# CHAPTER 6

**PERCEPTION OF VARIOUS PUBLICS TOWARDS CONSUMER PROTECTION MOVEMENT**

## SYNOPSIS

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Consumer Organisations Response to Consumer 
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6.5 Corporate Response to Consumer Protection.

6.5.1 Organisational Background.

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6.5.8 Review and Conclusion.
6.1 Introduction

The earlier chapters focused on the exploratory research on the evolution and development of various dimensions of consumerism on a global as well as Indian scenario.

This chapter deals with the empirical research on consumer protection. Three surveys were conducted with reference to non-durable consumer goods in Gujarat namely:

i. Consumer awareness survey

ii. Consumer organizations' response to consumer protection, and

iii. Corporate response to consumer protection.

The general plan of the work done includes here research design, selection of sample, and selection of statistical treatment of the information obtained. The detailed information and analysis given in this chapter maybe helpful in conducting similar studies in the uncultivated field of consumerism research and consumer behaviour studies having consumer protection as a focal theme.

A wide range of literature and research papers/reports is available on consumer behaviour which simply aims at marketing of goods and services. Even though consumerism research is a filed of vital importance, it is not given due importance in consumer behaviour
studies. Here, we have made an attempt in this direction which may be helpful in opening and developing new horizon of consumerism research.

6.2 METHODOLOGY

6.2.1 Research Design

The present study reveals the information that was collected from the three groups: (i) Consumer awareness survey (ii) Consumer organizations' response to consumer protection (iii) Corporate's response to consumer protection are given in appendix (I), (II) and (III) respectively.

The above three groups are of vital importance affecting the state of consumer affairs and the problems of consumer protection. The details of these studies are given hereunder:

i. Consumer awareness survey

Main objectives of the study:

a. To know the awareness level of various consumer strata

b. Consumer reaction towards consumer exploitation and consumer movement.

Broad areas considered:

- Demographic data of consumers
- Family budget break-up
- Buying behaviour
- Consumer attitude towards their exploitation
- Consumers view on consumer movement

Sampling design:

As the consumer movement is in its infant stage, it was considered worthwhile to get responses from consumers of urban areas, which are the centers of education. Here 100 respondents were contacted for gathering information by personal interview method in Ahmedabad and Baroda cities of Gujarat.

ii). Consumer organizations' response to consumer protection

Main objectives of the study:

To review the problems, activities and experiences of consumer organizations.

Broad areas considered:

- Profile of consumer organizations
- Activities and problems of consumer organizations
- Consumer grievances handled by consumer organizations
- View of consumer organizations about the contribution of business, government and consumers in consumer movement.

Sampling design:
There are very few consumer organizations in the Gujarat State. As on date there are 28 consumer organizations* recognized by the Government of Gujarat through an apex body established by the Government which is known as Consumer Affairs and Protection Agency of Gujarat CAPAG). In this study, primary data was collected through questionnaire using personal interview method. Eleven recognized consumer organizations of Ahmedabad were considered because Ahmedabad has the highest number of consumer organizations in the state. Moreover, Ahmedabad is a metropolitan city, which is enlightened and progressive, and industrially, economically, socially, educationally, politically, and ideologically advanced in the state.

iii). Corporate response to consumer protection:

Main objectives of the study:
To evaluate problems, perception and contribution of corporate houses to their consumer grievances and consumer movement.

Broad areas considered:
Profile of the corporate houses manufacturing and marketing non-durable consumer goods

Policies, attitudes and views of corporate houses with respect to their products, price, goods manufactured and marketed in Gujarat such as edible oil, dairy products, branded masala, soaps and detergents, cold drinks, soft drink concentrates, ice-cream, cosmetics, etc. were considered. These products were studied because of their features like repeat sale, day to day use, and they are consumed by Middle, higher middle and upper class of the society on a mass scale.

Though personal interview and mail inquiry methods were used for data collection from 84 corporate houses later on it was found very difficult to get the information, as many corporate houses were not willing to part with their information. The study was possible as top management of corporate houses were pursued, convinced and requested personally to cooperate in this regard.

6.2.2 Pilot Study and Construction of Tools:

In the pilot study responses of 20 consumers, 2 consumer organisations and 5 corporate houses were collected in depth. After the detailed personal interview of the respondents the final
questionnaires were designed and later on modified after the pilot study in such a manner that tools and techniques like chi-square test and 't' test can be applied to make the study effective and purposeful.

6.3 Consumer Awareness Survey

The study of consumer movement would have been incomplete without the survey of consumer awareness. Hence, the same was conducted and the findings of the same are mentioned hereunder:

6.3.1. Demographic Characteristics of the Survey:

In this study of consumer awareness, sex distribution, age distribution, educational background and professional background of the respondents are mentioned below. The same has been presented geographically in Fig. 6.1 to 6.5

i. Sex distribution

   Male - 76%
   Female - 24%
ii. Age distribution

20-25 years - 24 %
26-35 years - 36 %
36-40 years - 11 %
41-45 years - 10 %
46-50 years - 4 %
51 and above - 15 %

iii. Educational qualifications

Upto S.S.C. - 5 %
Graduate - 46 %
Post-Graduate - 38 %
Professional degree - 11 %

iv. Vocational background

Professional - 25 %
Teaching - 16 %
Business - 8 %
Govt. official - 26 %
Other services - 25 %
v. Income distribution (Rs. p.m.)

upto 1500 - 9 %
1501 - 2500 - 22 %
2501 - 3500 - 31 %
3501 - 4500 - 16 %
4501 - 5500 - 6 %
5501 - 6500 - 16 %

6.3.2 Buying Behaviour

Frequency of Buying

Once a week - 18 %
Once in a month - 53 %
Once in six months - 6 %
Once in an year - 21 %
Buying as and when required - 2 %

i. Frequency of Buying

Consumers buying monthly requirements are maximum 53 %, but the food grains, edible oils, pulses, etc. are normally purchased in the respective crop season and they buy for the yearly requirement usually once in a year. This is more traditionally popular buying behaviour of consumers of Gujarat for the aforementioned
commodities. This tradition is practiced so as to safeguard the consumers' interest against price rise in off-season. The same is shown in fig. 6.6

ii. Source of Buying

73 % of the consumers tend to buy from the retailers of their locality. So that the cost of buying is less while 13 % of them buy from 'Mandi' especially for their wholesale requirements, and 5 % people from recently developed supermarkets, while only 9 % of the people buy from co-operative stores which shows that consumers' co-operative stores have lost their importance and credibility from the minds of consumers. Such stores and consumers' buying club can have a bright future in ties to come, if they are scientifically revamped by professionals in a consumer oriented manner in the real interest of consumers.

6.3.3 Consumer behaviour regarding Exploitation

i. 46 % of the respondents strongly feel that in cheap goods or goods meant for daily use, i.e. non-durable consumer goods, the consumer exploitation is rampant. These are mass consumption products of necessities and are repeatedly purchased by the consumers at large, hence, in these products large no. of consumers
are exploited and that too for maximum times because normally consumers prefer low priced goods compared to costly products.

ii. Regarding goods with moderate price, which are usually meant for comfort, 44% of the respondents feel that they are exploited. Control measures preventing their exploitation can also be designed by the government, corporate organisations, consumer bodies and other voluntary organisations. Consumer education programs and product testing laboratories can be established to provide a fair deal to the consumers.

iii. Regarding luxurious goods 31% of the consumers believe that consumer exploitation is rampant. The above data depicts a picture of consumer exploitation and their discontent regarding the marketing policies and practices of the above mentioned kind of goods.

iv. 39% of the respondents feel that the consumers are cheated with regard to nonstandard goods very often. 16% of the consumers feel that they are always cheated as far as nonstandard goods are concerned. 31% of the consumers feel that they are rarely cheated. 9% of the consumers believe that they are never cheated. While we cannot
interpret that 5 % of the consumers are not aware when they "cannot say" whether they are cheated or not with regard to non-standard goods.

In order to protect the consumers standardisation is recommended wherever possible. Bureau of Indian Standards can make standardisation mandatory to achieve consumer safety, welfare and thereby consumer protection and even consumer education will go a long way in promoting the cause of consumers.

v. Consumers argument with the shopkeeper on the feeling of being cheated.

76 % of respondents argued
18 % did not argue
6 % have 'no response'

From the 86 % respondents who felt that they were being cheated only 76 % of them argued with the shopkeeper.

vi. The reaction of the shopkeeper in reply to consumers' argument:

The shopkeeper did not consider 16 % of respondents' argument, 33 % respondents' arguments were considered but the shopkeeper took no corrective actions. 27 % of the respondents' arguments were considered and corrective actions were taken.
vii. Reasons for not reporting the matter to the shopkeeper on feeling of being cheated:
Out of the respondents who didn't refer the matter of exploitation to the shopkeeper because 5 of them believed that the shopkeeper does not bother.
15 believed that there is "no point in arguing",
10 of them believed that "they cannot help it"

viii. Consumers' feeling of being cheated in case of standardised goods.
Even in case of standardized goods, 38 % of the consumer feel that consumers are often cheated, 27 % of them feel that they are not cheated while 35 % of them are not sure whether they are cheated or not with reference to standardized goods.

ix) Consumers feeling of being cheated in case of services play of
Responding to the problem of consumers being harassed/cheated/ignored/bluffed in case of services, 67 % of them feel that their interest is not guarded while 20 % of them are not aware about it and only 13 % of them feel that they are not harassed, cheated, ignored or bluffed.
This strong feeling of grievance of large no. of consumers being not
provided a fair deal needs to be carefully analyzed and redressed by the appropriate authorities.

x) Consumer perception about priority of powerful medium of advertisement

84 % respondents gave 1st priority to TV media
55 % respondents gave 11nd priority to Film media.
53 % respondents gave 111rd priority to Press media
49 % respondents gave IVth priority to Radio media
44 % respondents gave Vth priority to hoarding media.

