APPENDIX – I

ROLE OF VOLUNTARY CONSUMER ORGANISATION AND DISTRICT FORUM FOR CREATING AWARENESS ABOUT THE CONSUMER MOVEMENT AMONG THE COLLEGE STUDENTS IN TIRUNELVELI CORPORATION - A STUDY

INTERVIEW SCHEDULE

Part I: Demographic Profile and Purchasing Background of the Respondents

Name of the Student (Optional):

Name of the College (Optional):

1. Gender : Male / Female


3. Level of study : Under Graduate / Post Graduate

4. Branch of Study : Arts / Science / Engineering / Commerce and Management

5. Educational Qualification of Father : Illiterate / School level / Graduate / Post Graduate

6. Educational Qualification of Mother : Illiterate / School level / Graduate / Post Graduate

7. Occupation of Father : Government employed / Private employed / Self-employed / Others

8. Occupation of Mother : Government employed / Private employed / Self-employed / Homemaker

9. Family income per month : Below 10,000 / 10,000 to 15,000 / 15,001 to 20,000/ 20,001 to 25,000 / Above 25,000
10 Spending money per month for purchasing essential goods: 100 – 250 / 251 – 500 / 501 – 750 / above 750

11 Sources for Purchasing Essential Goods: Co-operative Stores / Private Stores / Manufacturer Stores / Margin free Stores / Ordinary Shops

12 Membership in any organization: Voluntary Consumer Organization / Consumer Club / Students organization / No Membership

13 Sources of Knowledge about Consumer Movement: Newspapers/ Television/ Journal or Magazine/ VCOs

14 Frequency of Purchasing: Daily / Weekly / Monthly / Uncertainty

15 Purpose of Purchasing: Raise Life-Style / Increasing Status / Necessity / Time passing

16 Mode of Selecting the things: High Quality / Low Quality / Luxury / High Rate / Low Rate
Part II: Attitude of College Students towards Consumer Movements

Please express your degree of opinion on the problems by the help of the following statement.

(1) Strongly agree  (2) Agree  (3) Neither agree or disagree  (4) Disagree  (5) Strongly Disagree

<table>
<thead>
<tr>
<th>Q.No</th>
<th>Attitude</th>
<th>Please √ any one of the code as per your opinion on the corresponding variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.</td>
<td>Most manufacturers operate on the philosophy that the consumer is always right</td>
<td>(1)  (2)  (3)  (4)  (5)</td>
</tr>
<tr>
<td>18.</td>
<td>Competition ensures that consumers pay a fair price for products</td>
<td>(1)  (2)  (3)  (4)  (5)</td>
</tr>
<tr>
<td>19.</td>
<td>Most manufacturers are more interested in making profits than in serving consumers</td>
<td>(1)  (2)  (3)  (4)  (5)</td>
</tr>
<tr>
<td>20.</td>
<td>In general, manufacturers make an effort to design products to fit the needs of consumers</td>
<td>(1)  (2)  (3)  (4)  (5)</td>
</tr>
<tr>
<td>21.</td>
<td>From the consumers’ point of view, style changes are not as important as improvements in product quality</td>
<td>(1)  (2)  (3)  (4)  (5)</td>
</tr>
<tr>
<td>22.</td>
<td>Over the past several years, the quality of most products has not improved</td>
<td>(1)  (2)  (3)  (4)  (5)</td>
</tr>
<tr>
<td>23.</td>
<td>Generally, advertised products are more dependable than unadvertised ones</td>
<td>(1)  (2)  (3)  (4)  (5)</td>
</tr>
<tr>
<td>24.</td>
<td>Most product advertising is believable</td>
<td>(1)  (2)  (3)  (4)  (5)</td>
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<tr>
<td></td>
<td>Statement</td>
<td>Options</td>
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<tr>
<td>25.</td>
<td>Manufacturers’ advertisements usually present a true picture of the products advertised</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>26.</td>
<td>High prices of consumer goods are caused primarily by wholesale and retail middlemen taking excessive profits</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>27.</td>
<td>Considering the wage rates and income levels today, most consumer products are priced fairly</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>28.</td>
<td>Government price control is the most effective way of keeping the prices of consumer products at a reasonable level</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>29.</td>
<td>Generally speaking, the products required by the average family are easily available from convenient locations</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>30.</td>
<td>In general, the quality of repair and maintenance service provided by manufacturers and dealers is improving</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>31.</td>
<td>The games and contests that manufacturers sponsor to encourage people to buy their products are dishonest</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>32.</td>
<td>The information needed to become a well informed consumer is readily available to most people</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>33.</td>
<td>Many of the mistakes that consumers make in buying products are the result of their own carelessness or ignorance</td>
<td>(1) (2) (3) (4) (5)</td>
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<tr>
<td>34.</td>
<td>The problems of consumers are less serious now than in the past</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>35.</td>
<td>Manufacturers seem to be more sensitive to consumer complaints now than they were in the past</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>36.</td>
<td>Consumerism is an important issue today</td>
<td>(1) (2) (3) (4) (5)</td>
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<tr>
<td>37.</td>
<td>In the future, consumerism will be more important</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>38.</td>
<td>The government should test competing brands of products and make results of these tests available to consumers</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>39.</td>
<td>The government should set minimum standards of quality for all products sold to consumers</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>40.</td>
<td>The government should have more responsibility for regulating the advertising, sales and marketing activities of manufacturers</td>
<td>(1) (2) (3) (4) (5)</td>
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</tbody>
</table>

