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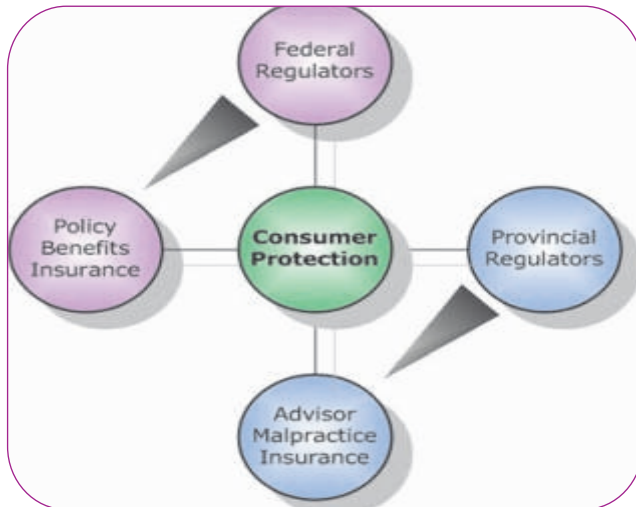
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“AN EMPIRICAL INVESTIGATION ON AWARENESS OF CONSUMER PROTECTION ACT IN SELECTED DISTRICTS OF KARNATAKA”



ABSTRACT:-

It is stated as per the Consumer Protection Act, consumer means any individual who purchases the goods and services for the final consideration and consideration may be paid or promised or partly paid or partly promised or it may be under a system of deferred payment. So, the consumer is any person who purchases the goods and services for the final consideration. The beneficiary of such services, using the services or goods with approval of purchaser is also considered as 'consumer' under the Consumer Protection Act-1986. In addition to this, a widow of deceased policy holder is also considered as consumer under the Act.

KEYWORDS: Consumer Protect act, Forum, misrepresentation.

INTRODUCTION :

Consumer sovereignty implies that a producer or broker would sale be able to just those items or administrations which are requested by consumers, on the grounds that at last it is consumer who purchases items or administrations and consumer does not purchase unless it (products or administration) fulfill his or her needs or needs. Besides, organizations are allowed to offer any lawfully

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permitted administrations or products, yet in the event that administrations and merchandise are not requested by consumers, it will stay in stock and organizations will endure misfortune. That is the reason organizations need to consider the desires of consumers since consumer is a lord or leader of the market.

STATEMENT OF THE PROBLEM:

They are not able to come out of mental blocks which prevent them from fighting back the exploitation and pursuing the consumer grievances to its logical end. In urban areas also, even educated people are being exploited in many ways. This situation conveys that "consumer" is the weakest link in the 'chain of consumer movement' in our country. With these scorching problems at the consumers end, an attempt has been made with the study undertaken to project the attendant problems of Indian consumers, ways to tackle the problems and the extent of reach of redressal measures made available through consumer fora and the state commission. Hence, in order to probe into the role played by the various district consumer fora the Karnataka State Commission, in extending support and redressal to the consumers is justified.

OBJECTIVES OF THE STUDY:

To understand the level of awareness among the people towards the consumer protection laws in the study area and also the factors contributing to the same.

Hypothesis 1:

H0: There is no significant relationship between the education and the awareness level about consumer protection act.

H1: There is a significant relationship between the education and the awareness level about consumer protection act.

SAMPLING METHOD:

The current is been designed considering the judgmental sampling where the researcher is been given the complete freedom to decide upon the sample size and sampling type logically and scientifically.

SAMPLE SIZE

Sl.	Sampling Unit	Districts (Strata)	No. of Cases Registered in between 2012-2016	%	Sample Size
1	North Karnataka	Gulbarga	750	10%	75
2	East Karnataka	Bengaluru	3120	10%	312
3	West Karnataka	Udupi	710	10%	71
4	South Karnataka	Mysore	1120	10%	112
5	Central Karnataka	Davanagere	796	10%	80
TOTAL SAMPLE SIZE					650

Source: National consumer report, Department of Consumer affairs

ANALYSIS:

TABLE SHOWING THE DESCRIPTIVE STATISTICS OF AWARENESS LEVEL OF THE RESPONDENTS TOWARDS THE VARIOUS CONSUMER PROTECTION ACT

	N	Minimum	Maximum	Mean	Std. Deviation
Drugs Control and Cosmetic Act	650	1	5	1.85	1.036
The Trade and Merchandise Act	650	1	5	1.9	1.072
The Agricultural Produce Act	650	1	4	2	0.82
Black Marketing and Essentials Commodities Act	650	1	5	2.04	1.046
Prevention of Food Adulteration Act	650	1	5	2.12	0.951
Packaged Commodities Regulation Order	650	1	4	2.12	0.868
Household Electrical Appliances Quality Control Order	650	1	5	2.15	1.026
The Water Prevention And Control of Pollution Act	650	1	4	2.21	0.924
Air Prevention and Control of Pollution Act	650	1	4	2.21	0.924
The Sale of Goods Act	650	1	5	2.22	0.928
The Essential Commodities Act 1958	650	1	5	2.29	0.978
Standard of Weights and Measures Act	650	1	5	2.3	0.972
THE MRTP ACT 1969	650	1	5	2.39	0.954
The Consumer Protection Act	650	1	5	2.63	1.099
Valid N (listwise)	650				

From the above descriptive table it was found that the awareness level of the respondents were least with all most all the various consumer protection acts in India with the mean value ranging from 1.85 for Drugs Control and Cosmetic Act to till THE MRTP ACT 1969 with the mean value of 2.63 and none of the factors crossing the mean value of 3 on a weightage of 5 point scale.