As the respondents have opted for more than one medium in priority, the total observations are more than 100.

xi) Consumer perception about advertisements:

a. While responding on the consumers' perception about advertisements,

64 % respondents perceive advertisement as "hypnotic and play of words".

53 % respondents perceived advertisement as "Psychologically appealing".

51 % respondents perceive advertisement as "informative".

29% respondents perceive advertisement as "boring"
b. As large as 71% of the consumers believe that advertisements are snactnts of fashionable /luxurious goods. 47% of them consider it to be moderate and only 7% of them feel that it is negligible.

6.3.4 Consumer Awareness

i) Consumer awareness about laws:

62% of the respondents are aware of the consumer protection laws, while 38% of the respondents are not aware of the consumer protection laws.

ii) Consumer awareness about Govt. departments, dealing with consumer grievances:

58% of the respondents were aware of the govt. departments dealing with consumer grievances, while 42% of the respondents were not aware of the govt. departments dealing with consumer grievances.

iii) Consumer action against grievances:

Only 15% of the respondents approached the govt. departments with their grievances, while 85% respondents didn't approach the govt. departments with their grievances.
iv) Reaction of consumer action:

a. Out of the 15 % respondents who approached the govt. departments with their grievances

5 % believe that the department took the matter 'very lightly'
5 % were asked to furnish detailed reports & documents,
4 % opines that these govt. departments 'took active interest' while 1 % of the respondents are of the opinion that there was 'redressel of grievance'.

b. On asking for the opinions about the working of such a department, a large number of respondents have opined it to be 'highly dissatisfactory'.

13 % respondents gave the opinion as 'satisfactory'
5 % respondents gave the opinion as 'indifferent'
16 % respondents gave the opinion as 'unsatisfactory'

while 58 % respondents are of the opinion 'highly dissatisfactory'.

The sum total of the opinions would be more than 100 due to multiple alternatives chosen by the respondents.

V. Causes of not filing a complaint with Govt. departments:

On asking the respondents about the reasons for not approaching
the govt. departments for grievance redressal,
16 % respondents say that 'they don't have time'
14 % respondents feel that 'It is of no use'
18 % respondents believe that it is a 'complicated procedure'
31 % respondents believe that it is 'difficult to get justice'
21 % respondents believe that there is a 'highly corrupt system'

6.3.5 Awareness about consumer interest group

i. Awareness about consumer interest group in their city:
44 % respondents are aware of the existence of consumer interest
group 24 % respondents are not aware of the existence of consumer
interest group in their city 32 % respondents are not sure of the
existence of consumer interest group in their city.

ii. Membership of consumers in consumer organization/ interest
group
Only 9% respondents were members of such consumer interest
groups.

iii. Awareness about the activities of consumer interest groups:
On asking them about the activities of consumer interest groups in
their city:
3 % respondents opine about organizing 'Dharna' for consumer causes' 18 % respondents believe 'contacting manufacturers for consumer grievances' 22 % believe about 'filing suits in the court on behalf of consumers'. 38 % respondents perceive as 'publicising consumer problems through press and other mass media' 16 % perceive as 'consume education' 16 % perceived as 'publication of relevant literature'.

iv. Experience of referring the grievances to the consumer organisations:

a. 9 % respondents referred their grievances to consumer organisations

91 % respondents didn't refer their grievances to consumer organisations

b. Out of those who approached consumer organisations for their grievances 4 % respondents believe that the outcome was 'satisfactory settlement' of their grievances, while 5 % respondents believe that outcome was 'not settled favorably'.

c. 5 % respondents opined that the consumer organisations didn't charge any fee for handling consumer grievances.
d. No respondent was aware of the actual fees if anywhere charged from consumers for handling their grievances.

v. Consumers' satisfaction about the working of consumer organisations:
a. On asking whether they were satisfied with the working of consumer organisations, 24 % were satisfied, 22 % were not satisfied, 54 % gave 'no response'.
b. On asking about the reasons for non-satisfaction about the working of consumer organisations, response was found as under:
   7 % - delay in grievance redressal
   15 % - Ineffective
   4 % - Tout of businessman
   74 % - No response due to lack of awareness

vi. Consumers' perception about main problems of consumer organisations:
The detailed ranking given by consumers is as follows:
The ranking given by the respondents were evaluated, obtaining medium of the given priorities and the following conclusion is drawn:
The respondent consumers gave the first priority to lack of finance, and second too non-cooperative attitude of businessmen.
While other problems ranked as per their priorities were lack of consumer participation, indifferent attitudes of govt. agencies, lack of leadership, and lack of scientific planning.

6.3.5 Consumer Movement

i. Perception regarding causes of failure of consumer movement:
The consumers have given 1st priority to the following attributes in descending sequence:

1. Lack of consumer awareness
2. Corrupt politicians and bureaucracy
3. Faulty govt. policies
4. Excessive cost consciousness of consumers

ii. Consumers perception about the ways in which consumer exploitation can be checked:
The consumers have given rank in the following sequence to various ways in which consumer exploitation can be checked:

1. Cancellation of licenses of consumer exploiters
2. Capital punishment to consumer exploiters
3. Black listing the vendors
4. Imposing death penalty -
iii. Consumers' perception about individuals contribution to consumer cause:

The respondents have given rank in the following sequence to the following attributes:

a. Active participation in the activities of consumer interest groups
b. Mobilising public opinion
c. Boycotting offenders

iv. Reacting to the questions - "Do you feel that the strong consumer movement is required in our country"

98% of the respondents reacted positively while 2% didn't respond.

v. Reacting to the question whether the present system will ever be able to give a fair deal to consumers, only 15% responded positively, 44% were of negative opinion while 41% were not sure about it.

vi. Responding to the question 'If the present system is not capable enough to give a fair deal to the consumers then under which system consumers can be protected', while replying to this 16% respondents suggested 'Communist system', 11% respondents suggested 'Capitalist system', while only 4% respondents suggested 'Fascist system', rest of the respondents didn't opine.
6.3. Perception of Consumer exploitation with respect to different demographic characteristics

i. Perception of consumer exploitation with respect to sex:

Table 6.1 Sex Distribution

<table>
<thead>
<tr>
<th>Consumer exploitation</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>18</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>often</td>
<td>25</td>
<td>9</td>
<td>34</td>
</tr>
<tr>
<td>Rarely</td>
<td>24</td>
<td>7</td>
<td>31</td>
</tr>
<tr>
<td>Never</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Can't say</td>
<td>7</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>76</strong></td>
<td><strong>24</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

a. The hypothesis under study:

Consumer exploitation is not significantly affected by sex.
b. Statistical technique applied:

From the above observations chi-square statistic can be obtained as

\[ \chi^2 = 12.85 \] whereas table value of the statistic is given by

\[ \chi^2_{\text{tab}} = 9.4888 \] at 4 d.f. and 5 % level of significance. This shows that

\[ \chi^2_{\text{cal}} > \chi^2_{\text{tab}} \]

and hence we reject the hypothesis.

Here it can be concluded that consumer's exploitations significantly affected by their sex.

To know the kind of association between these two attributes, we further utilise the following information:

i. Table 6.2 Awareness regarding consumer exploitation

<table>
<thead>
<tr>
<th>Awareness about Exploitation</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>67</td>
<td>18</td>
<td>85</td>
</tr>
<tr>
<td>No</td>
<td>09</td>
<td>06</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>76</td>
<td>24</td>
<td>100</td>
</tr>
</tbody>
</table>
There is a positive association between Male Sex and consumer exploitation since coefficient of association $Q = .4253$ which is positive. It can be further interpreted that perhaps the males are more aware of exploitation than their counterpart.

ii. Table 6.3 Consumer's exploitation with respect to different age groups:

<table>
<thead>
<tr>
<th>Consumer Exploitation</th>
<th>Age groups</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20-25</td>
<td>26-35</td>
</tr>
<tr>
<td>Always</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Often</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>Rarely</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Never</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>Can't say</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>24</td>
<td>36</td>
</tr>
</tbody>
</table>

a. The hypothesis under study:

Hypothesis: Consumer exploitation is not associated with different groups
b. Statistical techniques applied:

Here, we have $\chi^2_{cal} = 42.96$ whereas $\chi^2_{tab} = 31.41$ at 20 d.f. and 5 \% level of significance. It can be easily seen that $\chi^2_{cal} > \chi^2_{tab}$ and hence the hypothesis under consideration is rejected here.

From the above analysis, it can be interpreted that exploitation of consumer is depended on age.

To the know the kind of association between the attributes consumer exploitation and Age, the following information is being utilised.

Table 6.4 The association between consumer awareness and age.

<table>
<thead>
<tr>
<th>Awareness regarding Consumer exploitation</th>
<th>Age below 35 year</th>
<th>Age above 35 years</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>50</td>
<td>35</td>
<td>85</td>
</tr>
<tr>
<td>No.</td>
<td>10</td>
<td>05</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>40</td>
<td>100</td>
</tr>
</tbody>
</table>

There is a negative association between consumer exploitation and age since co-efficient $Q = -.1667$ which is negative. The above information can be interpreted that consumer below 35 years age are less exploited as compared to consumer above 35 years age.
ii. Consumers' exploitation with respect to formal educational background:

Table 6.5 – Exploitation and Education.

<table>
<thead>
<tr>
<th>Exploitation</th>
<th>Educational background</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Upto</td>
<td>Graduate</td>
</tr>
<tr>
<td>Always</td>
<td>-</td>
<td>16</td>
</tr>
<tr>
<td>Often</td>
<td>4</td>
<td>18</td>
</tr>
<tr>
<td>Rarely</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Never</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Can't say</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>46</td>
</tr>
</tbody>
</table>

a. Hypothesis under study:

Hypothesis: Ho. Consumers' exploitation is not dependent on their formal educational background
b. Statistical techniques applied:

For this data \( \chi^2 \):
\[
\chi^2_{\text{cal}} = 33.84 \quad \text{and} \quad \chi^2_{\text{tab}} = 26.296 \text{ at } 16 \text{ d.f. and 5% level of significance.}
\]
It is obvious that \( \chi^2_{\text{cal}} > \chi^2_{\text{tab}} \) and therefore we reject the hypothesis under consideration.

