

Study on Consumer Protection Act Awareness Among House Wives with Special Reference Nashik City

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Abstract:

Consumer is very renowned and important Concept. We all are consumer, We all consume different kind of goods and services in daily. Consumer is main Pillar of nation economy. So all businessman has to take care that they will provide a good quality product and services to all consumer. Consumer is the king of market, therefore every seller should be take care that the consumer is not deceived, But many time it is seen that the consumer are deceived. He is the victim of numerous malpractices. This is all because of they are not aware about their rights as a consumer. The study will look at the level of awareness among house wife about consumer Protection Act, which the government has enacted to protect consumer fraud, as well as to protect consumer rights. The study is based on Primary and Secondary data. The primary data is collected from various house wives. 100 house wives selected as a sample of the study. The studies revealed that majority of house wives are not aware about Consumer Protection Act.

Keywords: Consumer, Consumer Protection, Consumer Rights, Awareness, Consumer Protection Act

Introduction:

Consumer is very renowned and important concept. We All are consumer, we all consumer different kind of things and services to pay money. Consumer is main Pillar of nation economy. Because all business success depends on consumer. So all businessman has to take care that they will provide a good quality product and services to all consumer. Consumer is the king of market, so consumer satisfaction is very important. With the advanced of technology and changing expectations of consumers the businessman are adopting various strategy to earn their profit at the cost of customer in order to meet the increasing competition. In spite of best consumer laws and serious measures of the government to protect the interest of the consumers, exploitation is increasing day by day. Most of the manufacturer and seller follow a restrictive trade practice to survive this competition. Such practices like price fixing, collective boycott, exclusive dealing, collective tendering or bidding, territorial restriction, price discrimination etc. as the same time they are not treat consumer in good manner, they will not provide information to consumers about products, high charges of MRP products, misleading advertisement, not listen consumer complaints. This is how consumer exploitation Increase day by day. The major reason behind this situation is lack of awareness among the consumers about their rights. Consumer Protection

Act is a compassionate social legislation that provide for protection of rights of the consumers and redressal of consumer disputes. CPA has provided three tier judicial consumer dispute redressal mechanism at district, state and national level. The act applies to all goods and services, excluding goods for resale or for commercial purpose, service rendered free of charge and under a contract for personal service. The study will look at the level of awareness among house wives with special reference Nashik City about consumer protection act which the government has enacted to protect consumer fraud as well as to protect consumer rights as they charge higher prices for goods.

Objectives:

1. To study on Awareness of Consumer Protection Act among Nashik city house wife.
2. To draw Conclusion from the study and suggest remedial measures for better awareness of consumer rights.

Literature Review:

Review of literature is the backbone of every research. Research study conducted early in the similar area will give an idea about the present research problem. Review of literature will help understand the research problem. Many research study were conducted on consumer awareness towards consumer rights and consumer protection laws.

1. Serene, Ahlawat & Singh (2009): The objective of this research is to study the level of awareness about consumer rights by women consumer and to find the extent of utilization of consumer rights by women consumers. In this survey, 200 female consumers were selected and information was collected through personal interview. In this study it was found that majority of the female consumers showed low level of awareness and low extend of utilization of consumer rights. The main reason behind that low education and low social economic status, and another reason for this is low exposure to communicational media and low social participation.

2. Devi & Rao (2016): A study was conducted to understand the level of consumer awareness among educated and uneducated consumers and to study the perceptions of consumers about consumer protection. It was found from the survey that majority of the consumer both educated and uneducated do not have knowledge of their consumer rights, laws and provision. They have very little confidence in the government and negative opinion about the existing measures.

3. Lokhande (2006): A study was conducted consumer awareness in Jalna city. In this study information was collected through questionnaire and interview and the study revealed that 55 % of consumer has no knowledge about consumer protection act and consumer forum.

4. Mittal (2015): A study was conducted to understand awareness level of consumers towards various legislations enacted in India to protect the interest of consumers. for this research study primary data was collected through questionnaire. Sample size was 600. A survey method used to collect the data. Conclusion of this study is that among the 16 prominent consumer protection legislations, nearly one fourth consumers were fully aware of these legislations. Nearly one third consumers were partially aware and slightly more than one third consumers never heard about these legislations. CPA, 1986 and Sales of

Goods Act, 1930 got the highest scores of awareness among all legislations. CPA, 1986 and Sales of Goods Act, 1930 got the highest scores of awareness among all legislations.

