



A Study on Theawareness of Consumer Rights Among Consumers of Durables in Chennai City

KEYWORDS

consumer segments, consumer forum, durables, consumerism, consumer awareness.

Mohamed Abbas Khan G

Research Scholar, Bharathiar University, Coimbatore

ABSTRACT *Fear among the consumers mind persists regarding filing of cases against companies for false promises which in the long run lead to consumer exploitation. This is because the consumer rights are less taught or lack in exercising it. This study will put on light on the hesitation of consumers towards filing complaints and role of consumer forums in the perception of consumers. This study will be a serious one in examining the consumer's awareness on rights, their attitude, perception, expectation and satisfaction. This is an attempt to measure the way in which consumers protect their own rights, Assured by the constitution of India and Consumer Protection Act.*

Introduction

The mission of the Government of Tamil Nadu is to empower all consumer segments of the State to obtain a just deal with the purchase of goods and services in the State of Tamil Nadu and to uphold consumer rights. The motive behind the research work done in this area is to highlight the awareness of consumer rights in consumers residing in the Chennai city. Besides being educated, their level of awareness of consumer rights and the extent of utilization needs to be analyzed. The majority of the consumers feel that they are not aware of the consumer forums. Even though Most of the consumers get cheated could not complain against the unfair trade practices either because they are not aware of their rights or they don't want to spend any more money. In spite of being well educated, people are not aware of the provisions of Consumer protection act and the study clearly shows that most of the people hardly know anything about CPA except the existence of the Consumer protection Act². The consumers in general do not take their responsibilities as informed consumers, more seriously. Though the consumers are skeptical about the market related problems³. The majority of the consumers is not utilizing the established consumer protection mechanisms in the country⁴. To investigate further this study is a test to identify the awareness, perception, attitude, expectation and satisfaction created by consumer forums in the mind of consumers of durables

Objectives of the Study

- 1) To study the level of awareness of consumer rights among consumers of durables.
- 2) To examine the influence of age on knowledge of complaining in consumer forums.
- 3) To analyze and interpret the consumers views during the research.

Scope of the Study

The study is restricted to Chennai. It is a busy city with business everywhere with a cosmopolitan population, seeped in culture, changing lifestyles, religion and growing consumerism

Methodology

The present study is empirical in nature and adopts the survey method. A Structured questionnaire is used to collect information from the consumers of durable products.

The sampling is restricted to popular shopping spots in Chennai. Consumers of durables were surveyed. The survey conducted at select shopping centers in the city.

Sources of Data

The study is based on both primary and secondary data. Primary data were collected through questionnaire. Questionnaires were distributed to the random consumers of durables. Secondary data were collected from magazines, newspaper, journals, websites and published data of nestle.

Limitations of the study

The study is confined only to users of consumer durables residing in Chennai. The study is based on the consumer's awareness on consumer laws among consumers of durables. The sample for the study would be on convenience to the researcher with select shopping centers in Chennai. Perceptions of consumers are keep on changing it is only an attempt to describe their views on safeguarding their rights. The sample size of the study is restricted to 150 respondents.

REVIEW OF LITERATURE

SudeshKharb (2013) in the study "Consumer Literacy Regarding Consumer Protection Act 1986" conclude that in spite of being well educated, people are not aware of the provisions of CPA and the study clearly shows that most of the people hardly know anything about CPA except the existence of the CPA.

Mohammad Azvar Khan (2013) Consumer rights awareness is most vital to society and a way to eliminate malpractices by the manufacturers, producers, and marketers. mislead the customers by reduction of weight, quality, price differences, worthless services, lack of after sales service. It is our fundamental right to know about the safety, durability, worthiness of any product we buy.

Minh b. Pham research has provided an account of the dynamics of the emergence and promotion of consumer protection in Vietnam There are many cases in which the harm for individual consumers is not big enough for them to file a claim in court. But the aggregated cost for all consumers is huge.