Here we conclude that consumer exploitation definitely depends upon formal educational background.

iii. Table 6.6 Consumers' exploitation with respect to their income:

<table>
<thead>
<tr>
<th>Consumers' Exploitation</th>
<th>Income group</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>upto 1500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1501-2500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2500-3500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3500-4500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4501-5501</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5501-6500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>No Resp.</td>
<td></td>
</tr>
<tr>
<td>Always</td>
<td>1 5 3 4 2 4 -</td>
<td>19</td>
</tr>
<tr>
<td>Often</td>
<td>4 6 15 5 2 4 -</td>
<td>36</td>
</tr>
<tr>
<td>Rarely</td>
<td>- 7 9 5 1 8 -</td>
<td>30</td>
</tr>
<tr>
<td>Never</td>
<td>4 2 - - - - -</td>
<td>6</td>
</tr>
<tr>
<td>Can't say</td>
<td>- 2 4 2 1 - -</td>
<td>9</td>
</tr>
<tr>
<td>Total</td>
<td>9 22 31 16 6 16 -</td>
<td>100</td>
</tr>
</tbody>
</table>

a. Hypothesis under study:

Hypothesis: Ho. Consumers' exploitation and his income both are independent attributes:
b. Statistical techniques used:

In this case $\chi^2_{cal} = 38.4$ and $\chi^2_{tab} = 31.41$ at 20 d.f. and 5 % level of significance which shows that $\chi^2_{cal} > \chi^2_{tab}$ Hence, we reject the hypothesis under consideration.

(c) Interpretation:

From the above analysis it can be interpreted that consumer's exploitation is significantly affected by their income.

To know the kind of association between the attributes consumer exploitation and Income, the following data is being used.

Table 6.7 Consumer awareness about exploitation and age group.

<table>
<thead>
<tr>
<th>Consumers Awareness of Exploitation</th>
<th>Income about Rs. 3500 and below</th>
<th>Income Above Rs. 3500</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>50</td>
<td>35</td>
<td>85</td>
</tr>
<tr>
<td>No</td>
<td>12</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>62</td>
<td>38</td>
<td>100</td>
</tr>
</tbody>
</table>
There is a negative association between consumer awareness about exploitation and income since co-efficient of association $Q = -0.4737$, which is negative.

6.3. Consumer Action with respect to different demographic characteristics.

(i) Table 6.8 Consumers Action with Respect to Sex:

<table>
<thead>
<tr>
<th>Consumer Action</th>
<th>Sex</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Total</td>
</tr>
<tr>
<td>Yes</td>
<td>15</td>
<td>-</td>
<td>15</td>
</tr>
<tr>
<td>No</td>
<td>61</td>
<td>24</td>
<td>85</td>
</tr>
<tr>
<td>Total</td>
<td>79</td>
<td>24</td>
<td>100</td>
</tr>
</tbody>
</table>

(a) Hypothesis Under Study:

Null Hypothesis: There is no association between sex and consumer action.
(b) Statistics teaching Applied:

In the above case $\chi^2$

Cal = 11.20 and $\chi^2$

Tab = 3.841 at 1 d.f. and 5% level of significance. As it is observed that $\chi^2$

Cal > $\chi^2$

Tab the above hypothesis stands rejected.

(ii) Consumer's exploitation with respect to different age groups:

Table 6.9

<table>
<thead>
<tr>
<th>Consumer's</th>
<th>Age</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Action</td>
<td>20-25</td>
<td>26-35</td>
<td>36-40</td>
<td>41-45</td>
<td>46-50</td>
<td>51+</td>
</tr>
<tr>
<td>Yes</td>
<td>20</td>
<td>31</td>
<td>9</td>
<td>10</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td>No</td>
<td>20</td>
<td>31</td>
<td>9</td>
<td>10</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td>24</td>
<td>36</td>
<td>11</td>
<td>10</td>
<td>4</td>
<td>15</td>
</tr>
</tbody>
</table>

(a) Hypotheses under study:

There is no significant difference between consumer's action and their age.
(b) Statistical Techniques Applied:

Here the $\chi^2_{\text{cal}} = 3.87$ and $\chi^2_{\text{tab}} = 11.070$ at 5 d.f and 5% level of significance which shows that $\chi^2_{\text{obs}} > \chi^2_{\text{cal}}$ and hence hypotheses under consideration is accepted.

(c) Interpretation:

In this study there is no significant difference found in terms of consumer's action with respect to his age which means whether youngsters, middle-aged persons or senior citizens may go for an action or may not go for an action for asserting his rights as consumers.

(iii) Consumer's action with respect to their formal education:

Table 6.10

<table>
<thead>
<tr>
<th>Customer</th>
<th>Educational Background</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action</td>
<td>Upto Graduate P.G. Professiomy Any other Total</td>
</tr>
<tr>
<td>SSC</td>
<td>SSC</td>
</tr>
<tr>
<td>Yes</td>
<td>-</td>
</tr>
<tr>
<td>No</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
</tr>
</tbody>
</table>
(a) Hypotheses under study:
Customer's action is not related with his formal education.

(b) Statistical technique applied:
In this case $\chi^2_{\text{cal}} = 5.38$ and $\chi^2_{\text{tab}} = 9.488$ at 4 d.f. and 5% level of significance, and therefore it can be observed that $\chi^2_{\text{tab}} > \chi^2_{\text{cal}}$. Since the difference is significant, we accept the hypotheses under study.

(c) Interpretation:
From the above analysis, we conclude that there is no significant difference in consumer's action with reference to his education. Which means that the consumer's action to get a fair deal is not dependent upon his being more formally educated or less formally educated.
Table 6.11 - Consumer’s action with respect to income:

<table>
<thead>
<tr>
<th>Income Group</th>
<th>Consumer's Action</th>
</tr>
</thead>
</table>
| Upto 1501-   | Always 0, Often 9, Total 9 |}

(a) Hypotheses under study:

There is no significant difference among the different income group people with respect to their action.

Statistical technique applied:

For the above data \( \chi^2_{cal} = 25.65 \) and \( \chi^2_{+ab} = 12.592 \) at 6 d.f. and 5% level of significance. This shows that \( \chi^2_{cal} > \chi^2_{+ab} \) and hence we reject the hypothesis under study. Here it can be concluded that consumer’s action is affected by his income. The relationship between the number of persons taking action against consumer exploitation and their income:
Table 6.12 Income and Actions against exploitation.

<table>
<thead>
<tr>
<th>Income in Rs.</th>
<th>Number of consumers who take the action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upto 1500</td>
<td>-</td>
</tr>
<tr>
<td>1501-2500</td>
<td>07</td>
</tr>
<tr>
<td>2501-3500</td>
<td>02</td>
</tr>
<tr>
<td>3501-4500</td>
<td>02</td>
</tr>
<tr>
<td>4501-5500</td>
<td>04</td>
</tr>
<tr>
<td>5501-6500</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>

(a) The hypotheses under study:

The correlation coefficient between consumer action and income is zero in the population.

(b) Statistical technique applied:

Using the above data Kal Pearson's Correlation Coefficient is by \( r = 0.83 \) for testing the significance of \( r \), \( t_{cal} = 3.02 \), whereas value of \( t_{tab} = 2.776 \) at 4 d.f. and 5% level of significance. This
shows that $t_{\text{cal}} > t_{\text{tab}}$ and therefore we reject the null hypothesis and the value of $r$ is significant.

(c) Interpretation:

There is a high degree of positive correlation between attributed which shows that higher the income, higher is the consumer actions against exploitation while lower income consumers generally do not go for action against exploitation. In short those who need protection the most, do not take initiative and do not opt for action against consumer exploitation.
AGE CLASSIFICATION

FREQUENCY

AGE GROUP

26-35

36-40

41-45

46-50

51+

FIG 6.2
FIG 6-3

AGE CLASSIFICATION

AGE GROUP
20-25
26-35
36-40
41-45
46-60
51+

FREQUENCY
FREQUENCY

0 10 20 30 40 50

UP TO MATRIX GRADUATE POST GRADUATE PROFESSIONAL

EDUCATION QUALIFICATIONS

FIX 6.4
BUYING NATURE OF CONSUMER

A - once a week.
B - once a month.
C - once in six months.
D - once in a year.
E - Buying as and when required.
CONSUMER BEHAVIOUR

INDIFFERENT 45%

HOSTILE 36%

AGGRESSIVE 19%
CONSUMER FEELING OF CHEATING

FREQUENCY

CONSUMER FEELING

OFTEN  NEVER  NOT SURE

CONSUMER FEELING

FIC 6.8
MEDIA IMPACT

FREQUENCY

TV  FILM  PRESS  RADIO  HOARDING

FIG 6-9
ADVERTISEMENT PERCEPTION OF CONSUMER

A - Hypnotic
B - Psychologically Appealing
C - Informative
D - Boring

PERCEPTION

FREQUENCY

Fig 6.10
CONSUMER EXPLOITATION
W.R.T. THEIR INCOME GROUP

FREQUENCY

ALWAYS
OFTEN
RERARLY
NEVER
CAN'T SAY

upto 1500
1501-2500
2501-3500
3501-4500
45001-5500
5501-6500

FIG 6.11
CONSUMER EXPLOITATION WITH RESPECT TO THEIR ECONOMICAL GROUP

FREQUENCY

ECONOMICAL GROUP

ALWAYS

OFTEN

RARELY

NEVER

CAN'T SAY

FIG 6.12
CONSUMER EXPLOITATION
W.R.T. THEIR EDUCATIONAL QUALIFICATION

FREQUENCY

ALWAYS  OFTEN  RERARLY  NEVER  CAN'T SAY

upto matrix  graduate  post graduate  professional

FIG 6.13
CONSUMER EXPLOITATION WITH RESPECT TO THEIR EDUCATIONAL QUALIFICATION

FREQUENCY

EDUCATIONAL QUALIFICATION

UPTO MATRIC

GRADUATE

P.G.

