

# Study on Consumer Protection Act Awareness among Government Employees

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## ABSTRACT:

Consumer is very renowned and important Concept. consumer is main Pillar of nation economy. So all businessman has to take care that they will provide a good quality product and services to all consumer. Consumer is the king of Market, therefore every seller should be take care that the consumer is not deceived, but many time it is seen that the consumer are deceived. The study will look at the level of awareness among government employee about consumer Protection Act, which the government has enacted to protect consumer fraud, as well as to protect consumer rights. The study is based on Primary and Secondary data. The primary data is collected from various government employee from various departments. 200 government employees from various department were selected as a sample of the study. The questionnaire was distributed to the government employee through online platform. The study revealed that majority of government employee are aware about consumer protection act, but they not interested to file complaint against any seller whenever they cheated by that seller.

**Keywords:** Consumer, Consumer Protection, Consumer Rights, Awareness, Consumer Protection Act

## I. INTRODUCTION:

Consumer is very renowned and important concept. We All are consumer, we all consumer different kind of things and services to pay money. consumer is main Pillar of nation economy. Because all business success depends on consumer. So all businessman has to take care that they will provide a good quality product and services to all consumer. They have to take care that they treat equally to all Consumer. Consumer should be fully satisfied for the goods and services they purchase. Consumer is the king of market, So Consumer Satisfaction is very important. With the advanced of technology and changing expectations of

consumers the businessman adopting various strategy to earn their profit at the cost of customer in order to meet the increasing competition. In spite of best consumer laws and serious measures of the government to protect the interest of the consumers, exploitation is increasing day by day. The major reason behind this situation is lack of awareness among the consumers about their rights. Consumer Protection Act is a compassionate social legislation that provide for protection of rights of the consumers and redressal of consumer disputes. CPA has provided three tier judicial consumer dispute redressal mechanism at district, state and national level. The act applies to all goods and services, excluding goods for resale or for commercial purpose, service rendered free of charge and under a contract for personal service. In spite of these consumer protection act and measures consumers are still being exploited and the main reason is lack of awareness. The study will look at the level of awareness among government employees about consumer protection act which the government has enacted to protect consumer fraud as well as to protect consumer rights as they charge higher prices for goods.

## Objectives:

1. To study on Awareness of Consumer Protection Act among Government Employees.
2. To draw Conclusion from the study and suggest remedial measures for better awareness of consumer rights.

## II. LITERATURE REVIEW:

Review of literature is the backbone of every research. Research study conducted early in the similar area will given an idea about the present research problem. Review of literature will help understand the research problem. Many research studies were conducted on consumer awareness towards consumer rights and consumer protection laws.

**Serene, Ahlawat & Singh (2009):** The objective of this research is to study the level of awareness about consumer rights by women consumer and to find the extent of utilization of consumer rights by women consumers. In this survey, 200 female consumers were selected and information was collected through personal interview. In this study it was found that majority of the female consumers showed low level of awareness and low extend of utilization of consumer rights. The main reason behind that low education and low social economic status, and another reason for this is low exposure to communicational media and low social participation.

**Devi & Rao (2016):** A study was conducted to understand the level of consumer awareness among educated and uneducated consumers and to study the perceptions of consumers about consumer protection. It was found from the survey that majority of the consumer both educated and uneducated do not have knowledge of their consumer rights, laws and provision. They have very little confidence in the government and negative opinion about the existing measures.

**Lokhande (2006):** A study was conducted consumer awareness in Jalna city. In this study information was collected through questionnaire and interview and the study revealed that 55 % of consumer have no knowledge about consumer protection act and consumer forum.

**Mittal (2015):** A study was conducted to understand awareness level of consumers towards various legislations enacted in India to protect the

interest of consumers. for this research study primary data was collected through questionnaire. Sample size was 600. A survey method used to collect the data. Conclusion of this study is that among the 16 prominent consumer protection legislations, nearly one fourth consumers were fully aware of these legislations. Nearly one third consumers were partially aware and slightly more than one third consumers never heard about these legislations. CPA, 1986 and Sales of Goods Act, 1930 got the highest scores of awareness among all legislations. CPA, 1986 and Sales of Goods Act, 1930 got the highest scores of awareness among all legislations.

