

“A study of Awareness of Consumer Protection Act in Homemakers”

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Abstract –

Every consumer needs to be aware of the Consumer Protection Act. Consumers should have the right to protection, the right to access information, the right to information, the right to choose, the right to vote and the right to complain, the right to a healthy environment. It is very important for consumers to be aware of the safety of enforcing these laws.

Awareness of Consumer Protection Act is essential. It was pointed out that 100% of the homemakers, agree. Consumers also feel that advertising, fashion and quality affect the purchase of goods. 95% homemakers are of the opinion that consumers and homemakers are deceived by shopkeepers or traders. Often counterfeit goods are sold to them. This was largely indicated by the survey.

Keywords – consumer protection act, homemakers, awareness, education, quality

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I. INTRODUCTION :

A person needs many physical goods and services to survive. So a person has to depend on each other to get such consumables. In that sense, everyone in the world is a consumer, because everyone has to buy a lot of consumer goods and services to meet their needs and wants. Also, since ancient time, the consumer has been called the king of the economy, but in practice, it does not seem to be in a very good position. Consumers are constantly being treated unfairly due to rising prices, hoarding, counterfeiting, supply of inferior goods and false and fraudulent advertisements. It is a daily experience that a consumer who is king in paperwork, and actual appearance, in practice, has a disliked rank everywhere. The financial status of the distributor as compared to the consumer, the reputation, the skill of persuading the consumer leads to constant extortion and fraud of the consumer. This has led to the need for a Consumer Protection Act.

The Consumer Protection Act considers a number of factors to protect consumers. The Consumer Protection Act seeks to protect the consumer by purchasing any item by verifying the color, smell, packing, label, E-mark, ASI mark, brand, etc. after purchasing the item.

It is also the right and duty of the consumer to be careful while purchasing any item or large item for the protection of the consumer. Consumers should keep these things in mind while purchasing. Consumers need to be aware of this, such as managing their bills, reporting their grievances to the seller first, paying their bills on time, and so on.

Likewise, every consumer needs to be aware of the Consumer Protection Act. Consumers should have the right to protection, the right to access information, the right to information, the right to choose, the right to vote and the right to complain, the right to a healthy environment. It is very important for consumers to be aware of the safety of enforcing these laws.

Subject Selection: -

Although the consumer has been called the king of the economy since ancient times, in practice it does not seem to be in a very good position. Consumers are constantly being treated unfairly due to rising prices, stockpiling, counterfeiting, supply of inferior goods and false and fraudulent advertisements. And consumers are constantly being exploited and deceived. In this regard, whether the consumers or the consumers in your area are aware of this issue or not, how much awareness is seen among them about the Consumer Protection Act.

Objectives -

The study presented is a study on raising awareness about consumer protection act in homemakers .

Sample Selection and Limitations -

Awareness about Consumer Protection Act A study has been conducted through a survey to find out whether the consumers (housewives) in the South and West Nagpur divisions are aware of the Consumer Protection Act or not through a questionnaire and interview.

A total of 200 homemakers were selected for this. This selection was made by Divination method.

Selected area in South Nagpur

Selected area in South Nagpur						
Area	Kukde Lay Out	Vishwakarma Nagar	Ayodhya Nagar,	Omkarnagar	Banerjee Lay Out	Manewada
Numbers	20	20	20	10	10	20

Selected area in West Nagpur

Selected area in West Nagpur						
Area	Ramnagar	Dharampeth	Bajajnagar	Laxminagar	Gandhinagar	Ravinagar
Numbers	20	20	20	10	10	20

