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**"A STUDY ON LEVEL OF AWARENESS OF COLLEGE STUDENTS
ON CONSUMER PROTECTION PRACTICES"**

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ABSTRACT

Any man or woman who purchases services or products for his private use and not for production or resale is referred to as a consumer. A consumer is one who is the choice maker whether to buy or not to buy an item. Consumer forum the largest economic group in any country. They're the pivots of all economic activities. it is regularly stated that the consumer is king, but in truth clients are handled very badly within the marketplace. The consumer are cheated in distinct methods by way of middlemen like adulteration, under-weight of goods, promoting items of inferior high-quality and duplicated goods, charging high costs, misleading advertisement in the media, etc. The consumers are not positive of having qualitative items manufactured and preserved in hygienic circumstance and at aggressive prices. The maximum critical step in patron training is making them privy to client rights and to empower them for self-protection from the unscrupulous businessmen. Education is a lifelong method of constantly acquiring applicable information, expertise and competencies. Consumer education is an important a part of this technique. Consumer education at the college level is an critical process to enhance the capability of the youngsters especially the students to take the duty for their own lifestyles, their circle of relatives, obligations to society and the environment. It facilitates the scholars to participate inside the social lifestyles, as competent citizens. College students are not best study the consumer rights and responsibilities however also educate their Parent and the network, thereby they're enriching the society.

I. Introduction

Capitalism and globalization, the main objective of each producer is to maximize his profit. In each and every possible way the producer are trying to increase the sale of their products. Therefore, in fulfilment of their aim they forget the interests of consumers and start exploiting them for example – overcharging, under weighing, selling of adulterated and poor quality goods, misleading the consumers by giving false advertisement etc. Thus in order to save himself from being cheated, it is necessary for a consumer to be aware. In this way, consumer awareness means noticing the general public about consumer rights and protective legislations. Education is a lifelong process of constantly acquiring relevant information, knowledge and skills. Consumer education is an important part of this process. Consumer education at the college level is an important process to enhance the capacity of the youth particularly the students to take the responsibility for their own life, their family, obligations to the society and the environment. Consumer education helps the students to participate in the social life, as competent citizens. This is also a way and opportunity to the teachers to teach the students to educate the awareness level of general public on Consumerism, unless we never the quit unfair trade practices of middlemen and traders.

II. Review of Literature

Madugu Vijay Kumar(2016) in his article “ An Assessment of Consumer Awareness and protection”, examine that the majority of the respondents showed low level of awareness and low level of utilization of consumer rights. Respondents who are aware about the consumer rights but they never lodge complaint against exploitation. The 42 % of respondents as a consumer never ask purchasing bill, 40% of respondents always ask purchasing bill, 10 % rarely ask purchasing bill and only 4% consumers often and sometimes ask purchasing bill. A large number of respondents as a consumer (64%) always check the quality of the products, 28% often check, 4% sometimes check and 4% rarely check the quality of the product while buying the products. Majority of respondents (80%) never cross check the weights of the products, only 6% respondents always cross check the weights of the products. Majority of the respondents (65 percentages) had low level of awareness. It is further found that highest level of the awareness (100%) was regarding the right to choose and least awareness was found regarding right to redress (40%) in direct observation.

N. Indirani& C. Ashok Kumar(2016),in their article “Awareness on Consumer Rights among Undergraduate Students in Tiruchirappalli City”examine the consumer awareness is the study of how individuals make decision on spending their available resource of money, time and effort on consumption-related items. Hence the present study was designed in such a way as to investigate “Awareness on Consumer Rights among Undergraduate Students in Tiruchirappalli City.”On the basis of results obtained from the present study some practical suggestions are offered, which will be helpful for teachers to apply in classroom teaching. Consumer Education Programme for the students through formal and informal means would be effective in creating Consumer Awareness. It will help to develop skills to make informal decision in the purchase of goods and services in the light of personal values, maximum utilization of resources, available alternatives, ecological considerations and changing economic conditions. The administrative

and curriculum authorities must lay stress on consumer education in the school and college curricula. Consumer education should develop critical awareness among students through direct, involvement in discussions, talks, exhibitions, research, workshop etc., Teachers and other interested parties should encourage formation of consumer youth, clubs in colleges to provide experiential and leadership opportunities.