**Part III: Awareness of Consumer Movements among the College Students**

41. Are you aware that the product, you are using is a standardized (ISI, AGMARK, ISO-9002, etc.) product?

- No aware
- Slightly aware
- Moderately aware
- Very aware
- Optimum aware

42. Are you aware of the statutory requirement that the product shows maximum retail price (MRP), date of manufacturing and date of expiry?

- No aware
- Slightly aware
- Moderately aware
- Very aware
- Optimum aware
43. Are you aware that the product, you want to buy (like kerosene oil or sugar) is available at the fair price shops regulated by the government?

No aware Slightly aware Moderately aware

Very aware Optimum aware

44. Are you aware of the fact that you should obtain cash memo against the purchase so that the genuineness of the product as well as the tax revenue of government are ensured?

No aware Slightly aware Moderately aware

Very aware Optimum aware

45. Do you read the nutritional labels on food products?

Never Seldom Need based Occasionally Frequently

46. Have you ever come across adulteration in food stuff?

Never Seldom Need based Occasionally Frequently

47. Do you compare the price of goods you buy, at other stores?

Never Seldom Need based Occasionally Frequently

48. Have you ever cross checked the weights of the products mentioned on the item?

Never Seldom Need based Occasionally Frequently

49. Are you aware that if you purchase inferior or defective goods, you have the right to lodge the complaint to the seller?

No aware Slightly aware Moderately aware

Very aware Optimum aware
50. Are you aware of the consumer courts for redressal of your grievances and to protect your rights?

- No aware
- Slightly aware
- Moderately aware
- Very aware
- Optimum aware

Part IV: Awareness of the Respondents on Consumer Movement Due to the Role of Voluntary Consumer Organization and District Forum

Please express your degree of opinion on the impact of Voluntary Consumer Organization and District Forum to create the awareness of consumer movements among the students based on the following consumer affairs.

(1) Excellent  (2) Good  (3) Fair  (4) Poor  (5) Very Poor

<table>
<thead>
<tr>
<th>Q.No</th>
<th>Consumer Affairs</th>
<th>Please select any one of the code as per your opinion on the corresponding variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>51.</td>
<td>Redressal and Enforcement of Consumer Protection Act, 1986</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>52.</td>
<td>Consumer Court</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>53.</td>
<td>CONFONET (Computerization and Computer Networking of Consumer Forums in Country)</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>54.</td>
<td>Alternative Dispute Redressal</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td>55.</td>
<td>Constitution of Central Consumer Protection Council (CCPC)</td>
<td>(1) (2) (3) (4) (5)</td>
</tr>
<tr>
<td><strong>Consumer Awareness</strong></td>
<td></td>
<td></td>
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<tr>
<td>------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>56. Consumer Information</td>
<td>(1)</td>
<td>(2)</td>
</tr>
<tr>
<td>57. Legal Metrology</td>
<td>(1)</td>
<td>(2)</td>
</tr>
<tr>
<td>58. Emblems and Names Act 1950</td>
<td>(1)</td>
<td>(2)</td>
</tr>
<tr>
<td>59. Bureau of Indian standards (BIS) Act, 1986</td>
<td>(1)</td>
<td>(2)</td>
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<tr>
<td>60. National Test House (NTH)</td>
<td>(1)</td>
<td>(2)</td>
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<thead>
<tr>
<th><strong>Consumer Organizations</strong></th>
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</thead>
<tbody>
<tr>
<td>61. Consumer Education &amp; Research Centre (CERC)</td>
</tr>
<tr>
<td>62. Consumer Unity &amp; Trust Society (CUTS)</td>
</tr>
<tr>
<td>63. Consumer Guidance Society of India (CGSI)</td>
</tr>
<tr>
<td>64. Consumer Online (CO)</td>
</tr>
<tr>
<td>65. Federal Trade Commission (FTC)</td>
</tr>
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<td>66. Consumer International (CI)</td>
</tr>
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<td>67. Consumers Union (CU)</td>
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<tr>
<th><strong>Consumer Complaints</strong></th>
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<tbody>
<tr>
<td>68. Complaints regarding Products</td>
</tr>
<tr>
<td>69. Complaints regarding Service Provider</td>
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<tr>
<td>70. Complaints under Emblems and Names (PIU) Act</td>
</tr>
<tr>
<td>71. Tamilnadu State Help lines for Complaints</td>
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<tr>
<td>72. National Help lines for Complaints</td>
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### Consumer Rights