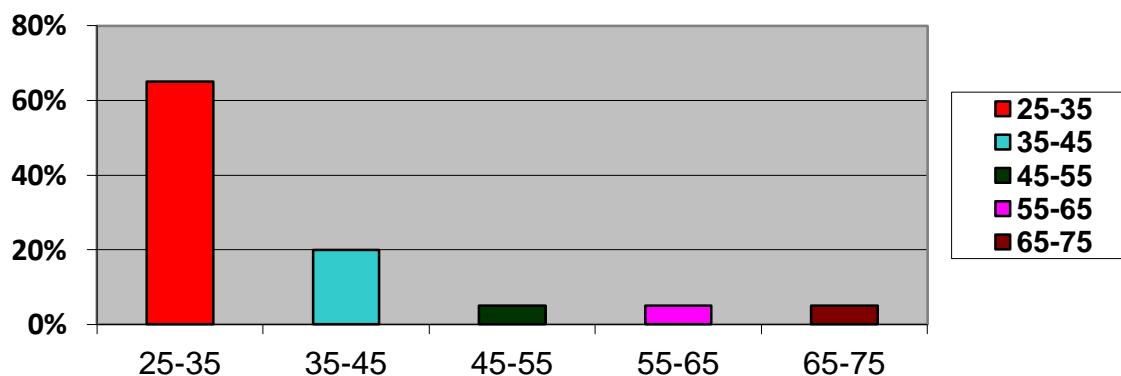
Awareness about homemakers protection law

The study has adopted a practical research method in this subject and the questionnaire has been filled in by 200 homemakers and information has been obtained through interview method.

II. DISCUSSION

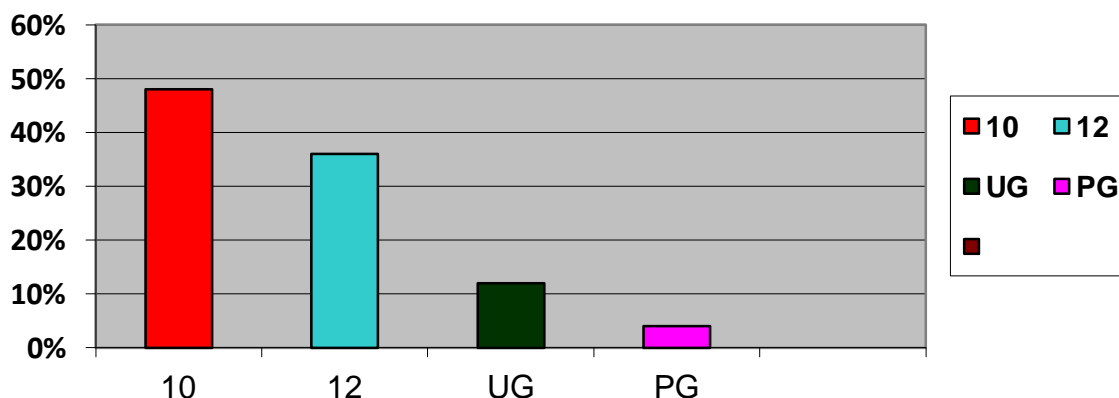
After compiling the facts under the topic “Awareness Study on Consumer Protection Act”, the facts are classified into vertical and horizontal columns and the frequency of the data is converted into %ages.

Homemaker's age



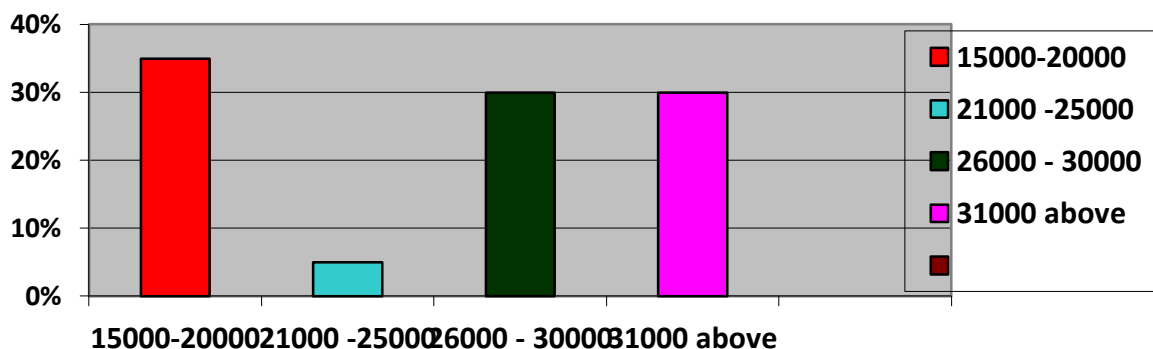
The above graph shows that the %age of homemakers in the age group of 25 to 35 is 65%. The %age of homemakers between the ages of 35 and 45 was 20%.

