



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

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## 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

## INTRODUCTION

A person born into this world, people start consuming. Everyone needs fundamental needs as well as a variety of other items, and these requirements change throughout time. As a result, we are all



consumers in the strictest meaning of the word. Kapoor 2002 As consumers, we expect value for money, which includes the proper quality, quantity, prices, and information about the mode of usage, among other things. However, there may be times when a customer is harassed or defrauded.

The government confirms the consumer protection against dishonest vendor enacted by law. Pathak (2007) Consumer interests are protected by Sale of Goods Act, Prevention of Standards of Weights and Measures Act, Dangerous Drugs Act, Food Adulteration Act, Agricultural Produce Act, Indian Contract Act, Indian Standards Institution Act, and other laws. However, legal process is costly and time consuming. Consumer protection act (CPA) regulations force the consumer to file a civil suit.

The CPA applies to all of India excluding Jammu and Kashmir, was enacted on April 15, 1986, to protect customers exploitation and their safeguard from substandard goods & defective services.

## **CONSUMER RIGHTS AND RESPONSIBILITIES**

### **The Rights of the Consumer**

#### **Right to Safety**

Before making a purchase the consumers having the right to insist on the items quality and guarantee. They should check an ISI or AGMARK approved product.

#### **Right to Choose**

In market have wide range of goods, Consumers have the right to select from items at a reasonable price.

#### **Right to be informed**

Buyers must be providing all the product details to the consumer in order to act wisely and amend their buying decisions.

#### **Right to Consumer Education**

Consumers must be aware of his/ her rights in order to avoid being exploited.

#### **Right to be heard**

The consumers have the right to be heard the product and service detailed. Buyer must given adequate time to air their issues.

#### **Right to seek compensation**



The consumer's right to seek restitution in the event of unfair or inhuman actions.

## **STATEMENT OF THE PROBLEM**

Khizindar (2015) the customers are cheated from the traders in the market place. its can lead to major violations of consumers rights and a shift toward considerably more deceptive marketing practices in such a business climate. As a result, every individual should be aware of their consumer rights. While purchasing online or offline, consumers should understand how to protect themselves and become rational buyers.

The lawful protection provided by the government of India (GOI), there has been a shift in consumer perceptions regarding the protection of their rights in matters relating to the consumption of a product or service. Makanyeza, C. (2014) The Consumer Protection Act of 1986 is a piece of benevolent social legislation designed to safeguard the general public from being exploited. In fact, however, this is not the case. Sellers that are unethical continue to cheat and take advantage of any scenario. As a result, the study takes the initiative to investigate consumer awareness and attitudes concerning the CPA 1986.

## **OBJECT OF THE STUDY**

1. To examine the factors, influence the consumer awareness on Consumer Protection Act.
2. To examine the level of consumer problem, attitude and awareness in the Tuticorin Districts.

## **RESEARCH METHODOLOGY**

The researcher has decorated the methodology of this study. Descriptive research method is employed. Pilot study was completed the 50 sample customers by questionnaire. The reliability analysis is tested Based on the pilot study data to find out the reliability of the tool. The calculated sample size is determined with the help of statistical formula. 238 Samples customers are collected for this study. This study examines Consumer's opinion towards consumers protection act: Evidence from Tuticorin District. statistical tools like mean and standard deviation are applied.

## **ANALYSIS AND INTERPRETATION**



**Table 1 Problem faced by Consumers**

	Mean	Std. Deviation
Lack of knowledge about legal system	3.87	1.12
Information Exploitation	3.72	0.96
Lack of a definite buying pattern	3.83	0.97
Deceptive trade practices	3.60	0.91
Poor consumer guidance	3.72	1.02

*Source: primary data calculate*

Table 1 elucidates the customer's opinion towards the Problem faced by Consumers. Here, Problem faced by Consumers is measured with five questions. Further, mean & standard deviation values are reckoned. The calculated mean values are lies between 3.60 and 3.87. From the mean value, it is observed that the lack of knowledge about legal system (3.87), information exploitation (3.72), lack of a definite buying pattern (3.83), deceptive trade practices (3.60), poor consumer guidance (3.72) of the problem of customers. It is inferred that the knowledge about legal system, information exploitation, buying pattern, poor consumer guidance and deceptive trade practices are the strong opined towards problem faced by consumers.

