

Consumer Knowledge on Consumer Protection Council – A Special Reference To  
Namakkal District

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**ABSTRACT**

The Consumer Protection Council is the apex of consumer protection agency of the Federal Government of India recognized to support and protect consumers' welfare. Its main activities are: to inform patrons; to eliminate dangerous goods from the market and ensure that products and services conform to essential standards and to receive, intervene and provide remedy to consumer complaints. According to the CPC, it would attain success 'when consumers can be described as well as confident, receiving their money's worth, educated about the market place and its mechanisms, attentive about what takes place in it, self-confident about their rights and aware of their responsibilities'. The study is focus on analyzing the level of knowledge and to extent of consumption of Consumer Protection Council.

**INTRODUCTION**

India is a vast country where a greater part of consumer is poor, dependent and incompetent. Hence the market in India is generally a seller's market and it is very simple to mislead to the innocent consumers who look like to be neither knowledgeable nor well-informed. The consumer wants sustain and safeguard from the immoral seller. A common consumer is not in a position to move toward a civil court for acquiring and an reasonable quick fairness against his complaints. To facilitate tackle this, the government has lend its hands in a special way. The Central Government enacted a law in the year 1986 for the protection and benefit of consumers. Consumer's Protection Council is social movements which seeks to safegourd and supplement the rights of the consumer relation to the goods and services.

In India, a great percentage of the population belongs to the uneducated class. The determined efforts of voluntary consumer associations and activities, which can renovate progress as people's movement. The objective can be achieved only if there is co-ordination between the variety of consumer organizations at the local, state, national, as well as international level. The Consumer Protection Act provides an chance to the consumer approach court if there is any lapse in the quality of product or services. So the Act provides a diverse level of Consumer's Forum at the district level is called District Consumer Forum. At the State Level it is called State Commission and all India forums is known as National Commission for consumer wellbeing.

#### STATEMENT OF THE PROBLEM

India is a country where 68.84% of the population resides in more than 640867 villages. Apart from that there are people of dissimilar religions with different customers, background and languages also. There is a broad inequality between the levels of income of the people and their life style. In these circumstances it needs a lot effort to practice consumerism in India. Consumerisms in urban areas are in enhanced position where as rural people are not even aware of their privileges and other benefits extended to them. In fact laws to control and punish business involving in corruption and have been in existence in India. Since government has been implementing these laws to preserve the consumer and rigorous punishment are being given for adulteration of food grains and oil in India.

But the remedy for the position is not legislation only. More significantly it is the Consumer who is not only aware of this situation but also aggressively seeks the means of redressing the troubles the consumers in India in general have not been showing enough interest in involving themselves in the consumer progress. Lack of right education and coherent thinking and no sense of social responsibility on their part are among the primary causes. Thus a study carried out in Namakkal district with the basic purpose of analyzing the level of attentiveness and the extent of exploitation of consumer Protection Council.



## OBJECTIVES OF THE STUDY

1. To know the conceptual framework of Consumerism and Consumer Protection Council
2. To estimate the performance of Consumer Protection Council in Namakkal District.
3. To discover the factors influencing consumer to exploitation of Consumer Protection Council
4. To identify the common drawbacks faced by the consumer in the study area.

## RESEARCH METHODOLOGY

The research design here used is descriptive research. The researcher has no exist in charge of over the variables. Convenient sampling technique was followed to gather data of this study. The method used for the research is Non-Probability Sampling for the reason that the population is infinite. There are 80 sample respondents from various parts of Namakkal District which consists of urban and semi-urban centers that be taken as samples.

## ANALYTICAL FRAMEWORK

The collected data was categorised, tabulated and analyzed with using plain statistical tools like Percentage Analysis, Chi Square Test, Weighted Mean and ANOVA.

## DATA ANALYSIS AND INTERPRETATION

Table No.1 Respondents Awareness on Consumer Rights

Sl. No.	Awareness	Number of Respondents	Percentage
1	Yes	63	78.75%
2	No	17	21.25%
Total		80	100%

Source: Primary Data

The above table shows that maximum (78.75%) of the respondents' are awake about the consumer rights and 21.25% of the respondents are not aware about the consumer rights. (78.75%) most of the respondents' are aware about the consumer rights.