Education –



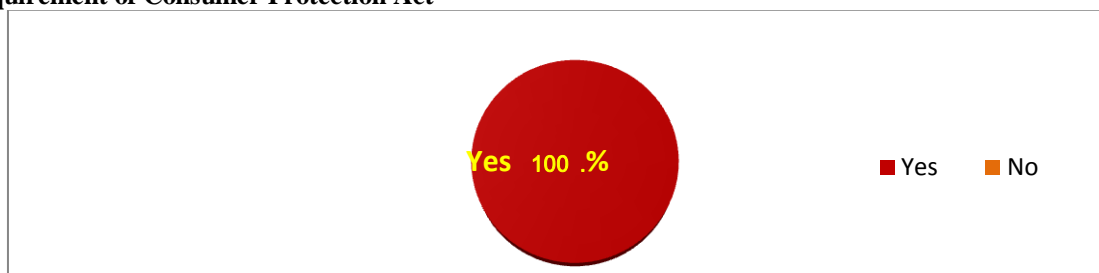
The above graph shows that the ratio of homemakers studying up to 10th standard is 10%. The number of homemakers studying till 12th standard was 25%. The proportion of homemakers studying NL was 35% and the proportion of homemakers pursuing postgraduate education was 30%

Family Income (Rs. Monthly)



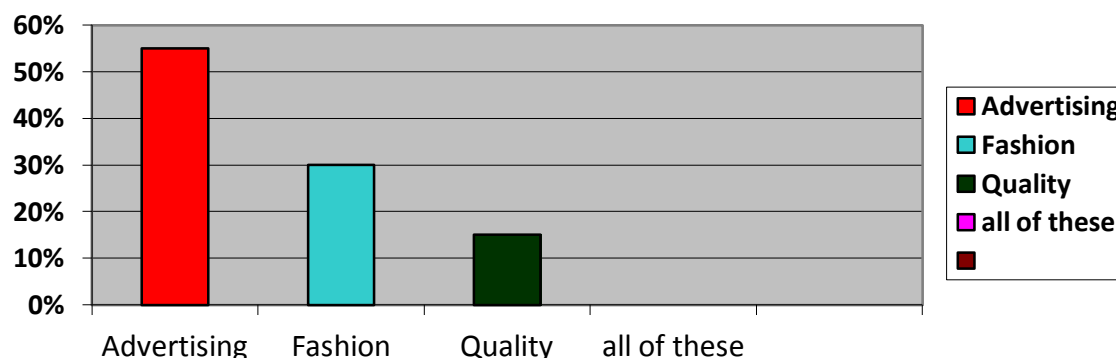
The above graph shows that homemakers with a monthly income of Rs. The number of homemakers with monthly income and more than 31 thousand was found to be 30 respectively.

Requirement of Consumer Protection Act



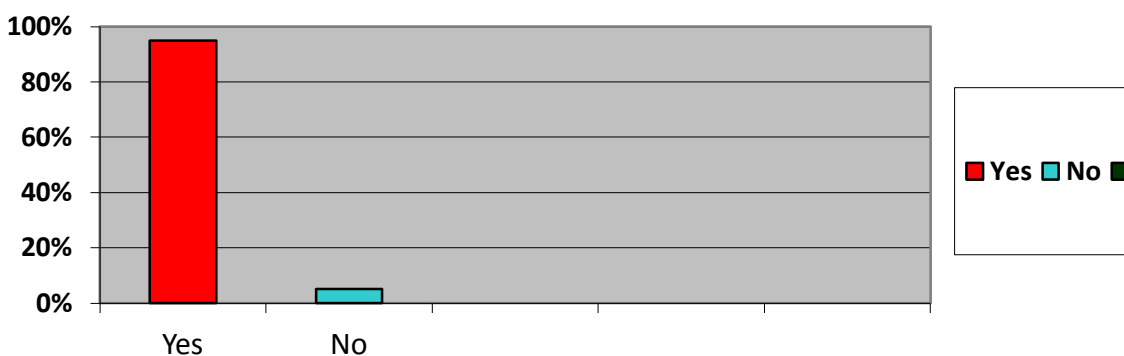
From the above graph, it can be concluded that all homemakers are of the view that there is a need for Consumer Protection Act.

