

A Study on Consumer Protection Awareness Among Rural Consumer in Karbi Anglong District of Assam

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Abstract: A Consumer is the final users of product and services. The study was carried out to know the awareness of Consumer Protection Act in rural areas of Karbi Anglong. The investigation was done on 100 samples of rural people of Karbi Anglong. The subjective sampling technique was used for sample selection and the primary data were collected by the investigators through questionnaire. The result shows that most of the respondents were ignorant and had no knowledge about the Consumer Protection Act. So, there is an urgent needs of introspection of various organization to create publicity of consumer awareness among rural people through educations, motivation, consumer club, training and social media to empower and to avoid exploitation of rural consumer. Such programme will have long lasting impact to the end users and will introduce a greater sense of accountability and transparency in the services provided by the public and private sectors.

Keywords: Consumer, Awareness, Subjective, Questionnaire, Exploitation.

I. INTRODUCTION

A consumer is a persons who buys or uses goods and services to satisfy their wants. A consumer may be any persons, business, firm or any governmental organization. The consumer consumption pattern is now not only confined to the urban areas but it has penetrated into a deep rural market. The marketers are looking forward to market their product and services in the rural areas as the core of Indian societies is in rural areas. The preferences of product and services in rural are matching up with the choices of urban consumer.

II. NEED OF THE STUDY

The purpose of the study of Consumer Protection Awareness Among Rural Consumer with special reference to Karbi Anglong District of Assam is to discover the level of awareness of Consumer Protection Act in rural areas which is enacted by the Act of Parliament to provide better protection for the interest of the consumer in India.

III. AREA OF STUDY

To analyze the Consumer Protection Awareness Among Rural Consumer with special reference to Karbi Anglong District of Assam, the villages of Amrajan, Lakhijan,

Khatkhati, Lahorijan, Talbalijan and Plywood Nepali etc. of Bokajan sub division were given more preference. While analyzing the various aspect of sample survey method has been implemented. But the prime significance was given to the method of collection through questionnaire.

IV. SCOPE OF THE STUDY

The study will give an idea about the consumer awareness in rural areas and also indicate about certain benefit in which the Karbi Anglong District Administration could take some steps to make aware about the Consumer Protection Act.

V. OBJECTIVES OF THE STUDY

On the study about Consumer Awareness in rural area following objectives has been sought out. They are:-

To know Consumer Protection Awareness Level among Rural Consumer.

To identify the sources of information for creating consumer protection awareness.

VI. RESEARCH METHODOLOGY

Data Collection:- From the following sources the data were collected.

Primary Data: The information were gathered through primary collection method while doing study on Consumer Protection Awareness Among Rural Consumer. Some of the methods of primary data collection were as follows-

VII. QUESTIONNAIRE DESIGN

The questionnaire schedule containing multiple choice answers in a simple and precise manner were distributed to the various respondent. The questionnaire were distributed mostly to the surrounding area of Bokajan sub-division. The result was positive and almost all the questionnaire distributed could be collected easily.

VIII. SCHEDULE

The study was also based on some schedule specially with the adjacent area of Bokajan where the information was

collected directly form the respondent who had a knowledge about consumer protection act.

IX. ANALYSIS OF INFORMATION

Each question has been analyzed and interpretation is done based on the responses given by the respondent. For analysis purpose the numbers of responses has been converted into percentage.

X. SAMPLE SIZE

Taking into consideration the size of the population, the population variance, requirement of efficiency, representativeness, reliability, flexibility and the parameters of interest in the study, the sample size selected was 100.

XI. DATA ANAYSIS & INTERPRETATION

Title: Data showing the age group from whom the data were collected.

Table no.1

Below 25	7
25-30	16
30-40	26
40 Above	51
Total	100

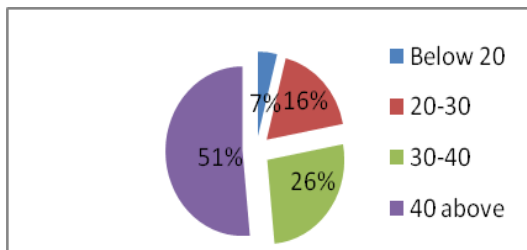


Chart No.1

Interpretation: in above chart it is shown that most of the respondents falls under the age group of 40 above i.e.(51%) of the total population. 26% falls under 30-40, 16% falls under 20-30 and 7% are below 20 years of age.

Title : The occupation of the various respondent is given below.

Table No.2

Farmer	60
Students	10
Businessman	15
Professional	15
Total	100

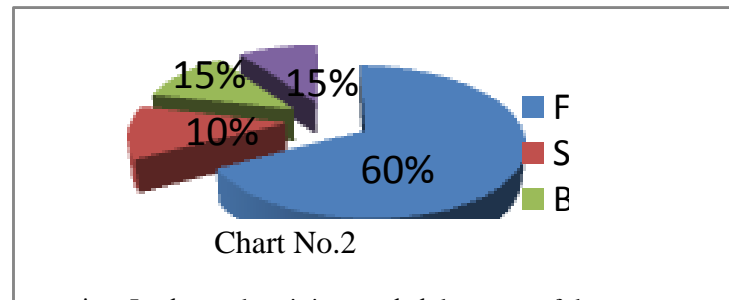


Chart No.2

Interpretation: In above chart it is revealed that most of the respondents are farmers by profession i.e (60%), 10% are students, 15% of businessman and 15% of Professional.