**Table 2 customers perception towards consumers Attitude**

I always verify Quality, Quantity and Price before Purchase	4.32	0.99
I always Check trade mark (ISI Mark, Agmark, Hall Marking etc).	3.95	0.98
I Always Obtain Receipt from the seller	3.88	1.05
I Always Obtain proper Grantee & Warranty cards duly signed by the seller	3.57	1.17
I always check MRP at the time of purchasing	3.90	1.14



I always verify the expiry date/Date of Manufacturing	3.94	1.08
I always consult with my family members/ friends before purchasing a product	3.63	1.15
I always consult with my Retailers	3.48	1.07
I always consider advertisement before Purchase	3.42	1.13
Whenever I find defect of my Product,I always make complaint to the Shopkeeper	3.82	0.96

*Source: primary data computed*

Here, Consumers Attitude is measured with ten statements. Further, mean & standard deviation values are computed depend on the customer's perception towards consumers Attitude is drawing in the table 2. The calculated mean values are lies between 3.42 and 4.32. From the mean value, it is observed that the they always verify quality, quantity and price before purchase (4.32), they always check trade mark (ISI mark, Agmark, Hall Marking etc) (3.95), they always obtain receipt from the seller (3.88), they always obtain proper grantee & warranty cards duly signed by the seller (3.57), they always check MRP at the time of purchasing (3.90), they always verify the expiry date/date of manufacturing (3.94), they always consult with my family members/ friends before purchasing a product (3.63), they always consult with my retailers (3.48), they always consider advertisement before purchase (3.42), they find defect of their product, they always make complaint to the shopkeeper (3.82). 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.

**Table 3 Awareness about CPA 1986**

<b>Awareness about CPA 1986</b>	Mean	Std. Deviation
<b>General Consumer Protection Act 1986</b>		
Simple formalities	3.76	0.89
Consumers themselves can conduct cases	3.68	0.96



Less expensive	3.59	0.98
Awareness of the Consumer Forum	3.60	1.04
Compensation can be claimed for the loss of goods & services	3.58	1.06
Awareness of the filing of complaint	3.53	1.04
Complaint entertained	3.53	1.05
<b>Consumer Rights as per Consumer Protection Act 1986</b>		
Right to Safety	4.13	0.95
Right to Informed	3.97	1.10
Right to Check	3.90	1.08
Right to be Heard	3.88	0.98
Right to seek redressed	3.76	0.99
Right to Healthy Environment	3.93	0.96
<b>Responsibilities of a Consumer</b>		
Consumer Provide Adequate Information to the Seller	4.06	0.99
To Exercise Caution in Purchasing	3.79	0.91
To Insist on Cash Receipt	3.74	0.96
To File Complaint Against Genuine Grievance	3.68	0.93
To be Quality Conscious	3.88	0.91
To be Cautious Against False and Misleading Advertisement	3.69	0.94
To Exercise Legal Rights	3.64	1.06
<b>Three Tier Machinery for Redressal of Consumers grievances</b>		
Does the District Forum have been quickly solving the redressal of Consumers grievances	3.77	1.07
Does the state Forum have been quickly solving the redressal of Consumers grievances	3.62	1.04
Does the national commission Forum have been quickly solving the redressal of Consumers grievances	3.60	1.00

Source: primary data work out



Table 3 give details the customers opinion towards the awareness on Consumer Protection Act 1986. Here, awareness about CPA are having four dimensions such as general consumer protection act 1986, consumer rights, responsibilities of a consumer, and three tier machinery for redress of consumers grievances. Awareness about consumer protection act is measured with five statements in the five point scale like strongly agree to strongly disagree. Further, mean and standard deviation values are work out. The work out mean values is lies between 3.53 and 4.13. From the general consumer protection act mean value, it is observed that the simple formalities (3.76), consumers can conduct cases (3.68), less expensive (3.59), consumer forum (3.60), compensation can be claimed for the loss suffered (3.58), filing of complaint (3.53), complaint entertained (3.53).

From the consumer rights mean value, it is observed that the safety right (4.13), informed right (3.97), check right (3.90), heard right (3.88), seek redress (3.76), healthy environment (3.93).

From the responsibilities of a consumer mean value, it got that the consumer provide adequate information to the seller (4.06), to exercise caution in purchasing (3.79), to insist on cash receipt (3.74), to file complaint against genuine grievance (3.68), to be quality conscious (3.88), to be cautious against false and misleading advertisement (3.69), to exercise legal rights (3.64),

From the three tier machinery for redress of consumers grievances mean value, it is observed that the district forum have been quickly solving the redresses of consumers grievances (3.77), state forum have been quickly solving the redresses of consumers grievances (3.62), national commission forum have been quickly solving the redresses of consumers grievances (3.60). The results revealed that the customers are having poor awareness about filing of complaints; compensation can be claimed for the loss of goods, excise to legal right, redress of consumer grievances.

## **FINDING OF THE STUDY**

The results revealed that the customers are having poor awareness about filing of complaints; compensation can be claimed for the loss of goods, excise 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.





It is inferred that the knowledge about legal system, information exploitation, buying pattern, poor consumer guidance and deceptive trade practices are the strong opined towards problem faced by consumers.

## **CONCLUSION**

Consumers can develop buying attitude through their direct experience. The features that customers attribute to an object, such as a hotel, are known as consumer beliefs. Consumer attitude is a critical predictor of behavioural intention since it provides a broad appraisal of an object, which might be a product, service, or brand. Consumer rights awareness is at the pinnacle of consumerism. The amount to which a consumers are aware of his or her rights in the market place is referred to as consumer rights awareness. The most important aspect of consumerism is consumer rights knowledge.

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