Advertising impact on product purchases



As can be seen from the above graph, 55% homemakers are of the opinion that advertising has an effect on the purchase of goods. About 30% of homemakers said that fashion has an effect.

Consumer fraud

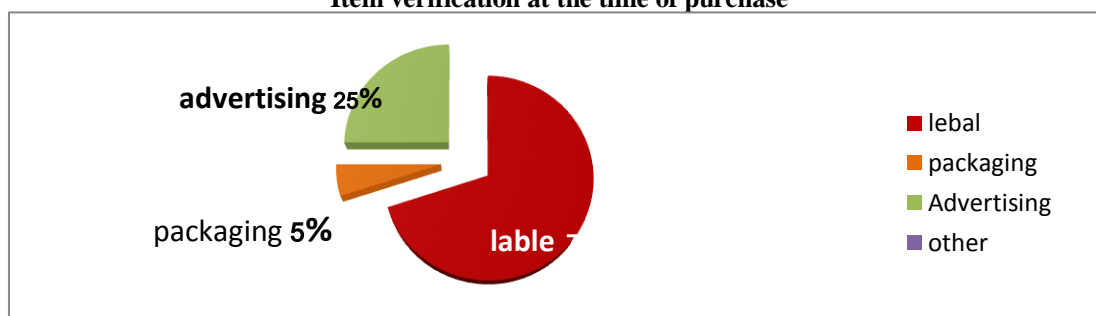


The graph above shows that 95% of homemakers believe that consumers are being deceived by shopkeepers or traders.

Remedy if adulterated goods or items are received

The graph above shows that many counterfeit goods are being sold. 40% of homemakers expressed their views on returning the goods. Also, 25% of homemakers were of the opinion that it should be made known to others.

Item verification at the time of purchase



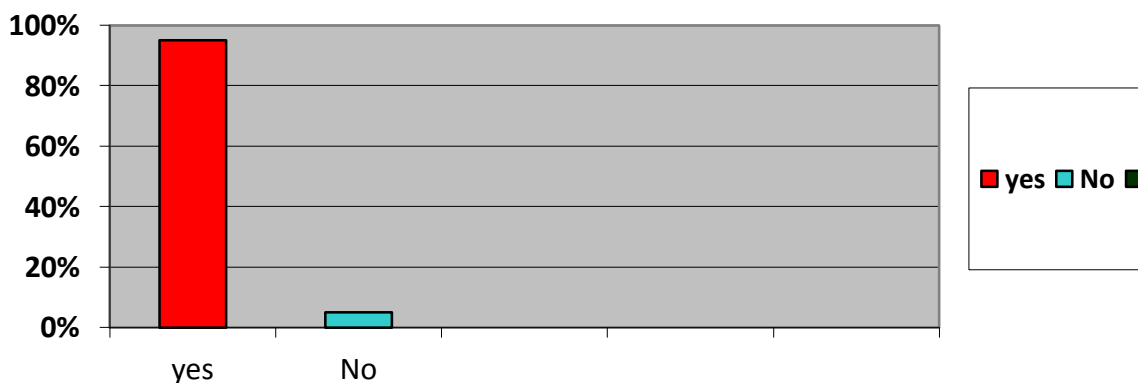
From the above graph, it can be concluded that while purchasing goods, 70% homemakers buy by looking at the label.

The importance of a one-way sign when shopping for goods



100% of homemakers buy anything with an egg mark on it.