Table No.2 Reasons for Poor Registration of Consumer Cases

Sl. No.	No. Reasons	Number of Respondents	Percentage
1	Too much of procedure	27	33.75%
2	Basically fear of Court	13	16.25%
3	Time consuming	11	13.75%
4	Expensive Act	7	8.75%
5	Insecurity	22	27.5%
<b>Total</b>		<b>80</b>	<b>100%</b>

Source: Primary Data

From the above table concluded that 33.75% of the respondents felt too much of procedures as the reasons for poor registration of consumer cases, 27.5% of the respondent comes under insecurity reasons, 16.25% of the respondents based on basically fear of court 13.75% of the respondents expressed time consuming and the rest of the respondents 8.75% stated expensive act as the reasons for poor registration of consumer cases.

Table No.3 Education level and Media Awareness about Consumer Protection Act

Education Level of the Respondents	Media Awareness about Consumer Protection Act					Total
	Electronic Media	Press Media	Voluntary Consumer	Organization	Advocates	
Illiterate	4	7	2	2	1	16
	6.8	3	1.6	2.2	2.4	
School Level	3	2	0	1	1	7
	2.87	1.31	0.7	0.96	1.05	
Under graduate level	15	2	4	8	3	32
	13.2	6	3.2	4.4	4.8	
Post Graduate Level	12	4	2	0	7	25
	10.63	4.68	2.5	3.43	3.75	



Total	34	15	8	11	12	80
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Chi-Square Value: 22.394

Degree of Freedom: 12

Table Value: 21.026

**Result :**

From the above table that the calculated Chi-square value (22.394) is more than the table value (21.026) and the result is significant at 5% level. Hence, the hypothesis is rejected. From the above analysis, it is concluded that there is significant relationship between the Education Level and Media Awareness about Consumer Protection Act.

**FINDINGS**

- maximum (34%) of the respondents belong to the age group from 30 to 35 years
- majority (62%) of the respondents are male
- majority (67%) of the respondents are married
- some (38%) of the respondents are residing at rural areas
- most 31% of the respondents are graduates
- (100%) of the respondents are aware about consumer protection act.
- (78.75%) of the respondents are aware about consumer rights.
- 71% of the maximum respondents opinion as within 20 lakhs as maximum claim amount during loss
- most (74%) of the respondents accept that the consumer court activities work properly
- maximum (82%) of the respondents had knowledge about filing the complaint on plain paper
- most (79%) of the respondents are rightly aware about the no fee payment needed while filing complaint

**SUGGESTIONS**

- A small amount of the members are non members of consumer protection council; due to lack of knowledge and poor awareness regarding the necessity of attractive the members

- of the consumer council. Government and private unions' must do inculcate the general public.
- Some of the respondents stated that they have faced troubles related to the consumer attention which wants to be addressed and get the trust of the consumers.
  - Many of the respondents feel that the consumer court activities are not working appropriately. Therefore, the government shall take severe measures to overcome this issue.
  - Few of the respondent's objections regarding time consuming as the reasons for poor registration of consumer cases. All these issues may be addressed by the government and shall help the public feel protected and conclude any case on time without too much procedure and expenses.

### CONCLUSION

A large percentage of the population belonging to the illiterate group of people in Namakkal district of Tamilnadu .The basic purpose of analyzing significantly the level of awareness and the level utilization of consumer Protection Council. A common consumer is not in a situation to approach a civil court quick, inexpensive and prompt justice to his complaints is necessary the largest help in this direction has come from the government. Hence, the people in the voluntary organization work with a spirit of dedication and fight for a common cause. The study concludes that many of the consumers have fear about the court and lengthy procedures etc. However, the government shall take steps to impart knowledge among the public irrespective of their educational level, gender, economic status, etc. will help them to reach for their rights that will help the public feel their democratic system in India.

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