PROFESSIONAL

ALWAYS

OFTEN

RARELY

NEVER

CAN'T SAY

FIG 6.14
CONSUMER EXPLOITATION

FREQUENCY

AGE GROUP

ALWAYS

OFTEN

RERALY

NEVER

CAN'T SAY

20-25

26-35

36-40

41-45

46-50

51+

F108 6.15
CONSUMER AWARENESS

AWARE
58%

NOT AWARE
42%

FIG 6-16
CONSUMER INTEREST GROUP AWARENESS

AWARE 44%

NOT AWARE 24%

NOT SURE 31%
CONSUMER ACTION

UP TO 1500 1501 - 2500  2501 - 3500  3501 - 4500  4501 - 5500  5501 - 8500

303

FI®  6 •
CONSUMER ACTION WITH RESPECT TO THEIR ECONOMICAL GROUP

ECONOMICAL GROUP

FREQUENCY

30
25
20
15
10
5
0

UPTO 1500  1501-2500  2501-3500  3501-4500  4501-5500  5501-6500

ALWAYS

OFTEN

FIG. 6-20
CONSUMER ACTION AGAINST EXPLOITATION WITH RESPECT TO THEIR EDUCATION

FREQUENCY

EDUCATION

- ACTION TAKEN
- ACTION NOT TAKEN

UPTO METRIC
GRADUATE
P.G.
PROFESSIONAL

305

FIG 6.21
WORKING ATMOSPHERE
CONSUMER APPROACH
GOVT. DEPT.
CONSUMERS APPROACHED GOVT. DEPTS
FOR GRIEVANCE REDRESSAL

APPROACHED GOVT. DEPT. 16%
NOT APPROACHED 85%
6.4 **Consumer Organisation’s Response to Consumer Protection**

To evaluate the rise, growth, problems and prospects of consumer movement, the details obtained from consumer organisation’s survey are highlighted.

### 6.4.1 OBSERVATIONS AND FINDINGS BASED ON A SURVEY OF CONSUMER ORGANISATION’S RESPONSE TO CONSUMER PROTECTION

1. Responding to the main problems of consumer organisation they consider the following as their important problems.

   (i) Lack of Finance

   (ii) Indifference attitudes of Government.

   (iii) Lack of consumer participation in the activities of consumer organisations.

2. While giving their views about the products in which consumer exploitation is rampant, they state:

   (i) Cheap goods.

   (ii) Goods with moderate price and

   (iii) Luxurious or costly goods (priority wise)
3. Replying to the question of the frequency of feeling of being cheated with regards to the non-durable consumer goods which are non-standardised, most of them believe that they are always cheated, a few believe that they are often cheated while a small number of them believe that they are rarely cheated.

4. Suggesting the measures to curb consumer exploitation they state as follows (Priority wise):
   (i) Heavy Capital Punishment.
   (ii) Compulsory imprisonment
   (iii) Cancellation of licenses.

5. Referring to the question as to how individual consumers can contribute to the consumer cause, they give the following priority.
   (i) Mobilising Public Opinions
   (ii) Active participations in consumer organisation's activities.
   (iii) Boycotting offenders.

6. Following causes of failure of consumer movement were stated priority wise.
   (i) Corrupt politicians and bureaucracy
(ii) Faulty government policies/lack of attention by the government.

(iii) Lack of consumer awareness

7. Most of the consumer organisations are of the opinion that under the democratic system consumer interest can be protected.

8. Consumer organisations expect co-operation from (a) consumers (b) Business houses and (c) the government the details are given priority wise as under

(a) Co-operation from Consumers:

The first priority is given to the active involvement of consumers in consumer movement while second priority was given to voluntary services from consumers and Free guidance to consumer organisation and education to consumers by professionals.

(b) Co-operation from business houses

The consumer organisations expects co-operation in the following priority.

(i) Voluntary acceptance of consumer protection philosophy as a business policy.
(ii) Extending financial support to consumer organisations.

(c) Prioritywise expectations of consumer organisations from government are as follows:
(i) providing still more financial aid to the consumer organisations
(ii) Consumer education programmes
(iii) Undertaking enforcement of laws.
(iv) Strict enforcement of laws.

9. Some other reactions of consumer organisations.
(i) The question of cheating the consumer is not related to cheap or costly commodities but sometimes even it depends upon the type of consumer also.
(ii) Some respondents believe that all the alternatives given in Q.32-C of the questionnaire given in the appendix No. i, regarding expectations from the Government are equally important.

10. Facts regarding non-durable consumer products obtained from the responses.
(i) On the packages of bread, biscuits and other bakery products expiry date is not mentioned.

(ii) They state that in Masala, Tea, Coffee, edible oil etc. the loose packs are having very poor quality stuff. Adulteration is excessive, while in branded products the quality is moderate, Adulteration is considerably low. But cases have been found where

(i) old (or used) tea is sold to the consumers.

(ii) Wet sugar is supplied to the consumers and there by provide them thin goods which are of short weight.

(iii) Some detergent powders are wet at the same time of packing and thus short weight is supplied.

(iv) Psychologically appealing advertisements:
The consumers believe that the advertisements of branded non durable consumer goods like Masala, Tea, Edible Oil, Cold drinks, Chocolates, Biscuits, Detergent Powders and cakes, Toilet soaps, cosmetics, toothpastes are psychologically appealing
Powders and cakes, Toilet soaps, cosmetics, toothpastes are psychologically appealing while advertisements of products like toothpastes are informative also along with it being psychologically appealing.

Along with other complaints of non-durable consumer products, the consumer organisations these days have received several complaints from investors of equity shares, debentures, fixed deposits holders for non-receipt of refund or allotment advice or certificates, non-receipt of interest or non-receipt of principal amount on maturity of investment, refund of scooter deposit etc. which they are tackling in a required manner.
6.5 Corporate Response to Consumer Protection

In order to know the future in addition to the present conditions of consumer protection in India, it is essential to study the current state of corporate response to consumer protection. The details of its' analysis are discussed as under:

6.5.1 Organisational Background:

(i) Corporate houses whistle responding to the question of their main problems state the following prioritywise:

Market Fluctuations, Unfair Competition and shortage of raw Material.

(ii) 70% of the respondents hire the services of outside consultancy firms while 30% of them do not hire such services. So there is a growing awareness about having expertise services in various fields.

(iii) 75% of these corporate houses have a professionally managed marketing department. While 25% of them do not have such a marketing department.

(iv) The respondents have given the following priority for the characteristics to consider while taking marketing decisions. Among them the first consumer interest,
second, is the priority to economy/cost benefit aspect while third priority was given to the two characteristics namely long run benefits and legality.

6.5.2 Product:

(i) On asking about perception about their products 75% of them expressed as Excellent, 8% as very good while 17% termed them as good. Some said that the type of quality was linked with the price of the product.

(ii) 77% of the respondents expressed that their production capacity was good enough to cater to the needs of the consumers, 15% of them were of the view that the production capacity was not good enough, while 8% of them were not sure.

(iii) 100% of the respondents had a system of quality control.

(iv) Responding to the system of quality control practiced by them, 100% of the respondents had a manual system while in addition to the same second priority
was given to automatic and third priority to mechanical system by a few.

(v) Stating about the budget allocation deployed for quality control including manpower, equipments etc., maximum of them had the budget upto 2 % of the manufacturing cost, some say it is more than 10 % some of them say that their budget was between 2 to 5 % of the manufacturing cost.

(vi) With reference to certification marks they had FPO licence, Agmark and ISI certification depending upon the product requirements.

(vii) All the respondents had their own trade mark.

(viii) The package of the respondents' product mentions ingredients, manufacturing date, weight, price, taxes, instruction for use (if required), trade/ISI/Agmark as applicable which were required by the law but it is observed that as the expiry date on certain food products was not mentioned as they were not required/mandatory. Still the concept of disclosure of details on the cover is because of the legal condition.
but voluntarily also necessary information should be disclosed.

(ix) Maximum companies that we surveyed had adopted disposable or throw away containers. As the packages are disposable, they lead to national waste of resources and not useful to the consumers. Also consumers have to pay extra charges for disposable containers.

(x) From the analysis we could observe that most of the companies ensure that the contents of their products are exactly the same as depicted on the label by Quality Control. Some companies also make surprise check of dealers stock. But very few are entertaining consumer’s grievances about the product or are conducting consumer opinion surveys.

(xi) During the analysis we have noted that while launching a new product, 82 % companies are undertaking consumer research whereas 18 % do not do it. Because most of them do not find it
necessary. Some of them also stated that it is a costly affair and consumes lot of time.

6.5. 3 Price

(i) Price is one of the most important and sensitive factor affecting consumer interest and hence we have collected the information about main objective of company's pricing strategy. Product quality leadership is being given the first priority, second important factor is maximum sales growth whereas survival pricing and maximum revenue has third preference but according to them maximum profit and maximum market skimming are not important factors.

(ii) All the companies opinion about the retail prices of their products were competitive. Of course nobody would like to reveal that the product's retail prices are high. 70 % of the companies said that they have control over resale price maintenance whereas 30 % of the companies did not have any control.
6.5.4 Promotion:

(i) We could observe that most of the companies have no specific advertising budget allocation still all the companies are utilising TV medium while second priority is given to press medium with 69% hordings occupy, the third priority with 62%, fourth priority has been given to radio with 54% and fifth to the film advertising which is 46%.

