APPENDIX
Assessing Needs Of Consumer Education For Consumer Protection

(1) Name: .................................................................

(2) Age: .................................................................

(3) Sex: Male / Female

(4) Social background:  □ Rural  □ Urban

(5) Income:  
- Upto 5000  □  5000-10000  □
- 10000-15000  □  15000-20000  □
- 20-25000  □  25000 & above  □

(6) Occupation: .................................................................

(7) How often do you visit market places for buying commodities?
- □ Very Regularly  □ Regularly  □ Occasionally
- □ Some times  □ Never.

(8) Do you play a major role in buying process? Yes □  □ No

(9) How often you decide what commodity or product should be purchased?
- Always □  Often □  In certain cases □  Sometimes □  Rarely □

(10) Do you prefer to buy branded products?
- Always □  Often □  In certain cases □  Sometimes □  Rarely □

(11) Do you prefer to buy from a particular shop? Yes □  □ No

(12) Do you believe that branded products are qualitatively superior than unbranded products? Yes □  □ No

(13) Do you believe that products having Agmark / ISI mark are superior than other products? Yes □  □ No

(14) Do you feel that quality is the basic ingredient in any product? Yes □  □ No

(15) Do you feel that customers have a right to demand quality products? Yes □  □ No

(16) Do you feel that a customer should set desired satisfaction from the product he purchases? Yes □  □ No

(17) Do you expect a marketer to disclose adequate and required information □ □
to the buyers? Yes No
(18) Do you feel that it is the sellers duty to give adequate information to
the buyers? Yes □ □ No
(19) Do you feel that marketers do not give the right & required information
to the buyers? Yes □ □ No
(20) Do you feel that consumers at large are deceived & misguided due to want
of information? Yes □ □ No
(21) Do you feel that the information available in the market is distorted, and
improper? Yes □ □ No
(22) Should a consumer have a right to choose? Yes □ □ No
(23) Do you feel that consumers at large can exercise
this right? Yes □ □ No
(24) Do you feel that the marketers force the buyers to
by a particular product? Yes □ □ No
(25) Do you think that misleading advertisements cause
harm to the customers? Yes □ □ No
(26) Do you believe that consumers have a right to know
the truth in the claim in an advertise? Yes □ □ No
(27) Should consumers have a right to due the advertisers
for false claim? Yes □ □ No.
(28) Should consumers ask for the warranty for a product bought? Yes □ □ No
(29) Should a customer demand for replacement of a product that
tails to perform it, desired function? Yes □ □ No
(30) Should a customer have a right to ask for compensation for
product failure? Yes □ □ No
(31) Should a customer have a right to protect against product of
sub standard quality? Yes □ □ No
(32) Do you feel that, a consumer should have right to deny the
product often by the seller? Yes □ □ No
(33) Do you feel that a forced choice buying is an injustice to the
consumers? Yes □ □ No
(34) Do you believe that in a market driven economy consumer, are at the mercy of marketers? Yes ☐ ☐ No

(35) Do you expect that the product offered by a marketer must be safe to use? Yes ☐ ☐ No

(36) Do you feel that if the product is having any specific defect the marketer should inform you? Yes ☐ ☐ No

(37) Do you expect the marketer to give details information about product handling? Yes ☐ ☐ No

(38) Do you feel that marketers should protect the consumers? Yes ☐ ☐ No

(39) From any potential loss due to improper handling? Yes ☐ ☐ No

(40) Do you feel that it is the traders/marketers responsibility not to sale goods affecting life of citizen at large? Yes ☐ ☐ No

(41) Do you feel that in a market condition consumers have a right to choose amongst available products? Yes ☐ ☐ No

(42) Do you feel that a customer has a right to bargain? Yes ☐ ☐ No

(43) Do you feel that a consumer should have a right to redress against injustice? Yes ☐ ☐ No

(44) Do you feel that the competition in the market works in the interest or the consumers? Yes ☐ ☐ No