### III. RESEARCH METHODOLOGY

The present study is based on primary data. It is blend both descriptive and analytical methods of study. The primary data is collected from various government employee from various departments. 200 government employees from various department were selected as a sample for the study. An Online questionnaire was distributed to all government employees to collect primary data. The questionnaire was distributed to the government employee through social media, such as whatsapp and facebook etc. the link of google form [https://docs.google.com/forms/d/1qe\\_QMsPZ87pGwiT49349YF6rLEOMiNvTwfOd1gNjwx4/edit?chromeless=1](https://docs.google.com/forms/d/1qe_QMsPZ87pGwiT49349YF6rLEOMiNvTwfOd1gNjwx4/edit?chromeless=1). Secondary data has been collected from various books, online articles and journal papers.

### IV. DATA ANALYSIS AND INTERPRETATION

#### 1. Know about Consumer Protection Act?

Sr. No.	Respondents	Yes	No
	200	163	37
	100 %	81.6 %	18.4 %

Out of 200 respondents 163 government employees know about Consumer Protection Act and 37 government employees don't know about Consumer Protection Act.

#### 2. Awareness of the Rights of Consumer under Consumer Protection Act?

Sr. No.	Respondents	Yes	No
	200	150	50
	100 %	75 %	25 %

Out of 200 respondents 150 government employees know what is their rights in Consumer Protection Act and 50 government employees don't know about their rights.

#### 3. After Purchasing a product, ask for a bill of product?

Sr. No.	Respondents	Yes	No
	200	179	21

	100 %	89.5 %	10.5 %
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Out of 200 respondent 179 government employees demand bill while purchasing products and 21 government employees are not doing demand of the bill while purchasing product.

4. While Purchasing an product, check the price of product?

Sr. No.	Respondents	Yes	No
	200	192	08
	100 %	96 %	4 %

Out of 200 respondents 192 government employees has a good habit to check the MRP of products but 8 employees are not check the MRP price of products.

5. Check Certification mark, issued for the different product in India, such as Hallmark, AGEMARK, ISI Mark?

Sr. No.	Respondents	Yes	No
	200	152	48
	100 %	76 %	24 %

Out of 200 respondents 152 government employees check Hallmark, ISI mark whenever purchases any products and 48 government employees are not check certification mark whenever buy any products.

6. Where to file Complaint if, you come across any unfair trade practices?

Sr. No.	Respondents	Yes	No
	200	141	59
	100 %	70.7 %	34.7 %

70.7 % respondents know where to file complaint, if they come across any unfair trade practice and 34.7 % respondents do not have any idea, where to file complaint.

7. Aware of the Consumer Court/ forum work for Consumer Grievance?

Sr. No.	Respondents	Yes	No
	200	130	70
	100 %	65.3 %	34.7 %

Out of 200 respondents 130 people know about consumer court/forum and 70 people are not aware about consumer court/forum.

8. Ever felt the product whatever buy sub-standard or defective?

Sr. No.	Respondents	Yes	No
	200	101	99
	100 %	50.7 %	49.3 %

Near about 101 respondents felt that the product whatever they purchased was defective. And 99 respondents did not feel the product they purchased was sub-standard or defective.

9. If yes, have you ever filed a complaint in consumer court?

Sr. No.	Respondents	Yes	No
	200	08	192
	100 %	4 %	96 %

Out of 200 respondents Majority of the respondents felt that the product they brought was defective, but they did not file complaint in consumer court against that seller, only 4 % respondents file complaint against that seller.

**10. Know main objective of Consumer Protection Act?**

Sr. No.	Respondents	Yes	No
	200	147	53
	100 %	73.3 %	26.7 %

Out of 200 respondents 147 people know the objective of Consumer Protection Act, and 53 people don't know main objective of Consumer Protection Act.

**V. CONCLUSION AND SUGGESTIONS**

The study revealed that majority of the respondents are aware of the Consumer Protection Act. At the same time they are aware of their rights as consumers. Most of the government employees demand the bill after purchasing product. They check price of the product while purchasing any product as well as check the Hallmark, ISI certification marks. Most of the government employees know where to complain if they find any unfair trade practices and are aware of consumer court and forums.

The study revealed that half of the respondents felt that the product they buy was sub-standard and defective but still out of 200 respondents 192 respondents did not file complaint against it in consumer forum. Even though most of the government employees are aware of the consumer protection act, they hesitate to complain in consumer forums if they are cheated. If all people have the same ideology then the exploitation of consumers will never stop. Therefore, it is very important to make consumers aware of their rights. For that, it is necessary to implement the "JagoGrahakJago" Scheme on a large scale. It is very necessary to create consumer awareness from time to time through T.V, Newspaper, Social Media etc.

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