Due to aggressive invasion of TV network, national and regional TV transmission, and several other satellite channels, TV has created maximum impact. Moreover, it has emerged as the most important appealing and powerful medium of advertising non-durable consumer goods of mass consumption.

(ii) 31% of the companies believed that their advertisements are capable of snatching money from consumers whereas 38% companies did not agree with this. And 31% Companies had no response regarding the belief.
Most of the companies said that their advertisements are informative. Some companies said that their advertisements are psychologically appealing, very few said that they are hypnotic and play of words but nobody would like to give negative remark regarding their advertisements.

62 % of the companies feel that mostly negligible sex is utilised in advertisements, 23 % said that it is never utilised because they feel that their product is their hero and 15 % said that it is moderately utilised.

50 % of the companies are asking their lawyers to scrutinise the advertisements and publicity drafts before releasing them whereas 50 % of them do not feel this important but of course some companies view the competitive advertisements before releasing their advertisements.

6.5.5 Distribution:

The marketers select more than one channel for distribution of their goods. In our survey, we found that 91 % of the marketing distribute their goods through
the network of authorised dealers, 55% are operating through wholesalers, 64% are utilising retailers, 27% are operating directly through consumers.

(ii) 85% marketers are always maintaining a continuous supply of different items on product line whereas 15% of marketers are sometimes maintaining a continuous supply of different product line.

(iii) 85% of the marketers feel that the consumers are not exploited by the middle-man. Of course their problems in managing the middle man priority wise are:

(a) Expecting additional unfeasible benefits.

(b) They do not prefer others interference in their dealing with consumer.

(c) Threats to abandon agency.

(iv) In case if goods are in short supply and retailers are charging high price, then majority of the marketers would like to ask the retailer to stick to line, some of them were of the opinion not to interfere in their
activities but nobody would like to withdraw their products in this situation.

6.5.6 Consumer Grievances:

Consumer grievance is a step ahead of consumer awareness. The consumer movement in India has now reached to an extent of awareness where consumers have started realising their rights. We found highly essential to get the responses and attitudes of corporate houses towards consumer grievances and the following are the findings.

(i) 23 % of the companies believe that Indian consumers are satisfied with the strategies of marketing but a majority i.e. 62 % of the companies feel that they are not satisfied, of course 15 % are not sure of this. The reason for consumer dissatisfaction they consider priority wise are (a) inferior product quality (b) high prices (c) misleading advertising of equal importance whereas unfair trade practices by middlemen has the last priority.
(ii) 46% of the corporate houses we surveyed are facing problems of consumer grievances but all of them stated that their frequency is rare.

The reason for consumer grievances faced by them were ranked as (a) poor quality (b) high prices (c) improper distribution.

(iii) 50% of the companies said that according to them, the nature of consumer grievances are real whereas 25% said that the nature is imaginary and 25% viewed it as unspecific.

(iv) The corporate houses are gathering information about consumer grievances ranked with regard to most commonly used sources such as (1) Through agents, retailers etc. (2) Through consumers (3) Through company sales representatives, some of them also mentioned as personal contact as a source of consumer grievances.

(v) 46% corporate houses are having a consumer grievance cell in their organisation because they say (a) it is a need of hour, (b) management wants it. 54%
have stated the reasons for not having the grievance cell as (a) not experiencing consumer grievances (b) market/sales department looks after consumer grievances.

(vi) The companies which are having consumer grievance cell, mostly this cell is located at Head Office. Very few companies are having it either at Branch office or at Regional Office.

(vii) The companies who have consumer grievance cell, 50% of them said that they are functioning since last 5 years, 25% said about 6 to 7 years and 25% of them have given the period as 7 to 10 years.

(viii) Most of the companies are setting consumer grievances directly with consumers. Few companies are also taking help of dealers in this matter. But we have observed that no body is settling the grievance through court of law.

(ix) If the companies find consumer grievances genuine, they are setting them by either replacing the defective products or by refunding money or by making
arrangement for repairs depending upon the merit of grievance.

6.5.7 Consumer Protection:

Here perception of corporate houses about their consumer's behaviour and consumerism with reference to consumer protection is analysed. Moreover their responses on the role of consumer organisations, government, educational institutions, and business in providing a boost to the Indian Consumer Movement. The details are as follows:

(i) Regarding rating of consumers, 75% of the corporate houses say that they are quality seekers and 50% narrate them as Economy seekers. The total percentage is more than 100 because more than one choices are given. Some respondents of food products opine that the consumers are taste seekers also.

(ii) 31% of the corporate houses assess the behaviour of their consumers as tolerant, 31% say that they are
indifferent, 25% say that their behaviour is hostile but only 13% consider them aggressive.

In the opinion of corporate houses following agencies can contribute to consumer protection as per the priorities given below:

(a) Government by (1) strict enforcement of consumer protection laws (2) Providing consumer education through mass media (3) Providing more financial assistance to consumer organisations (4) Publishing list of offenders in leading newspapers and (5) setting up of consumer lok adalats.

(b) Consumer organisations by (1) Consumer education (2) Contact manufacturers for consumer grievances (3) Filing suits in the court on behalf of consumers (4) Publishing consumer problems through press and mass media (5) Organising "Dharna" for consumer causes.

(c) Educational institutions by (1) Consumer Education Campaign through posters,
publications, radio, television, film shows etc. (2) Organising competition, lectures, seminars, symposiums on various aspects of consumer protection (3) Introduction of compulsory paper on consumer protection at different levels in all disciplines.

(iv) According to the corporate houses following are the most effective corporate actions in cultivating consumerism as per the priorities.

(a) Self regulations through unanimously accepted code of ethics.
(b) By designing consumer oriented corporate policies
(c) By determining uniform country wide prices. Nobody agreed with boycotting offenders from associations or by terminating business relations with black listed units.

(v) The views of corporate houses on consumer protection act 1986 are highly favourable. According to them the act is good, effective and essential for
protecting consumer interest. Consumers will be benefited but it should be properly implemented and at the same time unnecessary harassment to business community may be stopped.

(vi) 85% of the corporate houses rate high ethical standards of their business in comparison to their competitions, 15% rate them as moderate ethical standard but nobody stated their ethical standard average or low.

(vii) According to corporate houses, the main problems in adopting societal marketing concept are in priority as:
(a) Unfair competition
(b) Unfavourable market trends
(c) Resource constraints
(d) Unfavourable government policies and practices like pressure of multinational companies plus unnecessary high excise duty etc.

(viii) All the corporate houses feel that a strong consumer protection movement is required in this country but consumer education should be at the grassroot level. Still 70% of them feel that consumerism has not failed in India. Some of them commented that even
beginning of consumerism has not taken place in India.

(ix) 30 % of the corporate houses feel that consumerism has failed in India because of (a) consumers (b) politician (c) Business Community and (d) Bureaucrats.

(x) While asking about the future of consumerism in India, 83 % of the corporate houses were hopeful, 9 % had no hopes and 8 % did not respond to this.

(xi) 83 % of the corporate houses believed that under Democracy, consumerism can flourish, 10 % were in favour of capitalism whereas only 7% thought communism as a proper political system.

6.6 Review And Conclusion :

In the above three surveys several useful findings are obtained regarding consumer awareness, about their rights and the legal protection available to them and their willingness to pursue their grievances and complaints.

It is observed from the consumer awareness survey that even the educated consumers of metropolitan cities are not aware of
their rights as consumers. Out of the very few aware consumers only a few of them argue with the shopkeepers about their point of view. Out of these also only a few arguments were considered but only in very few cases corrective actions were taken. If this is the awareness level of educated consumers of metropolitan cities, we can get some idea of the awareness level of consumers in economically and socially backward areas especially rural and tribal consumers. Corporate houses have started encouraging the redressal of consumer grievances and setting them to the best of consumer’s satisfaction by taking utmost care. The goods are replaced or at times refund is also paid to the consumers. The consumer complaints are considered in manufacturing, preserving and packing of the products. Corporate houses, consumers and consumer organisations unanimously believe that a strong consumer protection movement is required in this country. The corporate houses also believe that the consumers are tolerant in nature and they do understand the genuine difficulties. While opining on consumer protection act 1986,
they unanimously believe that it is a good act, which was definitely required and it will protect the consumer interest.

While consumer organisations are gradually becoming dynamic and result oriented they are performing several activities. The membership is growing in number year after year. (The consumer organisations have started taking the benefits of the consumer protection Act 1986 and the district forum and state commissions. The consumer organisations have performed the job of consumer education at a grassroot level by several activities discussed earlier such as publications, seminars, exhibitions and demonstration in their respective areas. As a result of the above mentioned pioneering efforts, the consumer protection movement has developed. Consumers have atleast started realising their rights. Due to consistent, constructive and committed efforts in the direction of consumer protection, consumerism will get momentum in the state towards achievement of Total Consumer Welfare.'
Annexure – I

CONSUMER AWARENESS SURVEY QUESTIONNAIRE

Instructions :-(1) Please tick (✓) one item for each question.

(2) Please give the priority where demanded.