HYPOTHESIS 1-HYPOTHESIS TESTING- ANALYSIS AND RESULTS

H0: There is no significant relationship between the education and the awareness level about consumer protection act.

H1: There is a significant relationship between the education and the awareness level about consumer protection act.

Education * Drugs Control and Cosmetic Act

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	214.624 ^a	20	.000
Likelihood Ratio	194.770	20	.000
Linear-by-Linear Association	33.119	1	.000
N of Valid Cases	650		

a. 14 cells (46.7%) have expected count less than 5. The minimum expected count is .26.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.498	.000
N of Valid Cases	650	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Education * Prevention of Food Adulteration Act

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	210.466 ^a	20	.000
Likelihood Ratio	122.443	20	.000
Linear-by-Linear Association	.868	1	.352
N of Valid Cases	650		

a. 13 cells (43.3%) have expected count less than 5. The minimum expected count is .08.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Contingency Nominal Coefficient	.495	.000
N of Valid Cases	650	

- a) a. Not assuming the null hypothesis.
- b) b. Using the asymptotic standard error assuming the null hypothesis.

Education * Standard of Weights and Measures Act

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	145.689 ^a	20	.000
Likelihood Ratio	146.394	20	.000
Linear-by-Linear Association	.103	1	.748
N of Valid Cases	650		

- a. 12 cells (40.0%) have expected count less than 5. The minimum expected count is .19.

SYMMETRIC MEASURES

	Value	Approx. Sig.
Nominal by Contingency Nominal Coefficient	.428	.000
N of Valid Cases	650	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	233.595 ^a	20	.000
Likelihood Ratio	218.848	20	.000
Linear-by-Linear Association	39.002	1	.000
N of Valid Cases	650		

- a. 14 cells (46.7%) have expected count less than 5. The minimum expected count is .26.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Contingency Nominal Coefficient	.514	.000
N of Valid Cases	650	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Education * The Sale of Goods Act

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	195.667 ^a	20	.000
Likelihood Ratio	107.549	20	.000
Linear-by-Linear Association	4.564	1	.033
N of Valid Cases	650		

- a. 13 cells (43.3%) have expected count less than 5. The minimum expected count is .08.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Contingency Nominal Coefficient	.481	.000
N of Valid Cases	650	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Education * The Agricultural Produce Act

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.318 ^a	15	.000
Likelihood Ratio	65.401	15	.000
Linear-by-Linear Association	.616	1	.433
N of Valid Cases	650		

- a. 8 cells (33.3%) have expected count less than 5. The minimum expected count is .19.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.282	.000
N of Valid Cases	650	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Education * The Essential Commodities Act 1958

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	113.595 ^a	20	.000
Likelihood Ratio	128.578	20	.000
Linear-by-Linear Association	10.496	1	.001
N of Valid Cases	650		

- a. 12 cells (40.0%) have expected count less than 5. The minimum expected count is .19.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.386	.000
N of Valid Cases	650	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Education * THE MRTP ACT 1969

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	97.484 ^a	20	.000
Likelihood Ratio	107.464	20	.000
Linear-by-Linear Association	.006	1	.940
N of Valid Cases	650		

- a. 12 cells (40.0%) have expected count less than 5. The minimum expected count is .26.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.361	.000
N of Valid Cases	650	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Education * The Water Prevention And Control of Pollution Act

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.422 ^a	15	.000
Likelihood Ratio	82.321	15	.000
Linear-by-Linear Association	.021	1	.885
N of Valid Cases	650		

- a. 7 cells (29.2%) have expected count less than 5. The minimum expected count is .70.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.300	.000
N of Valid Cases	650	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

The chi square value of .000 the executed result is lesser than the table value of .05 hence it can be interpreted that there is no significant relationship between education level of the respondents and the awareness about Air Prevention and Control of Pollution Act. Hence it is concluded that There is a significant relationship between the education and the awareness level about consumer protection act. So the null hypothesis is rejected and alternative is hypothesis is accepted.

SUMMARY OF FINDINGS AND CONCLUSION:

In spite of India being a developing country and moving ahead towards the super power of the world and with the vision of our honorable Prime Minister Narendra Modi to make India corruption free country but still the social evil like consumer cheating is been widespread in the country and it is the responsibility of each and every citizen to eradicate it from the root level. This study was an sincere effort to know the awareness level of consumer towards various Consumer Protection Acts which are there is the country to safe guard the people being the victims for the various consumer evils but the sad part of the study is that majority of the people including all those educated does not know about the consumer protection act and also whom to approach in these condition if they get cheated by any of the enterprise.

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