PERCENTAGE ANALYSIS:

Table 1:

Age	No. of respondents	percentage
20 and below	15	10
21-30	44	30
31-40	39	26
41-50	32	21
51 and above	20	13

Source: Primary Data
Interpretation:

It is inferred from the above table that 10% of respondents are in the age group of 20 and below.30% of respondents are in age group of 21-30 years. 26% of respondents are in age group of 26%. 21% are in age group of 41-50.13% of respondents are in age group of 51 and above. Hence it is concluded that majority of respondents in this study are in the age group of 21-30.

Table 2:

Qualification	No. of respondents	percentage
Illiterate	23	15
SSLC and below	29	19
HSC	38	25
UG	42	28
PG and above	18	12

Source: Primary Data
Interpretation:

It is distinct from the above table that 15% of respondents are illiterate.19% of respondents are in SSLC and below.25% of respondents are Higher secondary. 42% of respondents are Under Graduation. 12% of respondents have qualified PG and above. It is evident from the above table that majority of the respondents have qualified under graduation.

Table 3:

Monthly Income	No. of respondents	%
Rs.10,000 and below	30	20
Rs.10,001 to Rs.20,000	38	25
Rs.20,001 to Rs.30,000	44	29
Rs.30,001 to Rs.40,000	28	19
Rs. 40,001 and above	10	07
Total	150	100

Source: Primary Data
Interpretation:

It is understood from the above table that 20% of respondents are getting Rs.10,000 and below income. 25% are in 10,001 to 20,000 income category.29% are in 20,001 to 30,000 income category. 19% are in Rs.30,001 – Rs.40,000. 07% are in Rs. 40,001 and above income category.it is concluded majority of the respondents are in the income group of Rs.20,001 to Rs.30,000 income category.

Table 4:

Mode of awareness of consumer rights	No. of respondents	Percentage
Television	89	59
Newspaper	20	13
Radio	0	0
Friends	07	5
Awareness campaigns	0	0
Social networking	34	23
Hoardings	0	0
Total	150	100

Source: Primary Data

Interpretation: The majority of the respondents have gained knowledge through television which is 59%

Table 5:

False promises	No. of respondents	%
Television	89	59
Fridge	10	7
Air conditioner	08	5
Laptops	12	8
Washing machine	20	14
Mixer and Grinders	11	7
Total	150	100

Source: Primary Data
Interpretation

It is inferred from the above table that 59% of respondents felt television as troublesome.7% of respondents felt fridge as troublesome.5% of respondents felt air conditioner.8% felt laptops as trouble giving. 14% considered washing machine as trouble some and 7% of respondents considered mixer grinders as troublesome. Hence majority of respondents feel that television purchases usually ends at false promises.

Relationship between age and knowledge of complaining in consumer forums?

Age/ knowledge of complaining	20 and below	21-30	31-40	41-50	51 and above	Total
yes	1	11	20	18	5	55
No	14	33	19	14	15	95
Total	15	44	39	32	20	150

Null hypothesis H0: There is no relationship between age and knowledge of complaining in consumer forums.

Alternative Hypothesis H1: there is relationship between age and knowledge of complaining in consumer forums.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.251 ^a	38	.144
Likelihood Ratio	59.745	38	.014
N of Valid Cases	150		

a. 76 cells (97.4%) have expected count less than 5. The minimum expected count is .38.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal	Phi	.561 .144
	Cramer's V	.561 .144
N of Valid Cases	150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

As the calculated value 47.251 is greater than the expected asymp.sig. (2 sided) which is 0.144 hence we reject null hypothesis.

Hence there is significant relationship between age and knowledge of complaining in consumer forums.

Suggestions:

The impact of awareness made by the government through television have an impact in the consumers mind still the young can be concentrated more through innovative methods of creating awareness of consumer rights.

Ground work is done by the agencies meant for creating

awareness but it has not reaped benefits at the level the economy is growing.

Conclusion:

Consumerism is the talk of the town today where we have business everywhere. It is difficult for a consumer to safeguard his rights without the knowledge of consumer rights assured by the consumer protection Act.

References:

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