



CONSUMER'S OPINION TOWARDS CONSUMERS PROTECTION ACT: EVIDENCE FROM TUTICORIN DISTRICT

Dr. N.Sowbarnigadevi¹, Dr.D.Thirumalraja²

¹Assistant Professor Department of Commerce, Annai Veilankkani's Arts & Science
College for Women, Saidapet, VGP Salai, Chennai-15),

²Assistant Professor, Department of Sociology, School of Social Science Tamil Nadu
Open University Saidapet, Chennai-15)

Email: johnjacob@kcc.edu.in

ABSTRACT

Every customer purchases a goods and services in the marketplace to meet his or her wants on a daily basis. However, some customers are dissatisfied with the products and services they have purchased. Scientific formula used to find out the sample size. The researcher has completed Samples size is 238 customers. This study checks the association among independent variables and dependent variable. A suitable statistical tool is applied. The results revealed that the customers are having poor awareness about filing of complaints; compensation can be claimed for the loss of goods, exercise to legal right, redress of consumer grievances. It is revealed that the customers are verified the quality, quantity and price, ISI mark, Agmark, Hall Marking, grantee & warranty cards, MRP at the time of purchasing, expiry date/date, consider advertisement are higher opinion about the attitude about product while purchasing.

KEYWORDS: consumers protection act, awareness, customer safety