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<tbody>
<tr>
<td>73.</td>
<td>Right to Safety</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
</tr>
<tr>
<td>74.</td>
<td>Right to be Informed</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
</tr>
<tr>
<td>75.</td>
<td>Right to Choose</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
</tr>
<tr>
<td>76.</td>
<td>Right to be heard</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
</tr>
<tr>
<td>77.</td>
<td>Right to Seek Redressal</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
</tr>
<tr>
<td>78.</td>
<td>Right to Consumer Education</td>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
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</tbody>
</table>
APPENDIX – II
CONSUMER ORGANISATION IN INDIA

Ajmer Zila Gramin Upbhokta Sansthan (Rajasthan)
Akhil Bhartiya Grahak Panchayat (Hyderabad. Bombay and Delhi)
All India Consumer Council (AICC) (Pondicherry)
All India Mahila Dakshita Samiti (AIMDS) (New Delhi)
All India Women’s Conference (Madras)
Association for Consumers Action on Safety and Health (ACASH) (Mumbai)
Balakedarara Vedike (R) Consumers' Forum (Karnataka)
Bureau of Indian Standards (Chennai)
Centre for consumer Education, Research. Teaching. Training and Testing (CONCERT) (Chennai)
Citizen Action (New Delhi)
Citizen Consumer and Civic Action Group (CAG) (Chennai)
Citizens Action Group (Bombay)
Common Cause (New Delhi)
Common Cause House (CCH) (New Delhi)
Consumer and Civic Affairs Committee (Bombay)
Consumer Awareness of Unfair Trade Practices & Orgn.(Coimbatore)
Consumer Awareness Research Center (CARC) (Hyderabad)
Consumer Awareness Rural Research Centre (CARRC) (Bhimavaram)
Consumer Care Society (Bangalore)
Consumer Coordination Council (New Delhi)
Consumer Council of India (Bombay)
Consumer Education & Research Centre (Bombay)
Consumer Education & Research Centre (CERC) (Ahmedabad)
Consumer Education Centre (Karnataka)
Consumer Flying Squad (Madras)
Consumer Guidance & Protection Society (Mumbai)
Consumer Guidance Society of India (CGSI) (Bombay)
Consumer Guidance Society of Jamshedpur (CGSJ) (Gurgaon)
Consumer Information Center (CIC) (Flyderabad)
Consumer Protection Association (Gujarat)
Consumer Protection Association Clinical Research Centre (CPACR) (Gujarat)
Consumer Protection Council (Ahmedabad)
Consumer Protection Council (Erode)
Consumer Protection Council (Rourkella)
Consumer Protection Education Research Centre (CPERC) (Bhavnagar) Upbhokta
Hitchintika Samitl(UHS) (Indore)
Consumer Rights Protection Council (Kumbakoonam)
Consumer Service Society (New Delhi)
Consumer Unity and Trust Society (CUTS) (Jaipur, Kolkatta.
Consumer Voice (New Delhi)
Consumer Welfare Society (Tuticorin)
Consumers Forum Chandigarh (Chandigarh )
Consumers Protection Association (Coimbatore)
Consumers' Protection Association (CPA) (Tripura)
Consumers’ Action Forum (Calcutta, Delhi and Madras)
Consumers’ Association (Calcutta)
Consumers’ Forum (New Delhi)
Consumers’ Forum (Udupi)
Council for Fair Business Practices (CFBP) (Mumbai)
Department of Consumer Affairs and Public Distribution Systems (New Delhi)
Department of Co-operation, Food and Consumer Protection (Chennai)
Federation of Consumer Associations (West Bengal)
Federation of Consumer Organisation (Orissa)
Federation of Consumer Organisations Tamilnadu (FEDCOT) (Thanjavur)
Grahak Hit Suraksha Mandal (Kodifiar)
Grahak Sahayak (Gurgaon)
Indian Federation of Consumer Organizations (IFCO) (New Delhi)
Indian Institute of Consumer Studies (IICS) (Bangalore)
Indian Institute of Consumer Studies (IICS) (Karnataka)
Indian National Consumer’s Federation (Lucknow)
Jagrut Grahak (JG) (Gujarat)
Kannyakumari District Consumer Protection and Action Group (Nagarcovil)
Karnataka Consumer Service Society (Bangalore)
Kerala Consumer Service Society (Kochi)
Madras Consumer’s Association (Madras)
Maharashtra Consumers Cooperative Federation (Bombay)
Ministry of Consumer Affairs (New Delhi)
Mumbai Grahak Panchayat (MGP) (Bombay)
National Cooperative Consumers Federation Ltd. (Bombay)
Orissa Consumers' Association (Cuttack)
Orissa Consumers’ Association (OCA) (Orissa)
Pragatisheel Mahila Samiti (PSMS) (New Delhi)
Salem Consumer Welfare Council (Salem)
Salem District Consumer Rights Protection Council (Salem)
Save the Consumers Movement of India (Madras)
Sirhind Consumers Protection Forum (SCPF) (Punjab)
SMN Consumer Protection Council (SMN/CPC) (Chennai)
South Arcot District Rural Urban Consumer Protection Organisation (SADRUCPO)
(Thiruvahindrapuram, Cuddalore)
State Consumers' Protection League (SCPL) (Khurda)
Surat Grahak Mandal (Surat)
Surya Foundation (New Delhi)
The Citizens' Forum (Hubli)
U.P. Consumer Welfare Council (UPCWC) (Agra)
Upbhakta Shanraskshan & Anusandhan Parishad (Jaipur)
Upbhokta Saurakshan Samiti (Jodhpur)
Vishaka Consumer’s Association (Visakhapatnam)
Voluntary Organization in Interest of Consumer Education (VOICE) (New Delhi)
Woman’s Coordination Council (Calcutta)
Women Graduates Union (Bombay)

