectively. About 17.5 per cent "Graduate" qualified respondents were having awareness about ISI mark. Only 2.1 per cent "Intermediate" qualification respondents were having awareness about WOOLMARK (Table 4).

It can be concluded that highly qualified respondents "Postgraduate" were more awareness about various certification marks for the judging of quality products.

References

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Table 2: Consumer's awareness regarding CPA according to education level

S.No.	Statements	Up to Primary (n=14)	Up to High School (n=18)	Intermediate (n=23)	Graduate (n=70)	PG& above (n=115)
1.	Awareness about Consumer Protection Act	-	4 (22.2)	10 (43.5)	30 (42.9)	96 (83.5)
2.	CPA was established in the year 1986	-	4 (22.2)	8 (34.8)	26 (37.1)	74 (64.3)
3.	Period of getting decision under CPA is 90 days	-	2 (11.1)	9 (39.1)	23 (32.9)	58 (50.4)
4.	CPA is applicable for paid goods and service	2 (14.3)	8 (44.4)	15 (65.2)	40 (57.1)	85 (73.9)
5.	CPA is applicable for settlement of consumer disputes	-	4 (22.2)	9 (39.1)	28 (40.0)	90 (78.3)
6.	Similar kind of relief one complaint group should be filed.	-	4 (22.2)	3 (13.0)	34 (48.6)	62 (53.9)
7.	Verdict given national commission can be challenged in Supreme Court	-	2 (11.1)	5 (21.7)	30 (42.9)	70 (60.9)
	Mean	0.29	4.00	8.43	30.14	76.43
	SD	0.76	2.00	3.82	5.55	14.35

(Figures in parenthesis indicate percentage of respective values)

Table 3: Consumer's awareness regarding filing complaint under Consumer Protection Laws according to education level

S.No.	Statements	Primary (n=14)	High School (n=18)	Intermediate (n=23)	Graduate (n=70)	Post Graduate (n=115)
1.	Agricultural produce grading and marketing Act (Directorate of Marketing Inspection)	-	3 (1.2)	3 (1.2)	56 (23.3)	90 (37.5)
2.	Drugs and Cosmetic Act (Drugs Inspector)	-	3 (1.2)	3 (1.2)	34 (14.2)	96 (40.0)
3.	Prevention of Food and Adulteration Act (Food Inspector)	-	-	5 (2.1)	50 (20.8)	102 (42.5)
4.	Monopolies & Restrictive Trade Practices Act (MRTP Commission)	-	3 (1.2)	3 (1.2)	54 (22.5)	110 (45.8)
5.	Standard of weights of measures Act (Local Weight and Measures Inspector)	-	-	5 (2.1)	45 (18.7)	96 (40.0)
6.	Essential Commodities Act (Consumer Court)	-	3 (1.2)	7 (2.9)	54 (22.5)	96 (40.0)
	Mean	-	2.00	4.33	48.83	98.33
	SD	-	1.55	1.63	8.26	6.86

(Figures in parenthesis indicate percentage of respective values)

Table 4: Consumer's awareness regarding various certification mark according to educational level

S.No.	Statements	Primary (n=14)	High School (n=18)	Intermediate (n=23)	Graduate (n=70)	Post Graduate (n=115)
1.	AGMARK	3 (1.2)	3 (1.2)	6 (2.5)	42 (17.5)	78 (32.5)
2.	FPO	-	3 (1.2)	3 (1.2)	20 (8.3)	82 (34.2)
3.	WOOL MARK	-	-	5 (2.1)	36 (15.0)	98 (40.8)
4.	ISI	-	-	3 (1.2)	42 (17.5)	102 (42.5)
5.	ECOMARK	-	-	2 (0.8)	36 (15.0)	84 (35.0)
	Mean	0.60	1.20	3.80	35.20	88.80
	S.D.	1.34	1.64	1.64	9.01	10.55

(Figures in parenthesis indicate percentage of respective values)

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