The importance of hallmarks when buying gold

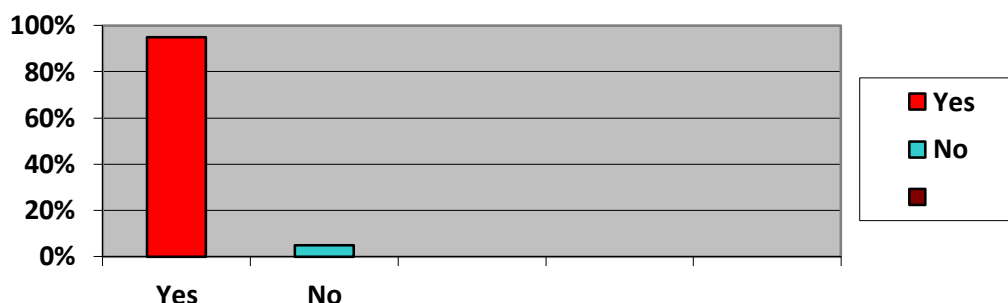


It was found that 90 % homemakers look at the hallmark while buying gold, while 10 % homemakers do not note the hallmark.

Brand of goods

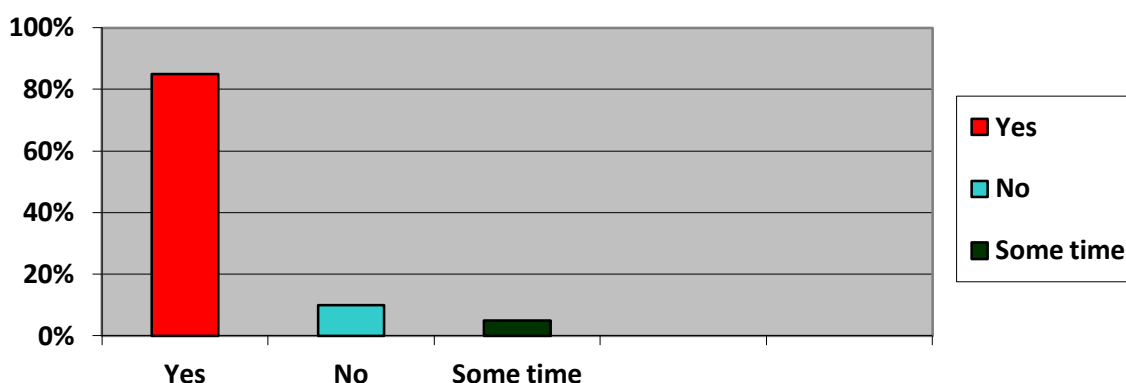
100 % of homemakers were found shopping for goods by looking at the brand of the goods company.

Read the information on the label



The graph above shows that 95 % of homemakers read the entire information on the label carefully when choosing a product.

Information about the Consumer Protection Act in India



From the above graph, it is concluded that 85 % of homemakers were aware of the availability of information providers about the Consumer Protection Act.

Consumer rights information

Consumer rights information	Frequency	Frequency %
Yes	190	95 %
No.	10	05 %
Total	200	100 %

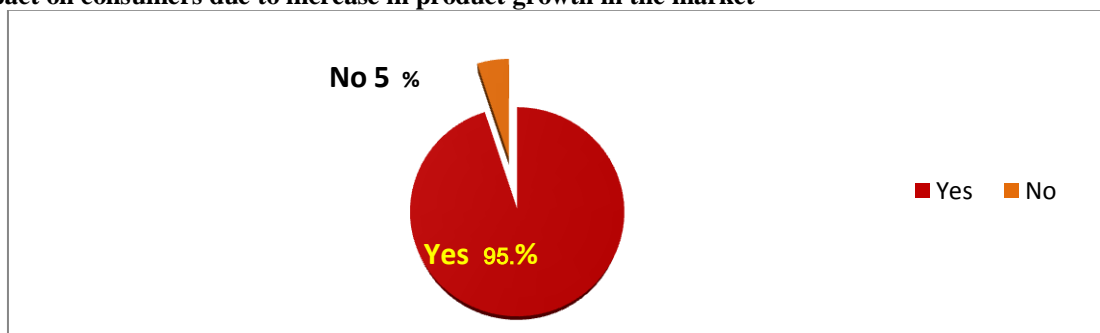
The table above shows that 95 % of homemakers are aware of consumer rights.