1. Name :

2. Address :

3. Sex (a) Male :
   (b) Female :

4. Age Group :
   (a) 30-25 years
   (b) 26-35 years
   (c) 36-40 years
   (d) 41-45 years
   (e) 46-50 years
   (f) 51 +

5. Religion :
   (a) Hindu
   (b) Muslim
(c) Sikh
(d) Christian
(e) Jain
(f) Any other

6. Marital Status:
   (a) Unmarried
   (b) Married
   (c) Widow/widower
   (d) Divorced.

4. No. of children:
   (a) 0 – 1
   (b) 2 – 3
   (c) 4 – 5
   (d) 6 +

5. No. of dependents other than children:
   (a) 0 – 1
   (b) 2 – 3
   (c) 4 – 5
   (d) 6 +

6. Educational Background:
7. Professional/Vocational background:
   (a) Professional
   (b) Teaching
   (c) Business
   (d) Govt. Official
   (e) Any other______

8. Income group (Per – Month)
   (a) Upto Rs. 1500/-
   (b) Rs.1501 to Rs.2500/-
   (c) Rs.2501 to Rs.3500/-
   (d) Rs.3501 to Rs.4500/-
   (e) Rs.4501 to Rs.5500/-
   (f) Rs.5501 to Rs. 6500/-
   (g) No response.
9. What is the frequency of buying ration and other essential items?
   (a) Once a week
   (b) Once in a month
   (c) Once in Six months
   (d) Once in a year
   (e) Any other

10. From where do you buy ration?
   (a) Co-operative store
   (b) Super Market
   (c) Mandi
   (d) Retailer of the Locality.

15. In what type of commodities consumer exploitation is rampant?
   (a) Cheap goods (meant for daily use)
   (b) Goods with moderate price (meant for comforts)
   (c) Luxurious (or costly) goods,
16. With regard to non-standardised goods, do you feel that you are cheated?
   (a) Always
   (b) Often
   (c) Rarely
   (d) Never
   (e) Cannot say

17. On feeling of being cheated, did you argue with the shopkeeper?
   (a) Yes
   (b) No
   (c) No response
      (if no, the answer q. 19)

18. If yes, what was the reaction of the Shopkeeper?
   (a) Argument not considered.
   (b) Argument considered but took no corrective action.
   (c) Argument considered and corrective action taken.
   (d) Any Other__________.

19. If no, what was the reason for not reporting the matter to the shopkeeper?
<table>
<thead>
<tr>
<th>Category of Quality Prices</th>
<th>Advert</th>
<th>Replac-</th>
<th>Adultration</th>
<th>Less</th>
<th>Any</th>
</tr>
</thead>
<tbody>
<tr>
<td>Codes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. V.Poor</td>
<td>1.V.High</td>
<td>isement</td>
<td>ment of - excessive weight other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Poor</td>
<td>2.High</td>
<td>-misleading goods</td>
<td>- considera- always</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Moderate</td>
<td>3.Moderate</td>
<td>-Truthful</td>
<td>-never</td>
<td>ble</td>
<td>some-</td>
</tr>
<tr>
<td>4. Good</td>
<td>4.Afforda-</td>
<td>-sometime</td>
<td>-slight</td>
<td>times</td>
<td></td>
</tr>
<tr>
<td>5. V.Good</td>
<td>ble</td>
<td></td>
<td>Nil</td>
<td>Never</td>
<td></td>
</tr>
</tbody>
</table>

1. Grants
2. DAL/Pulses
3. ATTA
4. Maida
5. Salt
6. Spices
7. Sugar
8. Tea
9. Ghee
10. Vegetable Oil
11. Butter
12. Sweet
13. Confectionary Products
<table>
<thead>
<tr>
<th>Category of Goods</th>
<th>Quality 1</th>
<th>Quality 2</th>
<th>Advert 1</th>
<th>Advert 2</th>
<th>After sales</th>
<th>Replacement of Any Goods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textile</td>
<td>V.Poor</td>
<td>V.High</td>
<td>isement</td>
<td>Service</td>
<td>goods</td>
<td>other</td>
</tr>
<tr>
<td>Electrical/</td>
<td>Poor</td>
<td>High</td>
<td>-misleading</td>
<td>-V.Poor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronics Goods</td>
<td>Moderate</td>
<td>Moderate</td>
<td>-Truthful</td>
<td>-Poor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Readymade Garments</td>
<td>Good</td>
<td>Afforda-</td>
<td>-Truthful</td>
<td>-Uptoment</td>
<td></td>
<td>-Excellent</td>
</tr>
<tr>
<td>Toiletories</td>
<td>V.Good</td>
<td>ble</td>
<td>-Excellent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confectionery And Beverages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soaps and Detergents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automobiles</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drugs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petrol and Gas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q.22 With respect to services do you feel that customers are harassed cheated/ignored/bluffed.
   (a) Yes
   (b) No

Q.23 State your dissatisfaction with services and causes relating them: Priority.

<table>
<thead>
<tr>
<th>Services</th>
<th>Discourteous Behaviour of Staff</th>
<th>Causes of Dissatisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Corrupt Administration</td>
</tr>
<tr>
<td>1. Banking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Insurance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Railways</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transport</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Air lines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Telephone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>And Telegraph</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
(a) The shopkeeper does not bother.
(b) No point in arguing.
(c) Can't help it.
(d) Any other________.

20. In case of standardised good, do you feel that consumers/customers are often cheated ?
   (a) Yes
   (b) No
   (c) Not sure.

21. If yes, state the prevailing malpractices (in table A and B.)

24. To your mind, which is the most powerful medium of advertisement ? (give priority)
   (a) TV
   (b) Press
   (c) Radio
   (d) Hoarding
   (e) Film

25. What is your perception about the advts. (give priority)
   (a) Informative
   (b) Psychologically Appealing
(c) Hypnotic and play of words
(d) Boring
(e) Any other _____.

26. Do you feel that advertisement are snatching money from your pocket by arousing certain unnecessary demands?
   (a) Yes
   (b) No

27. To what extent sex has been exploited in advertisements of fashionable/luxurious goods?
   (a) Excessive
   (b) Moderate
   (c) Negligible

28. Are you aware of consumer protection laws of the country?
   (a) Yes
   (b) No

29. Are you aware of govt, deptts. Dealing with consumer grievances?
   (a) Yes
   (b) No

30. If yes, have you ever approached them?
31. If yes, what was its reaction?
   (a) Took it very lightly
   (b) Asked to furnish detail reports, documents etc.
   (c) Took active interest.
   (d) Redressal of grievance.

32. What is your opinion about the working of such departments?
   (a) Highly satisfactory
   (b) Satisfactory
   (c) Indifferent
   (d) Unsatisfactory
   (e) Highly dissatisfactory.

33. What was the reason for not approaching such a deptt. For redressal of grievances?
   (a) Don't have time
   (b) It is of no use
   (c) Complicated procedure
   (d) Difficult to get justice
(e) Highly corrupt system

(f) Any other

34. Do you have any consumer interest group in your Town/city?
   (a) Yes
   (b) No
   (c) Not sure

35. Are you a member of such a group?
   (a) Yes
   (b) No

36. State the activities of consumer interest group in your city.
   (a) Organising ‘dharna’ for consumer causes.
   (b) Contact manufacturers for consumer grievances
   (c) Filing suits in the court on behalf of consumers
   (d) Publicising consumer problems through press and other mass media
   (e) Consumer education
   (f) Publication of relevant literature.
   (g) Any other
37. Have you ever referred your grievance to consumer organisation?
   (a) yes
   (b) No

38. If yes, what was the outcome?
   (a) Satisfactory settlement
   (b) Not settled favourably
   (c) If pending since how long? ________

39. Do they charge any fee for handling consumer grievances?
   (a) Yes
   (b) No

40. If yes, state the charges_______.

41. Are you satisfied with the working of consumer organisations?
   (a) Yes
   (b) No.
   (c) No response.

42. If no, state the reasons.
   (a) Delay in grievance redressal
   (b) Ineffective
   (c) Tout of businessman
43. In your view what are the main problems of consumer organisations? (give priority)
   (a) Lack of finance
   (b) Lack of consumer’s participation.
   (c) Indifferent attitude of govt., agencies.
   (d) Non-co-operative attitude of businessmen
   (e) Lack of leadership
   (f) Lack of scientific planning.
   (g) Any other__________.

44. State the causes of failure of consumer movement (give priority)
   (a) Faulty govt. Policies/Lack of attention by govt.
   (b) Corrupt politician and bureaucracy
   (c) Lack of consumer awareness
   (d) Excessive cost consciousness of consumers.

45. Do you feel that strong consumer movement is required in our country?
   (a) Yes
   (b) No.
46. How consumer exploitation can be checked? (give priority)
   (a) Blacklisting the vendors
   (b) Through heavy capital punishment
   (c) Cancellation of Licences.
   (d) Imposing death penalty.

47. In your view how can individuals contribute to the consumers cause? (Give priority)
   (a) Boycotting offenders
   (b) Active participation in the activities of consumer interest groups.
   (c) Mobilizing public opinion.
   (d) Any other ________.

48. Do you believe that the present system will ever be able to give fair deal to consumers?
   (a) Yes
   (b) No
   (c) Not sure

49. If no, under what system the consumers can be protected
   (a) Communist
   (b) Capitalist
50. Write your opinion about the plight of consumers and consumerism in India.
Annexure - II

Consumer organisation’s Response to consumer protection.

1. Name of the consumers organisation
2. Address
3. Telephone No.
4. Do you have your own premises ?
   (a) Yes
   (b) No.
5. What is the appropriate built up area of your premises _______ sq.mtrs.
6. Number of persons in Governing Council _______
7. Number of employees in the organisation_______
8. Number of ordinary members.__________
9. Specify working hours of your office
   From Monday to Friday ________
   Saturday________
   Sunday ________
10. Number of volunteers ________
11. What is your annual budget ?__________
12. What is your monthly salary bill ?__________
13. Membership strength

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of members</th>
</tr>
</thead>
<tbody>
<tr>
<td>88-89</td>
<td></td>
</tr>
<tr>
<td>89-90</td>
<td></td>
</tr>
<tr>
<td>90-91</td>
<td></td>
</tr>
<tr>
<td>91-92</td>
<td></td>
</tr>
<tr>
<td>92-93</td>
<td></td>
</tr>
</tbody>
</table>

14. Membership subscription fee per year

15. Which of the following activities do you undertake to protect the interest of consumers. Please state the frequency of each activity performed per year.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Approximately, How many times in a year</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Organising “Dharana” for consumer causes.</td>
<td></td>
</tr>
<tr>
<td>(b) Communicate with Manufacturers for Consumer grievances.</td>
<td></td>
</tr>
<tr>
<td>(c) Filing suits in court On behalf of consumers</td>
<td></td>
</tr>
</tbody>
</table>
(d) Publish consumers problem
Through press and other
Mass media.