5. Sudharani Shrivastava in her book Socio-Legal Aspect on Consumerism Law has analyzed the provisions of CPA, 1986 with reference to Consumer Protection Councils and Consumer Disputes Redressal Agencies. The author has also given State rules pertaining to CPA of different states in India.

6. Surekha (2010) A study was conducted to find out weakness in the consumer protection movement due to lack of awareness. The study revealed that the majority of the consumers felt that the appointment of retired Judges in the district forums itself was a problem as it resulted in non-delivery of justice. The need to strengthen the redressal mechanism and quick disposal of complaints was expressed by the author.

Research Methodology

The present study is based on primary data. It is blend both descriptive and analytical methods of study. The primary data is collected from various house wives from Nashik City. 100 house wives from Nashik city, State Maharashtra were selected as a sample for the study. The unit of sample for this objective was individual consumer who is active in various kinds of consumption activities. The nature of data used in the present study is primary which had been collected by using a structured questionnaire. The questionnaires were filled up by 100 house wives which were the natives of Nashik city. Secondary data has been collected from various books, online articles and journal papers and news-paper.

Data Analysis and Interpretation

1 .Do you know about Consumer Protection Act?

Respondents	Yes	No
100	53	47
100 %	53%	47 %

Out of 100 respondents 53 house wives know about Consumer Protection Act and 47 house wives don't know about Consumer Protection Act.

2. Are you awareness of the Rights of Consumer under Consumer Protection Act?

Respondents	Yes	No
100	49	51
100 %	49 %	51%

Out of 100 respondents 49 house wives know their rights as a Consumer and 51 house wives don't know about their rights.

3. After Purchase a product, ask for a bill of product?

Respondents	Yes	No
100	57	43
100 %	57%	43 %

Out of 100 respondent 57 house wives demand bill after purchasing products and 43 house wives are not doing demand of the bill after purchase product.

4. While purchasing an product, check the MRP of product?

Respondents	Yes	No
100	63	37
100 %	63 %	37 %

Out of 100 respondent 63 house wives has a good habit to check the MRP of products but 37 house wives are not check the MRP price of products.

5. Have you ever found out that you have been cheated after purchasing a product?

Respondents	Yes	No
100	67	33
100 %	67 %	33 %

It was Shocking that out of 100 respondents 67 house wives check felt cheated after purchasing a products and 33 house wives are not felt cheated after buy any products.

6. Have you ever felt the product whatever buy sub-standard or defective?

Respondents	Yes	No
100	79	21
100 %	79%	21%

Majority of the respondent felt that the product whatever they purchased was defective. And 21 respondents did not felt the product they purchased was sub-standard or defective.

7. Dou you know where to file Complaint if, you come across any unfair trade practices?

Respondents	Yes	No
100	43	57
100 %	43 %	57 %

Near about 57% respondents don't know where to file complaint, if they come across any unfair trade practice only 43% respondents does not any idea where to file complaint.

8. If yes, have you ever file a complaint in consumer court?

Respondents	Yes	No
100	03	97
100 %	3 %	97%

It was very shocking response of house wives that out of 100 respondents 97% respondents was not filed any complaints in Consumer forum if they face any exploitation or cheated by the business or seller, only 3 % respondents file complaint against that seller. It's really necessary to change this picture.

9. Do you now main objective of Consumer Protection Act?

Respondents	Yes	No
100	46	54
100 %	46 %	54 %

Out of 100 respondents only 46 % respondents know the main objective of Consumer Protection Act, and 54 % house wives don't know main objective of Consumer Protection Act.

Conclusion and Suggestions

The main objectives of to conduct this study is to find out awareness level of Consumer Protection Act among Nashik City house wives. The study revealed that awareness level of house wife in Nashik City about Consumer Protection Act is very low. 50% house wives are known about Consumer Protection Act and 50% house wives are aware about their rights as a Consumer. Out of 100 house wife 60 house wives demand bill of product. And 55 % house wives check MRP of products. It was very shocking that 70% house wives felt cheated after purchased a product and 80% house wives felt that products whatever they buy are sub-standard or defective. Most shocking was house wives felt cheated and buy sub-standard products still they did not filed any complaints in Consumer forum, because they are not fully aware about Consumer Protection Act and Consumer Grievance Redressal Mechanism.

So it is very important to spread awareness among people about Consumer Protection Act through School, Colleges, T.V, Newspaper, Social Media etc. It is necessary to implement the "Jago Grahak Jago" Scheme on a large scale. Door to door campaign may be started to aware the consumers. This is the only way to reduced Consumer exploitation, because when consumer aware about their rights and responsibility then and only then Consumer exploitation will be Stop.

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