Means of obtaining consumer rights information

The medium of rights information	Frequency	Frequency %
By the newspaper	20	8 %
By Doordarshan	60	40 %
By article	50	----
Online Information	70	52 %
Total	200	100 %

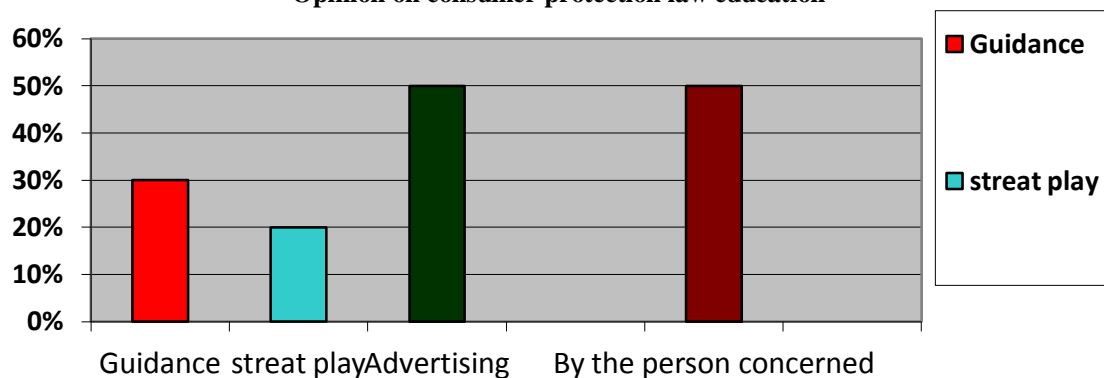
From the above discussion, it is clear that 52% and 40% of the homemakers who received information about consumer rights were found to be receiving information through Online platforms and Doordarshan respectively. The percentage of housewives receiving information through newspapers was 8%.

Impact on consumers due to increase in product growth in the market



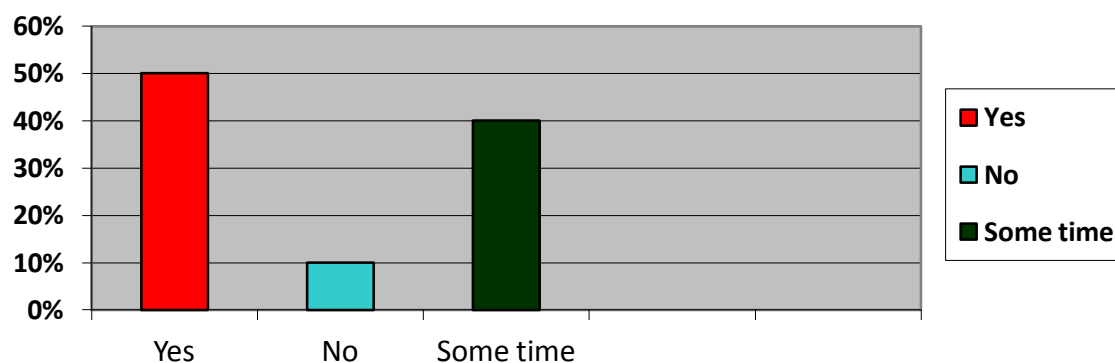
From the above graph, it is concluded that 95% of homemakers are of the opinion that consumers are affected by the increase in productivity in the market.