(45) Do you feel that a condition of monopoly causes harm to consumer interest? Yes ☐ ☐ No
Consumer Education

1) Should consumers be given formal education about market & market mechanism?
   Yes ☐ ☐ No ☐

2) What are the areas where such education be given?
   (i) Advertising ☐ (ii) Consumer psychology ☐ (iii) Economics ☐
   (iv) Law ☐ (v) Marketing practices ☐

3) Should this education be given as a part of their curriculum?
   Yes ☐ ☐ No ☐

4) Should this education be made compulsory?
   Yes ☐ ☐ No ☐

5) Can the education to consumers create a desired consciousness in their mind?
   Yes ☐ ☐ No ☐

6) Do you feel that an awakened citizen exercises his right better than others?
   Yes ☐ ☐ No ☐

7) Do you think that consumers can be helped to protect their economic well being
   by educating them?
   Yes ☐ ☐ No ☐

8) Do you think that the malpractices in market can be avoided by these means?
   Yes ☐ ☐ No ☐

9) Do you think it is the duty of the govt. to protect the consumers?
   Yes ☐ ☐ No ☐

10) Do you feel that it is the consumers' constitutional right to demand education
    regarding consumers' rights?
    Yes ☐ ☐ No ☐

11) Do you think a curriculum to educate consumers can be designed?
    Yes ☐ ☐ No ☐

12) Do you think that, a desired awareness can be created amongst the citizens by
    such curriculum?
    Yes ☐ ☐ No ☐

13) At what level such a curriculum should be introduced?
    1) School ☐
    2) Undergraduate ☐
    3) P.G. ☐
14) Should such a curriculum be compulsory part of curriculum? 
   Yes □ □ No

15) Should such a curriculum be a part of foundation course at college level? 
   Yes □ □ No

16) Should this be an optional paper at undergraduate level? 
   Yes □ □ No

17) Should this curriculum be treated as a basic training in civil & democratic living? 
   Yes □ □ No

18) Should this curriculum be a specialized course for commerce graduates? 
   Yes □ □ No

19) Whether the curriculum can be developed to create activists for consumer associations? 
   Yes □ □ No

20) Can this curriculum be used for lawyers to defend the consumers’ rights and fight against injustice to consumers? 
   Yes □ □ No
PROMOTIONAL SCHEMES AND THEIR IMPACT ON
CONSUMERS : A STUDY.

[A] Profile

1. Name

2. Age
   - 20-30 years [ ]
   - 30-40 years [ ]
   - 40-50 years [ ]
   - Above 50 years [ ]

3. Occupation
   1. Farmer [ ]
   2. Govt. employee/Official [ ]
   3. Public Sector Executive [ ]
   4. Professional [ ]
   5. Entrepreneurs/Industrialist [ ]
   6. Teacher [ ]
   7. Home maker [ ]

4. Social Background
   - Rural [ ]
   - Urban [ ]

5. Sex
   - Male [ ]
   - Female [ ]

[B] Possession of status symbol

1. How many of these articles you possess?
   a) T.V. [ ]
   b) Fridge [ ]
   c) A.C. [ ]
   d) Microwave oven [ ]
   e) Washing machine [ ]
   f) Car [ ]
2] How often you come across offers of the following type?

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Offer</th>
<th>Always</th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Special exchange offer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Give your old TV buy new</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Special offer -- 10 VCDs free</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Get one TV free on another</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Special purchase offer a TV + Fridge + Washing machine for Rs. 21000/-</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>DVD/VCD player free on</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Free gifts worth Rs. on</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

3. Do you believe on such offers?
   Yes ☐ ☐ ☐ ☐ No

4. Do you buy a product/s with following offers?
   > 20% free
   Yes ☐ ☐ ☐ ☐ No
   > Rs.5 less on buying two
   Yes ☐ ☐ ☐ ☐ No
   > Buy 3 get 1 free (Buy 1 Toothpaste get biscuits pack free)
   Yes ☐ ☐ ☐ ☐ No