(e) Consumer education

(f) Publication of relevant
Literature.

(g) Publishing a journal/
News letter

(h) Any other________________

16. Are you fully aware of consumer protection laws of our country?
   (a) Yes
   (b) No

17. Are you fully aware of Government Departments dealing with consumers grievances?
   (a) Yes
   (b) No
18. Do you think that seminars, workshops and training programmes should be conducted periodically to update the knowledge of active members of your organisation?

(a) Yes

(b) No

19. Please give following information.

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of complaints settled</th>
<th>Complaints in favour of consumers</th>
<th>No. of complaints not in process</th>
<th>Total complaints unattended</th>
</tr>
</thead>
<tbody>
<tr>
<td>88-89</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>89-90</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>90-91</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>91-92</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>92-93</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

20. What are your main achievements in the field of consumer protection?

<table>
<thead>
<tr>
<th>Year</th>
<th>Achievements</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992-93</td>
<td></td>
</tr>
<tr>
<td>1991-92</td>
<td></td>
</tr>
</tbody>
</table>
21. In your view what are the main problems of consumer organisations? (Give priority)
   (a) Lack of sufficient finance
   (b) Lack of consumers participation
   (c) Indifferent attitude of Govt. Agencies
   (d) Non cooperation from industry and Business
   (e) Lack of leadership
   (f) Lack of scientific planning
   (g) Any other 

22. Do you feel that a strong consumer movement is required in our country?
   (a) Yes
   (b) No

23. In what type of commodities consumer exploitation is rampant?
   (a) Cheap goods
   (b) Goods with moderate price
(c) Luxurious (or costly) goods.

24. With regard to non-standardised goods, do you feel that you are cheated?

(a) Always
(b) Often
(c) Rarely
(d) Never
(e) Cannot say

25. In your view how can individuals contribute to the consumer cause (give Priority)

(a) Boycotting offenders
(b) Active participation by them
(c) Mobilizing public opinion
(d) Any other ________

26. Do you think consumer exploitation can be stopped by following measures? (Give priority)

(a) Blacklisting vendors ( )
(b) Cancellation of Licences ( )
(c) Through heavy capital punishment ( )
(d) Compulsory imprisonment ( )
27. According to you what are the causes of failure of consumer movement? (Give priority)

(a) Faulty Govt. policies/lack of attention by Govt.

(b) Corrupt politicians of bureaucracy

(c) Lack of consumer awareness.

(d) Excessive price consciousness of consumers

(e) Any other ____________

28. Do you think recent trend of liberalisation of Indian economy will be able to protect the interest of consumers?

(a) yes

(b) No

(c) Not sure

29. Do you believe that present system will be successful in giving justice to consumers?

(a) Yes

(b) No

(c) Not sure

30. If no, under what system the consumers interest can be protected?
Communistic (b) ; Capitalistic ;
(d) Democratic

31. Please mention various sources of finance for the year ended March 92 and 93.

<table>
<thead>
<tr>
<th>Source</th>
<th>1991-92 Amount</th>
<th>1992-93 Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership subscription</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grant from Govt. of Gujarat.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grant from Central Govt.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foreign/International Funding agencies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(a) From individuals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) From public charitable Institute.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(c) From Trade &amp; Industry.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

32. What cooperation do you expect from (a) consumers (b) business houses and (c) Government (give priority)
(a) From consumers:
   (a) Active involvement of consumer
   (b) Voluntary services from consumers
   (c) Free guidance to the consumer organisation and education to consumers by professionals
   (d) Donations from consumers

(b) From business houses
   (1) Voluntary acceptance of consumer protection philosophy as a business policy.
   (2) Extending financial support to consumer organisations.

(c) From Government
   (1) Consumer education programme
   (2) Publication of relevant literature in various regional languages.
   (3) Display of postures promoting consumer education.
   (4) Undertaking consumers research projects.
   (5) Providing guidance and education to the office bearers, employees and active members of consumers organisation.
(6) Providing still more financial aid for consumer organisation.

(7) Making consumer legislation more simple and effective.

(8) Strict enforcement of law

(9) Strict punishment clauses

(10) Introducing imprisonment along with penalty to the offenders

(11) Publishing widely the names of the offenders.
Complaints received by your organisation

<table>
<thead>
<tr>
<th>Non-durable</th>
<th>No. of complaints</th>
<th>No. of complaints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer</td>
<td>compla with the</td>
<td>Through with the</td>
</tr>
<tr>
<td>Goods</td>
<td>ints company</td>
<td>court organisation</td>
</tr>
<tr>
<td></td>
<td>court</td>
<td>Reced. In favour not in Favour</td>
</tr>
</tbody>
</table>

1. Masala
   - Loose
   - Packed
2. Tea
   - Loose
   - Packed
3. Coffee
4. Sugar
5. Edible Oil
   - Loose
   - Packed
6. Cold drinks
7. Ice creams
   - Not branded
8. Chocolates
9. Biscuits
10. Detergent Powders
11. Toilet soap
12. Cosmetics
13. Tooth Paste
Non-durable Consumer Goods

Advertisements Packaging Labelling
a. Misleading a. costly a. not clearly
b. Psychologically b. Protect readable
appealing tive b. Product not
c. Informative c. Decept as perclaim
d. Not informative tive c. Product as
of products for on label
consumers

e. Increase cost c. Product as

1. Masala
   Loose
   Packed
2. Tea
   Loose
   Packed
3. Coffee
4. Sugar
5. Edible
   Oil
   Packed
6. Cold drinks
7. Ice creams
   Not branded
8. Chocolates
9. Biscuits
10. Detergent
    Powders
11. Toilet
    soap
12. Cosmetics
13. Tooth Paste

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Annexure - III

QUESTINNAIRE FOR STUDYING
CORPORATE ATTITUDE CONSUMER PROTECTION

1. Background information

1.1 Name of the Unit

1.2 Location

1.3 Type of Industry (Please tick)
   (a) Food products
   (b) Confectionery and beverages
   (c) Toiletries
   (d) Soaps and detergents
   (e) Groceries
   (f) Any other (pl. specify)

1.4 Current year turnover : Rs._______lakhs/crores

1.5 Monthly salary/Wage bill Rs._______lakhs/crores

1.6 If you are undertaking any of the following activities
mention the amount you have spent on the same.
1.6.1 Urban Affairs Activities undertaken by your organisation

1987-88 88-89 89-90 90-91 91-92

(a) Contribution
To education

(b) Contribution
To culture
And arts

(c) Urban renewal
Development

(d) Rural Development

(e) Any other
(Pl.specify)

1.6.2 Environment Affairs Activities

(Rs.in lakhs)

1987-88 88-89 89-90 90-91 91-92

Water Pollution

Air Pollution

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1.7 Do you have plan for future expansion?

(a) Yes
(b) No

1.8 State your main problems (Pl. give priority)

(a) Shortage of raw material
(b) Water and power shortage
(c) Shortage of funds
(d) Labour problems
(e) Transport bottlenecks
(f) Market fluctuations
(g) Unfair competition
(h) Government interference and harassment
(i) Hostile scientific and technological environment
(j) Others (I) ____________________
1.9 Do you hire services of outside consultancy firms?
(a) Yes
(b) No

1.10 Do you have a professionally managed marketing department?
(a) Yes
(b) No

1.11 Rate the following characteristics priority wise that you will take into consideration while taking marketing decisions:

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Legality</td>
<td>( )</td>
</tr>
<tr>
<td>(b) Economy/Cost benefit aspect</td>
<td>( )</td>
</tr>
<tr>
<td>(c) Long run benefits</td>
<td>( )</td>
</tr>
<tr>
<td>(d) Short run benefits</td>
<td>( )</td>
</tr>
<tr>
<td>(e) Employee interest</td>
<td>( )</td>
</tr>
<tr>
<td>(f) Consumer interest</td>
<td>( )</td>
</tr>
<tr>
<td>(g) Societal interest</td>
<td>( )</td>
</tr>
<tr>
<td>(h) Environmental aspects</td>
<td>( )</td>
</tr>
<tr>
<td>(i) Any other</td>
<td>( )</td>
</tr>
</tbody>
</table>
2. PRODUCT

2.1 What is the value of your product/s to the society?

Please give information for all your brands.

<table>
<thead>
<tr>
<th>Brand</th>
<th>B1</th>
<th>B2</th>
<th>B3</th>
<th>B4</th>
<th>B5</th>
<th>B6</th>
</tr>
</thead>
</table>
(a) Life saving Value
(b) High essential Value
(c) Essential value
(d) Comforts/Convenience Value
(e) Luxurious/Status value

2.2 State your probable market share.

<table>
<thead>
<tr>
<th>Product</th>
<th>Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a)</td>
<td></td>
</tr>
</tbody>
</table>

_________________________
2.3 How do you rate the quality of your product/s?

(a) Excellent
(b) Very good
(c) Good
(d) Average

2.4 Do you feel that your production capacity is good enough to cater to the needs of consumers?

(a) Yes
(b) No
(c) Not sure

2.5 Do you have a system of quality control?

(a) Yes
(b) No

2.6 Which of the following systems of quality control do you practise?
(a) Manual
(b) Automatic
(c) Mechanical
(d) Any other

2.7 State the budget allocation deployed for quality control including manpower, equipments etc.

(a) Nil
(b) Up to 2 % of manufacturing cost
(c) 2 to 5 % of manufacturing cost
(d) Above 5 % of manufacturing cost
(e) ---------------------

2.8 Have you acquired ISI (Now BSI) certification for your products?

(a) Yes
(b) No

2.9 Do you have your own trade-mark?

(a) Yes
(b) No
2.10 Does the package of your product depict details pertaining to –

(a) ingredients
(b) manufacturing date
(c) expiry date
(d) weight
(e) price
(f) taxes
(g) instruction for use
(h) trade/ISI Mark
(i) Any other ____________________________

2.11 What is the nature of packaging that is adopted by you?

(a) Disposable or throw away containers
(b) Returnable tins/containers
(c) Packaging of high luxurious value
(d) Economy pack
(e) Refill pack
(f) Any other ____________________________

2.12 How do you ensure that the contents of your products are exactly same as depicted on the label?
(a) Quality control
(b) Surprise check of dealers stock
(c) Entertaining consumer's grievances about the product.
(d) Consumer opinion survey.