Opinion on consumer protection law education



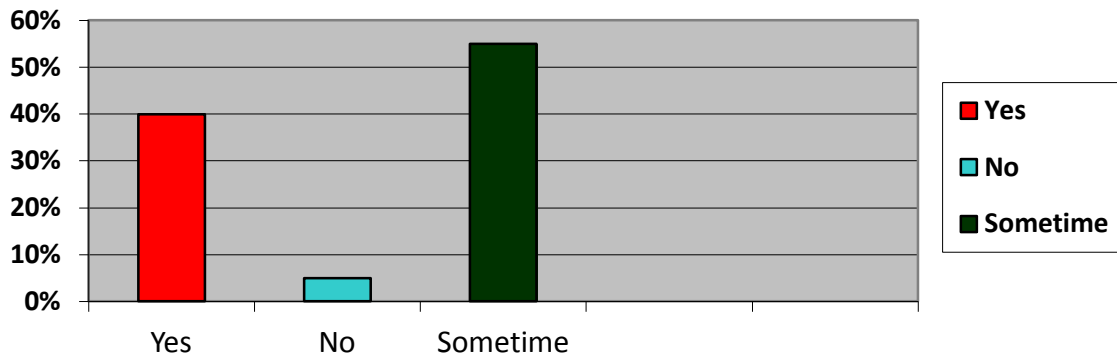
As can be seen from the above graph, 50 % of homemakers were of the view that advertisement and education by concerned persons would be the most popular means of educating homemakers about the Consumer Protection Act. While 30 % homemakers said that education should be given through guidance, 20 % homemakers said that education should be given through street drama.

Having to sign the bill after purchasing the goods



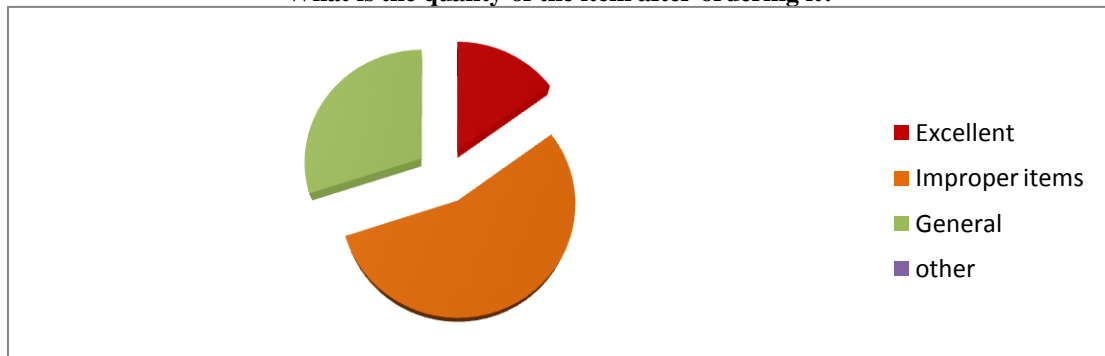
From the above graph, it is concluded that 50 % of homemakers are of the opinion that they sign the bill received from the shopkeepers after purchasing goods or groceries. So 40 % of homemakers were of the opinion that they seldom sign. The 10 % who say no are homemakers.

Complaint against the seller if the price of an item exceeds the specified price



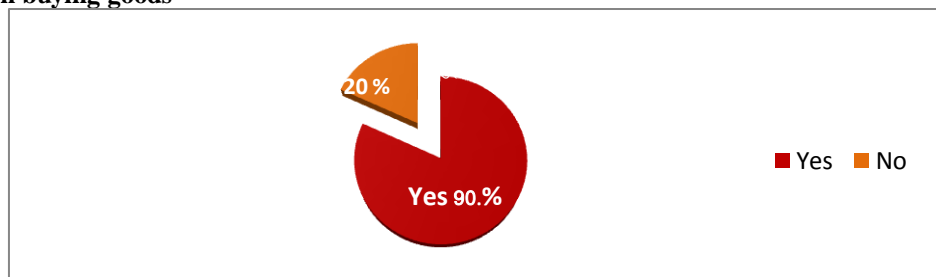
From the above graph, it is clear that 40 % of homemakers complain if the seller is charging more than the stipulated price. It was found that 55 % housewives rarely complain

What is the quality of the item after ordering it?