Title :Table showing about the aware of consumer courts for redressal of grievances of consumer

Table No.3

Yes	5
No	95
Total	100

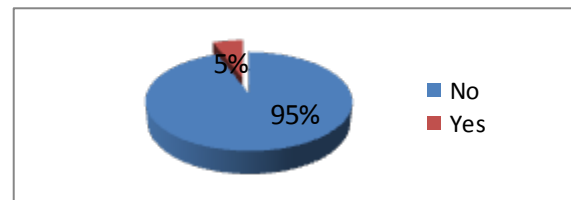


Chart No.3

Interpretation: In above chart it is reveal that 95% of the respondents is not aware about the consumer court for redressal and only 5% knows about the existence of consumer redressal court.

Title : Table showing about the aware of Consumer Protection Act?

Table No.4

Yes	10
No	90
Total	100

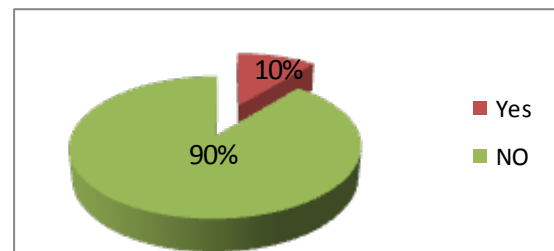


Chart No.4

Interpretation : In above chart 90% of the respondent does not know about the existence of Consumer Protection Act

and only 10% of respondent knows about Consumer Protection Act.

Title: Do you know the consumer right?

Table No.5

YES	7
No	93
Total	100

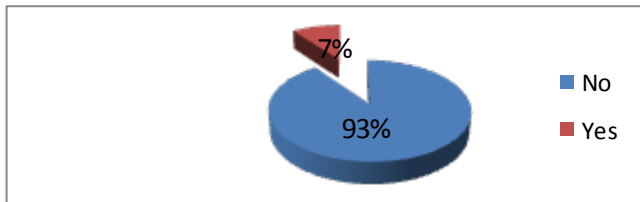


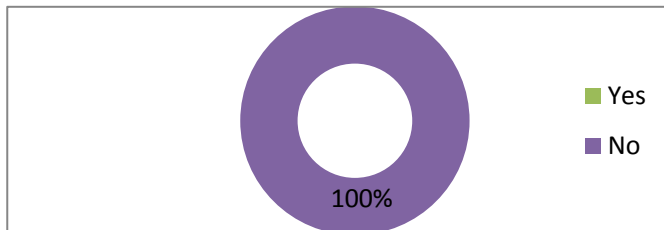
Chart No.5

Interpretation: In above result it is figure out that only 7% of the respondent are aware about the consumer right and 93% of the respondents has no idea about consumer right.

Title: Did you ever file a case in consumer court?

Table No.6

Yes	0
No	100
Total	100



Interpretation: In above result it shows that all the respondent have not file a case in consumer court.

Title: Have you ever come across any adulteration and malpractices ?

Table No.7

Yes	98
No	2
Total	100

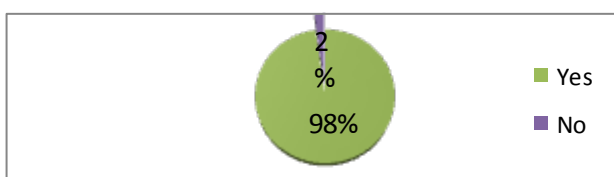


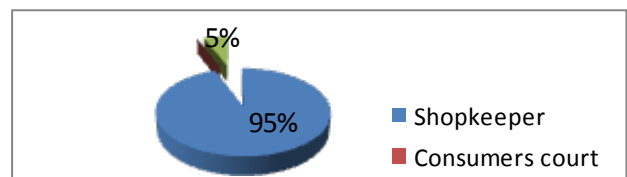
Chart No. 7

Interpretation: In above result it reveal that 98% of the respondent have come across adulteration and malpractices and only 2% are not yet.

Title: If yes, to whom did you complain ?

Table No.8

Shopkeepers	95
Cossumer	0
Elsewhere	5
Total	100



Interpretation: In above result most of the 95% of respondent have complain to shopkeepers and 2% of respondent have complain to Elsewhere and none of the respondent have complain to consumer court.

XII. FINDINGS AND REVIEW

1. Most of the respondents are above 40 years'
2. 60% of the respondents are farmers.
3. Almost all the respondents have come across some adulteration of foodstuff and malpractices
4. The respondents don't want to settle their disputes in consumer court
4. 93% of respondents don't know about the consumer right.

XIII. SUGGESTION AND RECOMMENDATION

It is to be noted that the respondents are having a low level of consumer awareness specially in rural areas regarding the consumer protection law. The district administration of karbi Anglong including voluntary organization and education institution should take initiatives to educate the rural people towards the significance of the rights and duties of consumer.

Hence, the sellers, manufacturers and owners of the business houses should come forward to spend some of their surplus to educate the rural consumer. TV, Radio, Newspapers, Banners, Posters will play a very important role in rural areas to make an aware about consumer protection. The district administration of karbi Anglong should organized some seminar, conference and street

play in the interior areas of karbi Anglong so that the rural consumer will have a basic ideas about their rights and responsibilities.

XIV. CONCLUSION

The study was based on the awareness level of consumer protection in rural areas towards the consumer. In order to study the objectives of the research, the questionnaire was the main tools for the study. The sample size was taken as 100 from the rural consumer. The rural respondents are lacking much information about the welfare that are existed to the consumer. They should be educated and trained to know their rights and responsibilities.

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