G.Nedumaran&,D.Mehala(2020) in his article “Consumer Protection - Problems And Prospects ”reviewed The Consumer Protection Act 1986 portrays a buyer as one who buys anything chooses any contacts or less paid and generally ensured or under any method of yielded separate transparently from conveyance. We overall changes into a customer at any rate people simply consider the rights and obligations they have as the client. The dynamic utilization of the Consumer Protection Act began since 1990. Huge number of clients and associations started efficient towards consumer protection.

III.Objectives

1. To know the extent of awareness college students on consumer rights.
2. To understand their buying behavior and their existing practice while buying goods and availing services.

IV.Research methodology

Sampling design: The testing procedure applied for the investigation as simple random sampling method adopted, the respondents selected randomly from the total populace.

Sample Size: The sample size under this study is 150 respondents. The questionnaire used to collect data from the consumer respondents by approaching directly.

Nature of the study: The study is descriptive. The required data for the study collected from the primary and secondary sources.

Primary data: The primary data collected from the sample subjects,

Secondary data: The secondary data collected from the journals, books websites, and published data related to consumer education.

Statistical tools: Simple descriptive statistical tools like percentages and chi-square test analyse the data for drawing the conclusions.

V.Results and Discussions

Table-1

AGE	FREQUENCY	PERCENTAGE
18-20	113	75
21-23	21	14
24-27	11	7.3
Above28	5	3.3
Total	150	100
Gender		
Male	32	21
Female	118	79
Total	150	100

Educational qualification		
Graduate	87	58
Postgraduate	63	42
Total	150	100
Parent Occupation		
Farmer	98	65
Business man	11	7.3
Government employee	10	6.7
Private employee	9	6
Self employee	22	15
Total	150	100
Parent Monthly income		
10000-15000	115	77
15000-20000	20	13
20000-25000	9	6
Above 25000	6	4
Total	150	100

Source: Primary data

Interpretation:

The above table indicates that out of 150 respondents of the 75% of the respondents fall under the category of below 18-20 years, 3.3% under the category of above 28 years. Thus the majority of the respondents fall in the below 18-20 years. The above table indicates that out of 150 respondents of the 79% of the respondents fall under the category of female, 21% under the category of male. Thus a majority of the respondents fall in the category of female. The above table indicates that out of 150 respondents of the 58% of the respondents fall under the category of Graduate 42% the category of Postgraduate. Thus a majority of the respondents fall in the category of Graduate. The above table indicates that out of 150 respondents of the 65% of the respondents fall under the category of farmer, 6% of the respondents fall under the category of Private employee, Thus the majority of the respondents fall in the farmer (Parent occupation). The above table indicates that out of 150 respondents 77% of the respondents fall under the category of monthly income Rs10000-15000, 4% under the category of monthly income above Rs25000. Thus the majority of the respondents fall in the category of monthly income Rs10000-15000 (Parent monthly income).

Table-2

S.NO	Age of the respondents	Practice of Checking MRP, Date of Expiry			Total
		High	Medium	Low	
1.	18-20	63	30	20	113
2.	21-23	12	4	5	21
3.	24-27	4	4	3	11
4.	Above 28	2	2	1	5
	Total	81	40	29	150

Source: Primary Data

Table 2 reveals that out of 150 respondents 18-20,age, 63 are under high level Practice of Checking MRP, Date of Expiry. Above 28, 2 are under high level of Practice of Checking MRP, Date of Expiry. Chi-square test is used to test the following null hypothesis.

There is no association between Age of the respondents and Practice of Checking MRP, Date of Expiry.