5. Do you feel tempted to buy such a product/s?
   Yes ☐ ☐ ☐ ☐ No

6. Do you think you ‘gain something’ under such schemes?
   Yes ☐ ☐ ☐ ☐ No

7. Do you feel that you are put to loss when you buy a product under such schemes?
   Yes ☐ ☐ ☐ ☐ No

8. Do you feel that buying a product under such promotional scheme forces you to buy extra quantity?
   Yes ☐ ☐ ☐ ☐ No

9. Do you think your free one choice is restricted under such promotional programme?
   Yes ☐ ☐ ☐ ☐ No

10. Do you know that you have a right to protect against such forced choice schemes?
    Yes ☐ ☐ ☐ ☐ No
11. Do you feel that consumers at large should be protected against such exploitation.
   Yes  No

12. What mode you have acquired to buy these durable?

<table>
<thead>
<tr>
<th></th>
<th>Cash down</th>
<th>Installment &amp; Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>T.V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fridge</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A.C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Microwave oven</td>
<td></td>
<td></td>
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<tr>
<td>Washing machine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audio system</td>
<td></td>
<td></td>
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<tr>
<td>Personal Computer</td>
<td></td>
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</tr>
</tbody>
</table>

(C)

1. How often you visit the market?
   Daily  once a week  Occasionally

2. Do you like to know about new product/s?
   Yes  No

3. Do you enjoy buying of such products to acquire a special status amongst your friends and relatives?
   Yes  No

4. Do you visit exhibition cum sales organized by marketers?
   Yes  No

5. Do you believe that a 'Sales cum discount offer helps the consumers to buy product at cheap rates?'
   Yes  No

6. Do you believe in the claims of sales cum discount offer?
   Yes  No

7. Do you visit the shops offering special priced sales?
   Yes  No
8. To what extent you believe in following claims?

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Claim</th>
<th>Fully</th>
<th>To a great extent</th>
<th>Partly</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Special discount</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Discount upto 50%</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>3</td>
<td>Mausoom offer</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>4</td>
<td>Special clearance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Year end sale</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Special festival sale</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Buy 2 get 1 free</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Exchange old for new</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>A special Bonanza offer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Attractive Gift Coupon inside</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

9. Do you think that goods offered in such sell offers are old/discarded or out dated?

Yes [ ] No [ ]

10. Do you feel that the seller should tell you about the original price and sell price and so as to know the benefits offered to you?

Yes [ ] No [ ]

11. How often you make such enquiries?

Always [ ] Frequently [ ] Sometimes [ ] Rarely [ ] Never [ ]

12. Do you feel that the local sellers use 'Sell cum discount' offer as a mere promotional gimmick?

Yes [ ] No [ ]

13. Do you feel that the average consumers are put into a trap by the such offers?

Yes [ ] No [ ]

14. Do you feel that it is unjust and unfair to make such offers and exploit the consumers?

Yes [ ] No [ ]

15. Why in your view Consumers fall pray to such offers?

Ignorance [ ]

Greed [ ]

Desire to set something free [ ]

Attraction [ ]

Ad influences [ ]
16. Do you expect a Government Agency to protect you against such exploitation?
   Yes [ ] No [ ]

17. Do you expect Consumers' Association to protect the interest of citizens at large?
   Yes [ ] No [ ]

18. Do you know of any efforts made by consumers' association in this direction?
   Yes [ ] No [ ]

19. Will you join such a complaints of Consumer association?
   Yes [ ] No [ ]

20. Have you made any efforts at your personal level?
    Yes [ ] No [ ]

21. Do you know that Consumer protection Act has certain provisions to protect consumers?
    Yes [ ] No [ ]

22. Will you come forward and lodge any complain against such exploitation?
    Yes [ ] No [ ]