

A Study on the Awareness of Consumer Interest-In Ariyalur Distric with Special Reference in Jayankondam Area

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Abstract:- The concept of consumerism has been in existence for some time in varied definition in countries other than India. The current concept of consumerism is said to have originated in U.S.A. in 1900 A.D in the US in that late 19th century public clamor began to rise against unscrupulous sellers of certain products with a demand for new laws and Government intention to protect the consumer. The association deals in three important areas – Consumer education, protection and representation. The products of some goods also consume various other goods produced by the service from others. In fact lack of awareness in the single major problems in the path of consumer protectionism. The consumer has a number of rights, he has numerous laws to protect him, he has a number of voluntary consumer organizations to help him, and he has Government support also.

Keywords:- Awareness of old age, middle age peoples, statistical tables, and chi-square test.

I. INTRODUCTION

The concept of consumerism has been in existence for some time in varied definition in countries other than India. History says that the concept of consumerism was active in India even during ancient times. According to Arthasastra it was the duty of superintendents to put the Government product in the market under favorable conditions and to supervise their sales at reasonable rates merchants who cheated were open to heavy punishment what one seen today is that there is minimum exploitation of consumers everywhere.

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time laws and regulations affecting the sellers' consumers' relationship have been passed at an increasing rate.

Consumerism in India is of recent origin. It was in 1965 when consumer movement in India got momentum and the housewives of Bombay established a voluntary organization in the name of AWARE (Association of Women against Rising Express). The association deals in three important areas – Consumer education, protection and representation. There are some other organizations working in the field are - Indian Federation of Consumer Organizations, Consumer Education and Research Centers, National Consumer Protection council etc.,

II. CONSUMER SERVICES

When a human being is born in the world, the first thing it becomes is a consumer and that is the last thing it stops to be all the human beings therefore are consumers of goods and services. The products of some goods also consume various other goods produced by the service from others. In short the consumer is one who buys a thing or hires a service and pays for it or promises to pay for it. In a free democratic society, sellers have certain rights subject to the condition that the buyers are provided with safe and healthy products. The sellers can offer for sale any product of any style, even dangerous product, if warnings are provided. The sellers have the right to price the commodity choose their method of advertisement and launch any marketing programmed within the frame work of the laws revealing in the country.

III. STATEMENT OF THE PROBLEMS

It is unfortunate that a great majority of the consumer society is ignorant of their right and the various laws available to safeguard of such rights. In fact lack of awareness in the single major problems in the path of consumer protectionism. The consumer has a number of rights, he has numerous laws

to protect him, he has a number of voluntary consumer organizations to help him, and he has Government support also. There are consumer courts that take up cases of free of cost today. What he does not have is awareness of his problem and remedies available. Therefore consumer awareness and protection seems to be the need everywhere in the world. So the researcher has chosen to dwell on need for consumer awareness and consumed protection in India. This is an analysis of the various problems of consumer society at large and the remedies available to the Indian consumer.

IV. OBJECTIVES OF THE STUDY

- To study the Young people old age and middle age awareness of interested.
- To study the role of Government to ensuring quality goods in correct quality buying the consumer.
- To study the extent of consumer awareness and consumer education among people.

A. Hypotheses

- Young people have more awareness than old age and middle age people
- Married respondents have greater awareness than unmarried respondents.
- As education increase awareness is increases.

B. Methodology

The researcher to analyze the consumer awareness in Ariyalur adopts survey method the researcher has relied upon the primary data. At first, it is proposed to get information and data from the respondent through questionnaires. The primary data were collected from the respondents by the way of interview schedule. Secondary data were obtained mainly from consumer journals, Newspapers, Department of statistics, Government organization, whole sellers and legal documents. Data have also been collected from books and magazines.

C. Origin of the consumerism

In the consumerism emerged as a result of post industrial developments. In the countries the production of luxuries as well as necessities was more than sufficient consumer did not face problems like shortage, hoarding, black marketing of goods etc. However, western consumer campaigned against un-safe product and the un-realistic claims of the producers. They were eager to know more about relative merits and demerits of competing product and services. Thus western consumerism wanted to acquire additional accurate information about competing products in the market and insist on quality control. Consumerism in India emerged with totally different reason.

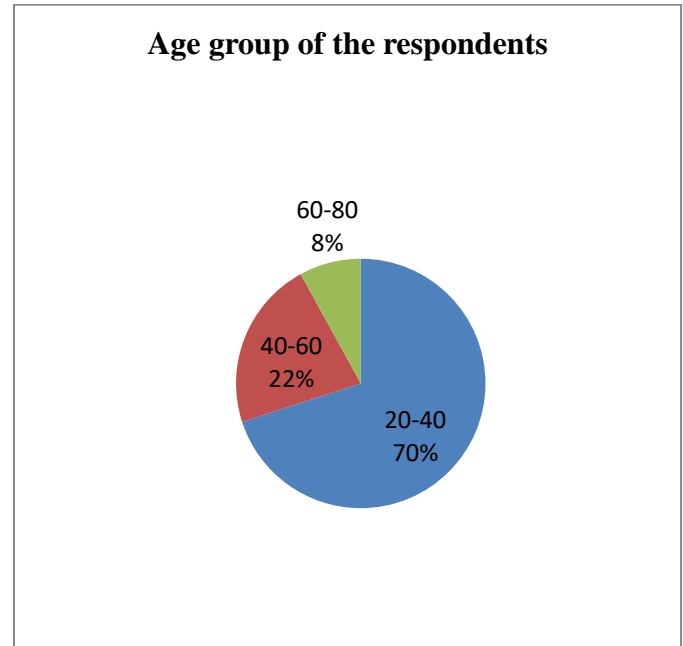
D. Analysis and interpretation of data

The data collected were analyzed with the help of statistical tables, and chi-square test.

