APPENDIX
QUESTIONNAIRE

AWARENESS AND ATTITUDE TOWARDS CONSUMERISM WITH SPECIAL REFERENCE TO COIMBATORE CITY

1.0. Personal details :
1.1. Name :
1.2. Sex : Male / Female
1.3. Age :
   21-20
   31-40
   41-50
   51 and above
1.4. Marital status : Single / Married
1.5. Education :
   School level
   Graduate
   Post Graduate
   Others
1.6. Occupation :
   Profession
   Employed
   Others - specify
1.7. Monthly Income :
   Below Rs 10000 PM
   Rs 10001 to 25000 PM
   Rs 25001 and above PM
1.8. Membership in consumer organization : Yes / No
2.0. Recent purchases and level of satisfaction:

2.1. Assuming that there could be certain purchases which are frequent certain products are listed below to know your satisfaction from various angles and kindly provide tick mark against the necessary items:

(S- Satisfied. N- Neutral, D- Dissatisfied)

<table>
<thead>
<tr>
<th>Name of the Product/Features</th>
<th>Service at Sales Point (A)</th>
<th>Price (B)</th>
<th>Quality (C)</th>
<th>Satisfaction in Usage (D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soap</td>
<td>S  N  D</td>
<td>S  N  D</td>
<td>S  N  D</td>
<td>S  N  D</td>
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<tr>
<td>Tooth Paste</td>
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<tr>
<td>Talcum Powder</td>
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<tr>
<td>Dress Material</td>
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<tr>
<td>Shampoo</td>
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<tr>
<td>Food Products</td>
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<tr>
<td>Pharmaceuticals</td>
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<tr>
<td>Foot wear</td>
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<tr>
<td>Washing Powder</td>
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<tr>
<td>Soft Drinks</td>
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3.0. Reaction to Dissatisfaction (use tick mark where ever necessary)

3.1. What is the usual reaction that you respond when ever you are dissatisfied with a product/ service? Ignoring / Recognising and proceeding.

3.2. When you are ignoring the dissatisfaction then what could be the reasons for that?
   1. Self Tolerance
   2. Its common character of all sellers
   3. Ignorance of remedial actions
   4. Any other reasons – Please specify it here
3.3. If you have the habit of recognizing the dissatisfaction means then what type of measures you have taken so far in those situations?

1. Avoiding further purchases
2. Getting the product exchanged
3. Returning the product
4. Legal action
5. Canvassing against the seller / product.

4.0. Awareness of consumer of consumer protection measures Act.

The Government from time to time introduced various Acts to products and services towards the interest of the consumers, Give tick mark against the Act that you are aware:

1. Drugs and Cosmetics Act 1940
2. Prevention of food adulteration Act 1954
3. Monopolies and Restrictive trade practices Act 1969
4. The Bureau of Indian standards Act 1986
5. Standards of weights and measures Act 1956
6. Essential commodities Act 1955
7. Essential service maintenance Act 1958
8. Prevention of black marketing and maintenance of supplies of essential commodities Act 1980
9. Trade and merchandise Act 1958
10. Agriculture and marketing Act 1989
4.1.1. Pharmaceuticals sold to you after the expiry date is to be taken up under:

(a) Essential service Maintenance Act
(b) Essential commodities Act
(c) Drugs and cosmetics Act

4.1.2. The sufferings after food consumption in a hotel is to be dealt under:

(a) Essential commodities Act
(b) Prevention of food adulteration Act
(c) Essential Service maintenance Act

4.1.3. Postal delay causing you trouble is to be dealt under:

(a) Monopolies restrictive trade practices Act
(b) Essential services Maintenance Act
(c) Trade mark and merchandise Act

4.1.4. Air-condition in a cinema theatre is not properly operated in spite of charging for that is to be dealt under:

(a) Essential commodities Act
(b) Essential services Maintenance Act
(c) Household electric appliances Act

4.1.5. Forced to get ticket for a distance beyond your destination of travel is to be dealt under:

(a) Consumer protection Act
(b) Monopolies and restrictive trade practices Act
(c) Trademark and merchandise Act

4.1.6. When products are sold using incorrect measurement that is to be dealt under:

(a) Standards of weights and measures Act
(b) Trademark and merchandise Act
4.1.7. The guarantee given by a seller / producer is not fulfilled means; the matter is to
dealt under:

(a) Indian Bureau of standards Act

(b) Consumer protection measures Act

(c) Trade mark and merchandise Act

4.1.8. When adulteration in a product is noticed, the matter is to be dealt under:

(a) Prevention of food adulteration Act

(b) Essential commodities Act

(c) Trademark and merchandise Act

4.1.9. When diagnosis and treatment given by a physician is wrong means, it can be
dealt under:

(a) Drugs and cosmetics Act

(b) Essential service maintenance Act

(c) Monopolies restrictive trade practices Act

4.1.10. Excess electricity charges levied to deal under:

(a) House hold electrical appliances Act

(b) Essential service maintenance Act

(c) Essential commodities Act

5.0. Are you aware of consumer courts?

Aware / Not aware

5.1. Are you aware of Consumer forum?

Aware / Not aware

5.2. Are you aware of any other organization that fights for consumer rights?

Aware / Not aware
5.3. How do you used to represent your grievance when you want to fight for your rights against a product/seller/service? Tick against the representation that you have done.

Representations to
1. Consumer court
2. Consumer forum
3. Other consumer Organisation
4. Letters to news papers
5. Magazines

5.4. Are you aware of the consumer rights? Aware / Not aware.

5.5. Given below are the some of the rights of the consumers and give tick mark if you are aware of that.

<table>
<thead>
<tr>
<th>Rights of Consumers</th>
<th>Aware</th>
<th>aware</th>
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<tbody>
<tr>
<td>1. Right of safety</td>
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<td>2. Right to choose</td>
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<td>3. Right to be heard</td>
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<td>4. Right to be informed</td>
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6.0. Following are some statements concerned with consumer protection measures, give your extent of agreeability by providing a tick mark in the relevant column.

<table>
<thead>
<tr>
<th>Statements</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
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<tbody>
<tr>
<td>1. Existing Consumer laws are sufficient to tackle consumer issue</td>
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<td>2. Attitude of consumers cannot be changed</td>
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<td>3. Consumers are to be blamed for their sufferings</td>
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<td>4. More strict legal actions are necessary to control advertisements that carry false measures</td>
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<td>5. Complaints are not settled by consumer forums / courts as expected</td>
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<td>6. Consumer courts are to be empowered more</td>
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<td>7. Standardisation and grading need more effective control</td>
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<td>8. Packing and labeling of essential items need improvement</td>
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<td>9. Existing protection measures for weights and measures need changes</td>
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<td>10. Complaints on adulteration are not viewed seriously</td>
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Thank you