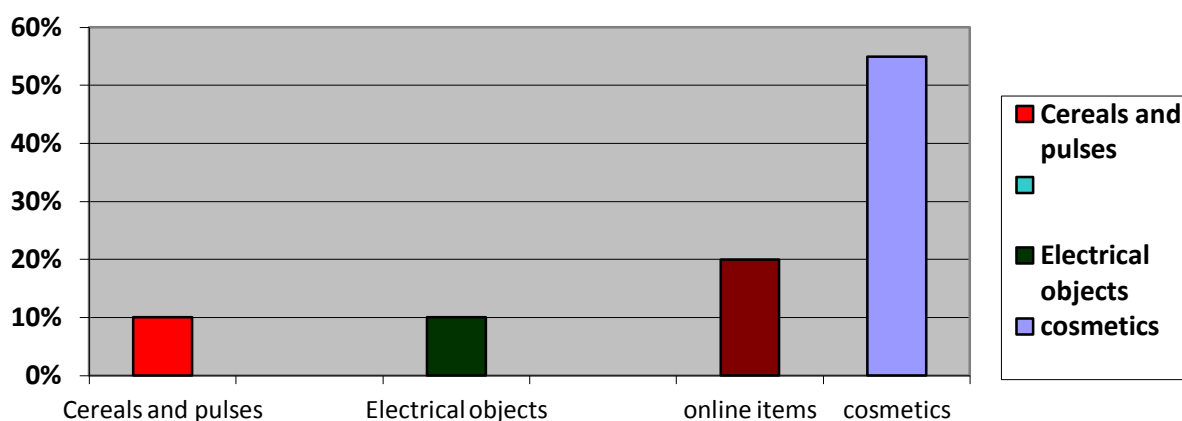
From the above graph, it is concluded that 55% of homemakers are of the opinion that the quality of goods is normal. About 30 % of homemakers are of the opinion that it is an inappropriate item. 15 % of homemakers are of the opinion that it is of excellent quality.

Fraud when buying goods



90% of homemakers were of the opinion that they were cheated while buying goods. It was found that 10 % homemakers were not cheated.

What items have been cheated



55 % of homemakers were found to be cheated while shopping for cosmetics. On the other hand, 10 % homemakers were found to be involved in fraudulent purchases of food grains and cereals.

III. CONCLUSION

Awareness of Consumer Protection Act is essential. It was pointed out that 100% of the homemakers agree. Consumers also feel that advertising, fashion and quality affect the purchase of goods. 95% homemakers are of the opinion that consumers and homemakers are deceived by shopkeepers or traders. Often counterfeit goods are sold to them. This was largely indicated by the survey.

While buying the item, the homemakers verifies the item, changing the label on the item and pretending that the homemakers buys the item.

Similarly, it has become clear that homemakers buy 100 items just by looking at the hallmark. It was found that 90% of homemakers buy gold by looking at the hallmarks. It was observed that 100% of homemakers buy goods by company and by sight.

According to the survey, the homemakers footprint is 95 % . Also, information regarding consumer rights has been obtained through newspapers, television, articles, magazines and online platforms.

Under the consumer protection right, 80 % of homemakers are demanding a copy of consumer goods. It has also been found that it rarely gives a signature on any item received. And if the price of an item is higher than the fixed price, homemakers who rarely enforce it against the seller were also observed.

Some homemakers have been found to be cheated after the demand for purchased items is of normal quality. The housewife appears to have been deceived while shopping for a variety of items.

Considering all the above questions, it is concluded that consumer exploitation and fraud is still taking place under this survey. Therefore, it is very important and necessary for the general homemakers to be aware of the Consumer Protection Act as people are not aware of it. Thus the findings of this survey are as follows.

Remedy -

A questionnaire was drawn up under the theme "Awareness Study on Consumer Protection Act" and after surveying the surrounding area, the opinion of many homemakers was ascertained. It concluded that most homemakers are being cheated or extorted because they do not know enough about the Consumer Protection Act. Further measures are needed to stop this type of fraud.

- It is imperative to make every consumer aware of the Consumer Protection Act.
- Consumers should be wary of shopkeepers or traders.
- Middle class homemakers should be guided or guided by the people involved in the consumer protection organization.

At present, every person or housewife has a mobile, so if an employee of a highly education or consumer protection organization spreads awareness about the Consumer Protection Act through social media, everyone will be aware of the law.

Based on that information, if the consumer is aware of their rights and entitlements, they will be able to fight for themselves.

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