TABLE-3

Observed frequency	Expected frequency	(O-E) ²	(O - E) 2 / E
63	61	4	0.06
12	11	1	0.09
4	6	4	0.06
2	3	1	0.33
30	30	0	0
4	6	4	0.66
4	3	1	0.33
2	1	1	1
20	22	4	0.018
5	4	1	0.25
3	2	1	0.5
1	1	0	0
TOTAL		3.46	

Chi-square calculated value is 3.46. Table value at 5% significance level for 6 degree of freedom is 12.592. The calculated value is less than the table value. The null hypothesis is accepted. It is concluded that there is no association between Age of the respondents and Practice of Checking MRP, Date of Expiry by students.

TABLE-4

S.NO	Gender of the respondents	Knowledge on Consumer Rights			Total
		High	Medium	Low	
1.	Male	63	30	20	113
2.	Female	12	4	5	21
	Total	81	40	29	150

Source: Primary Data

Table 4 reveals that out of 32 male respondents, 63 are under high level of Knowledge on Consumer Rights.118 female respondents, 79 are under high level of Knowledge on Consumer Rights .It is assumed that gender of students will influence Knowledge on Consumer Rights students. It is tested in this research study whether there is any association between gender and Knowledge on Consumer Rights. Chi-square test is used to test the following null hypothesis. There is no association between gender and Knowledge on Consumer Rights

Table- 5

Observed frequency	Expected frequency	(O-E) ²	(O - E) 2 / E
25	18	49	2.72
61	68	49	0.72
2	8	36	4.5
36	30	36	1.2
5	36	1	0.16
21	20	1	0.05
TOTAL			9.35

Chi-square calculated value is 9.35. Table value at 5% significance level for 2 degree of freedom is 5.991. The calculated value is greater than the table value. The null hypothesis is rejected. It is concluded that there is association between gender and Knowledge on Consumer Rights.

Table- 6

S.NO	Parent Occupation	Knowledge on Consumer Court			Total
		High	Medium	Low	
1.	Farmer	50	36	12	98
2.	Businessman	6	3	2	11
3.	Government employee	4	3	3	10
4.	Private employee	3	4	2	9
5.	Self employee	11	9	2	22
	Total	74	55	21	150

Source: Primary Data

Table 6 reveals that out of 98 farmers,(Parent occupation) 50 are under high level Knowledge on Consumer Court Out of 9 private employees, 3 are under high level of Knowledge on Consumer Court.It is assumed that occupation of parents of students will influence Knowledge on Consumer Court. Chi-square test is used to test the following null hypothesis.

There is no association between occupation of parents and Knowledge on Consumer Court.

Table-7

S.NO	Parent monthly income(Rs)	Attended programs on Consumerism			Total
		High	Medium	Low	
1.	10000-15000	62	24	29	115
2.	15000-20000	3	12	5	20
3.	20000-250000	3	4	2	9
4.	Above25000	2	2	2	6
	Total	70	42	38	150

Source: Primary Data

Table 7 reveals that out of 115 respondents up to Rs10000-15000 parent monthly income, 62 are under Attended programs on Consumerism. Out of 6 respondents Rs 25000 parent monthly income, 2 are under high level attended programs on Consumerism.

It is assumed that monthly income of parents of students will influence attended programs on Consumerism of students. It is tested in this research study whether there is any association between monthly income of parents and attended programs on Consumerism. Chi-square test is used to test the following null hypothesis.

There is no association between monthly income of parents and attended programs on Consumerism.

VI.Suggestion

1. It's found that the programmes conducted by colleges on consumer education aren't adequate.
2. Government ought to remember buyer training for the educational program of schools.

VII.Conclusion

In general, the extent of awareness of college students on consumerism is satisfactory. It behaviour during the buying process is appreciable. They need checked the tools and instruments utilized in the measurement while buying. They need verified MRP, Date of Mfg and Date of Expiry details too. The notice level of the UG students is better than the PG students in many aspects. PG students are not much involved in educating others. No much difference found between the two genders with reference to the level of awareness on consumer education. This study found that the feminine gender hesitated to involve in programs of conducted outside the campus especially in attending programmes and enriching the community also This study found that the female gender hesitated to involve in programs of conducted outside the campus especially in attending programmes and enriching the community as well.

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