Sl. No.	Age Group	Number of respondents	Percentage
1	20-40	70	70
2	40-60	22	22
3	60-80	8	8
Total		100	100

Table 1. Age group of the respondents

Source: Primary data collected through interview schedule

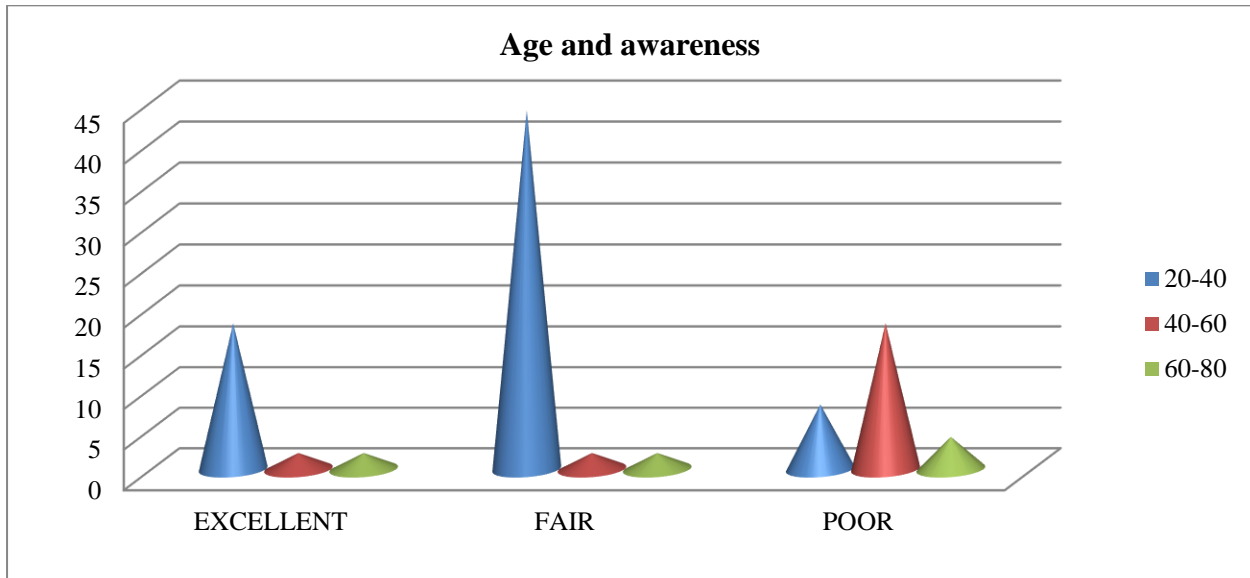


From the above table it is understood that 70 (70 percent) respondents are belonging to the age group at 20-40, the age respondents of buying interest is higher because see that advertising, high education and 22 (22 percent) respondents are of the age group of 40-60 is middle stage of people other than using of product buying customer. The remaining respondents say 8 (8 percent) comes under the age group of 60-80 the people low wants to customer product that old age.

Age Group	Excellent	Fair	Poor	Total
20-40	18	44	8	70
40-60	2	2	18	22
60-80	2	2	4	8
Total	22	48	30	100

Table 2. Age and awareness

Source: Primary data collected through interview schedule.



From the above table reveals that number of respondents has excellent and fair awareness (18-44) 26 more in case of respondents belonging to the age group of 20-40 high want to any product this age, so it is clear that the young people have more awareness than old age and middle age people.

In order to see whether there is any relationship between age and awareness chi-square test has been applied table 3 explain this

Particulars	O	E	(O – E) ²	(O - E) ² /E
R1 C1	18	15.4	6.76	0.44
R1 C2	44	33.	108.16	3.22
R1 C3	8	21.04	170.04	8.08
R2 C1	2	4.48	8.07	1.67
R2 C2	2	10.56	73.27	6.94
R2 C3	18	6.6	129.96	19.69
R3 C1	2	1.76	0.06	0.03
R3 C2	2	3.84	3.38	0.88
R3 C3	4	2.4	2.56	1.07
Value				42.02

Table No. 3 Age and awareness Chi-Square Test

Degrees of Freedom = 4

Table value at 5 percent level = 9.488

Calculated value is 42.02

Since the calculated value is more than the table value the hypothesis that as age increase awareness increase can be accepted.

V. CONCLUSIONS - GOOD CONSUMER

“A good consumer does not allot blame but asserts his complaint as a right and seek actions”.

- Before purchasing, he should insist on the quality of the product as well as on the guarantee of the product and services.
- He should preferably purchases quality market product such as ISI, AGMARK etc.,
- The consumer should joined non-political voluntary consumer organization and organizes themselves.
- The consumer should make complaint for their genuine grievances.
- They should exercise their rights.
- They should have learned simple adulteration test to defect adulteration at home.
- They should plan their purchases so that they will not be forcible to take not work their price due to urgently.

Consumers are the largest economic group in any country. They are the Central point of all economic activities. But they are the most vice fewer groups especially in India. The consumer is subjected to maximum exploitation everywhere. The consumer has a number of rights and there are about then legislations in India today meant for protection of the consumer directly or indirectly. It is said that India has the maximum number of legislations, respectively consumer interest in the world.

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