2.13 Before launching a new products do you undertake consumer research?

(a) Yes
(b) No
(c) No response

2.14 If no, state the reasons (give priority)

(a) Not needed
(b) Costly affair
(c) Time consuming
(d) Any other (I)____________________
     (II)____________________

3. PRICE

3.1 What is the main objective of your pricing strategy?

(a) Survival pricing
(b) Maximum profit
(c) Maximum revenue
(d) Maximum sales growth
(e) Maximum market skimming
(f) Product-quality leadership
(g) Any other________________________

3.2 What is your opinion about the retail prices of your products?
(a) Very high
(b) Moderately high
(c) Competitive
(d) Fairly low

3.3 Do you have any control over resale price maintenance?
(a) Yes
(b) No
(c) Not sure

4. PROMOTION

4.1 What is your annual advertising budget?
Rs. ______________________

4.2 In your opinion which is the most powerful medium of advertisement? (give priority)
4.3 Do you believe that your advertisements are capable of snatching money from the consumers?
(a) Yes
(b) No
(c) No response

4.4 How do you rate your advertisement?
(a) Informative
(b) Psychologically appealing
(c) Hypnotic and play of words
(d) Boring
(e) Any Other __________________________

4.5 To what extent do you feel sex is utilised in advertisement?
(a) Excessive
4.6 Do you ask your lawyers to scrutinise the advertisements and publicity drafts before releasing them?
(a) Yes
(b) No
(c) No response

5. DISTRIBUTION

5.1 State the channel through which you market your goods.
(a) Authorised dealers
(b) Wholesalers
(c) Retailers
(d) Consumers
(e) Any other________________________________

5.2 Do you maintain a continuous supply of different items on product line?
(a) Always
(b) Sometimes

5.3 Do you feel that the consumers are exploited by the middlemen?
(a) Yes
(b) No

5.4 If yes, state the measures you have taken to curb their activities.

(a) Market survey
(b) Surprise checking
(c) Instructions to dealers
(d) Any other ____________________________

5.5 In case your goods are in short supply, and retailers are charging high price, then what will you do ?

(a) Ask retailer to stick to line
(b) Do not interfere in their activities
(c) Withdraw products from market
(d) Any other ____________________________

5.6 What are the problems in managing the middlemen ?

(a) They do not prefer other’s interference in their dealings with consumers
(b) Threaten to abandon agency
(c) Expecting additional unfeasible benefits
(d) Lobbying against company’s products.
6. CONSUMER GRIEVANCES

6.1 Do you believe that Indian consumers are satisfied with the strategies of marketing?

(a) yes
(b) No

6.2 If not satisfied, rank the reasons for their dissatisfaction.

<table>
<thead>
<tr>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Inferior product quality</td>
</tr>
<tr>
<td>(b) High prices</td>
</tr>
<tr>
<td>(c) Misleading advertising</td>
</tr>
<tr>
<td>(d) Unfair trade practices by Middle men</td>
</tr>
<tr>
<td>(e) Any other</td>
</tr>
</tbody>
</table>

6.3 Are you facing problems of consumer grievances?

(a) Yes
(b) No

6.4 If yes, state their frequency?

(a) Always
(b) Frequently
(c) Rarely
6.5 Rank the consumer grievances faced by you.

(a) Poor quality ( )
(b) High prices ( )
(c) Short weight ( )
(d) Unsafe products ( )
(e) Misleading advertising ( )
(f) Improper distribution ( )
(g) Any other ________________ ( )

6.6 In your view what is the nature of consumer grievances?

(a) Imaginary
(b) Real
(c) Unspecific
(d) Casual
(e) Deceptive
(f) Any other _______________________

6.7 How do you gather information about consumer grievances?
Please give ranks with regard to most commonly used sources

<table>
<thead>
<tr>
<th>Rank</th>
<th>Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a)</td>
<td>Through consumers</td>
</tr>
<tr>
<td>(b)</td>
<td>Through company sales Representatives</td>
</tr>
<tr>
<td>(c)</td>
<td>Through agents, retailers etc.</td>
</tr>
<tr>
<td>(d)</td>
<td>Through consumer organisations</td>
</tr>
<tr>
<td>(e)</td>
<td>Through government departments</td>
</tr>
<tr>
<td>(f)</td>
<td>Through consumer grievance cell Of the unit</td>
</tr>
<tr>
<td>(g)</td>
<td>Through consumer court</td>
</tr>
<tr>
<td>(h)</td>
<td>Any other</td>
</tr>
</tbody>
</table>

6.8 Are you having a consumer grievance cell in your organisation?

(a) Yes

(b) No

6.9 If no, state the reason.

(a) Not experiencing consumer grievances

(b) Not thought of it
(c) Cannot afford

(d) Marketing/sales Department looks after consumer grievances.

(e) Any other ____________________________

6.10 If yes, state the reason

(a) Management wants it

(b) Because others are having

(c) It is a need of hour

(d) Any other ____________________________

6.11 Where the consumer grievance cell is located?

(a) Head Office

(b) Branch Office

(c) Regional Office

(d) Any other ____________________________

6.12 For how long, the consumer grievance cell is functioning?

(a) Less than 2 years

(b) 3 to 5 years

(c) 6 to 7 years

(d) 7 to 10 years
6.13 Give details of consumer grievances received in the years mentioned below.

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of grievances received</th>
<th>No. of grievances settled</th>
<th>No. of grievances pending</th>
<th>Favour of consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1987-88</td>
<td></td>
<td></td>
<td></td>
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<td>1988-89</td>
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<td></td>
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<tr>
<td>1989-90</td>
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<tr>
<td>1990-91</td>
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<td></td>
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<tr>
<td>1991-92</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6.14 How do you settle consumer grievances?

(a) Through dealers
(b) Through consumer bodies
(c) Through public notices
(d) Directly with consumers
(e) Through court of law
(f) Any other

6.15 If the consumer grievances are genuine, how are they settled?

(a) By replacing the defective products
(b) By refunding money
7. CONSUMER PROTECTION

7.1 Indicate the no. of suits filed by consumer/consumer bodies/government in the court of Law in connection with your trade practices in the years mentioned below.

<table>
<thead>
<tr>
<th>Year</th>
<th>Price</th>
<th>Product</th>
<th>Advt.</th>
<th>Any other</th>
</tr>
</thead>
<tbody>
<tr>
<td>1987-88</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>1991-92</td>
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</tr>
</tbody>
</table>

7.2 During the years mentioned below have you ever been served notices under MRTP Act and FERA?

(a) Yes
(b) No

7.3 If yes, state the number.

<table>
<thead>
<tr>
<th>Year</th>
<th>MRTP Act</th>
<th>FERA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1987-88</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7.4 How do you rate your consumers?
(a) Quality seeker
(b) Economy seeker
(c) Plain Joe
(d) Any other____________________

7.5 What is your assessment of behaviour of your consumers?
(a) Hostile
(b) Aggressive
(c) Indifferent
(d) Tolerant
(e) Other____________________

7.6 In your opinion how following agencies can contribute to consumer protection?

7.6.1 Government (Pl.give rank)
(a) Strict enforcement of consumer protection laws

(b) Providing more financial assistance to consumer organisations.

(c) Setting up of consumer lok adalat

(d) Providing consumer education through mass media

(e) Publishing list of offenders in leading newspapers

(f) Any other

7.6.2 Consumer organisation (give Rank)

(a) Organising “Dharna” for consumer causes

(b) Contact manufacturers for consumer grievances

(c) Filling suits in the court on behalf of consumers

(d) Publishing consumer problems through press and mass media
(e) Consumer education
(f) Publication of relevant literature
(g) Any other____________________

7.6.3 Educational institutions (give rank)

(a) Introduction of compulsory on protection of different levels in all disciplines
(b) Organising competition, lectures, seminars, symposiums on various aspects of consumer protection.
(c) Consumer education campaign through posers, publications, radio, television, film shows etc.
(d) Any other____________________.

7.7 Which of the following corporate actions are most effective in cultivating consumerism?

(a) Self regulations through unanimously accepted code of ethics.
(b) Boycotting offenders from associations/federation.
(c) By designing consumer oriented corporate policies.
(d) Terminating business relations with blacklisted units.
(e) By determining uniform countrywide prices.
(f) Maintaining liaison with other industries in establishing market forces.

7.8 What is your opinion about consumer protection Act 1986?

7.9 Rate ethical standards of your business in comparison to your competitors:
(a) High
(b) Moderate
(c) Average
(d) Low
(e) Cannot say

7.10 What are main problems in adopting societal marketing concept? (give priority)
(a) Unfair competition
(b) Resource constraints
(c) Unfavourable market trends
7.11 Do you feel that a strong consumer protection movement is required in this country?

(a) Yes
(b) No

7.12 Do you feel that consumerism has failed in India?

(a) Yes
(b) No
(c) No response

7.13 If yes, who is responsible for it?

(a) Business community
(b) Politician
(c) Bureaucrats
(d) Consumers
(e) Any other ______________________________

7.14 Do you feel that consumerism has any future in India?