http://www.consumersinternational.org/ Members Directory India
www.indianconsumeme::com
APPENDIX-III
CONSUMER ORIENTED LEGISLATION IN INDIA

1. The Opium Act, 1857
2. The Indian Penal Code, 1860
3. The Indian Contract Act, 1872
4. The Usurious Loans Act, 1918
5. The Dangerous Drugs Act, 1930
6. The Indian Sale of Goods Act, 1930
7. The Agricultural Produce (Grading and Marking) Act. 1937
8. The Drugs and Cosmetics Act. 1940 and Rules made there under
9. The Indian Standards Institution Certification Marks Act. 1952
10. The Drugs and Medicines (Objectionable Advertisements) Act. 1954
11. The Prevention of Food Adulteration Act, 1954
12. The Essential Commodities Act, 1955
13. The Fruit Products Order, 1955
15. The Weights and Measures Act, 1958
16. The Trade and Merchandise Marks Act, 1958
17. The Export (Quality Control and Inspection) Act. 1963
18. The Display of Price Order. 1963. etc.
20. The Hire Purchase Act, 1972
23. The Household Electrical Appliances (Quality Control) Order, 1976
   a) The Standards of Weights and Measures Act, 1976:

24. The Standards of Weights and Measures (Packaged Commodities) Rules, 1977 and 1990,

25. The Prevention of Black-marketing and Maintenance of Supplies of Essential Commodities Act, 1980

24. The Air (Prevention and Control of Pollution) Act, 1981

25. The Narcotic Drugs and Psychotropic Substances Act, 1985

26. The Bureau of Indian Standards Act, 1986

27. The Environment (Protection) Act, 1986:

28. Air (Prevention and Control of Pollution) Rules, 1989


30. Water (Prevention and Control of Pollution) Rules, 1989,

31. The Consumer Protection Act, 1986

32. The Public Liability Insurance Act, 1991
APPENDIX - IV
CONSUMER AFFAIR CELLS IN INDIA

CONSUMER AFFAIR CELLS BY ASSOCIATIONS:

1. The National Chamber of Commerce, Assam.
2. The Federation of M. P. Chamber of Commerce and Industry, Bhopal.
3. The Federation of Karnataka Chamber of Commerce and Industry, Bangalore.
4. The Bombay Chamber of Commerce and Industries, Bombay.
5. The Indian Chamber of Commerce, Calcutta.
6. The Emakulam Chamber of Commerce, Cochin.
8. The Indian Chamber of Commerce, Guntur.
11. The Marwar Chamber of Commerce and Industry, Jodhpur.
12. The Kanara Chamber of Commerce and Industry, Mangalore.

CONSUMER AFFAIR CELLS BY LARGE BUSINESS HOUSES:

1. M/s Sales India, Ahmedabad.


7. M/s Prestige Food Limited, Indore.

8. M/s VXL India Limited, Jamnagar.


11. M/s Eagle Flask P. Ltd., Pune