

Consumer Support Actions on Consumer Awareness in India

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Abstract

Consumers are defended against the marketing of goods and services which are dangerous to life and property. Consumers are allowed to direct, simple, and affordable relief under the act. Effective support department is accessible to consumers. They generally resolve controversies relating to product quality, price, and service. In India, consumer disagreement support agencies are created at the quarter, state, and public situations to arbitrate complaints filed by consumers against dealers or manufacturers. These support agencies have the governance to arbitrate the complaints entered from consumers against any disfigurement in the goods bought or scarcities in the services profited or any illegal/ preventive trade performs, etc. espoused by any dealer or person. The right to seek support is defined as the right to seek return due to impairment caused by illegal trade performances and mistreatment. The recompense bestowed depends on the degree of impairment. To dissect the influence of consumer support agencies on consumer mindfulness. To dissect the performance of consumer controversies support agencies.

Keywords: Consumer, mindfulness, Support, consumer rights, products, brands, services, pricing

Introduction

The consumer movement is growing and gathering instigation from the growing Consumer mindfulness and the growing feeling that the consumer is ruthlessly exploited and taken for granted. Consumers would receive consumerism as an income of declaratory and enjoying their rights. Consumer mindfulness implies being conscious of and having information about the colorful consumer rights, products, brands, services, pricing, etc. Consumer mindfulness helps an individual in sympathetic to the conditions for everyday living to achieve within the frame of one's values and maximum application of the satisfaction from one's coffers. As it's salutary to the public, it's essential to spread information about Consumer rights, liabilities and product evaluation and choice, grievance support, and remedies available, which leads to a healthy living and sustainable terrain. Right to seek support This right promises impartiality to patrons against mistreatment and embraces reward for any loss or grievance agonized by the consumers, release of goods, or form of blights in the properties in order to give satisfaction to consumers.

As an indispensable means of support, patrons can also gatehouse complaints with the National Consumer Helplines (NCH). Complaints entered against these companies appertain to them for support. In terms of the BIS Act, of 1986, the Bureau of Indian norms has been established for the harmonious development of the conditioning of standardization, marking and quality instrument of goods, etc. The Bureau has powers to scholarship, repeat, suspend, or cancel a license for use of the normal mark and entomb alia, make inspections, and amass tasters to see conformity with the Indian standard as also whether the standard mark has been inaptly used. The Department has introduced Consumer Protection Bill, 2015 in the Lok Sabha in August 2015, which contains a number of vittles' for strengthening the consumer grievance support medium. A new BIS Act, 2016 has also been notified.

Review Of Literature

Ajesh Kumar (2011) Consumer defines is a socio-profitable program to be pursued by the government as well as the business as the satisfaction of the consumers is at the attention of both. In this environment, the government, still, has a primary responsibility to cover the consumers' welfares and human rights through applicable policy measures, legal structure, and executive frame.

Alicia Barroso and Gerard Llobet (2012) explain how announcement inspirations shopper mindfulness. Through a separate-choice model, the experimenter depicts a picture of expenditures, which has an important effect in the sapience that they boost consumer mindfulness of a product, perfecting present and unborn deals. **Shaji Unnikrishnan (2013)** reveals that quarter-position support forums are showing a better performance than the other two layers.

Arora et al (2014) paper was to measure the position of consumer mindfulness among adolescents and also to distinguish their perception of a moment's request. **Sinha (2015)** perception of users near customer grievances support. A descriptive exploration design was espoused for the study. The unit of the sample was individual users who filed complaints at District Consumer Controversies Support Forums. **Sindhu (2015)** major device of knowledge, rows themselves can plagiarize lime practices and thereby principal the technique in this global action. The paper gives sapience into the green banking conditioning of the Indian investment organizations and the mindfulness position of guests on this enterprise and their preference for these green banking conditioning critically evaluates the performance of the commission for the last 8 times using statistical ways viz. standard divagation, mean and correlation measure.

Nair (2016) actual is the effectiveness of the grievance support medium in Wayanad (study area), the weakness in the ministry and procedures for the requital of citizens' complaints and to suggest applicable remedial measures for perfecting its effectiveness.

Thavarajah et al (2019) Dental malpractice/ negligence actions against dentists in India aren't been extensively studied. The end is to report on the Indian dentist-related action geography in the consumer support forum (CRF) and to comprehend further of the nature of the same.

Haridas et al (2020) consumers have buying faculty; their consumer education position isn't much good. utmost consumers are apprehensive of their rights but only a many are like to file complaints in the forums.

Sharma (2021) attempts to estimate the performance of the Himachal Pradesh Consumer Controversies Support Commission in terms of the disposal of cases by them. For assaying the performance of the Commission, data have been anatomized with the help of probabilities, correlation measure, and mean and interpreted consequently.

Agasti et al (2022) know the mindfulness position of scholars regarding the same and also spread mindfulness in the attempt. The guard against mistreatment and unconscionable conditioning of the manufacturers and dealers handed by law is equal for each one of us.

Objectives

1. To divide the influence of consumer support agencies on consumer mindfulness.
2. To dissect the performance of consumer controversies support agencies exploration.

Methodology

The sampling system espoused is convenience slice. Samples are named and accessible from different wards after considering numerous aspects. In this study, a Questionnaire was used for the primary data collection. Secondary data was from journals, books, websites, etc.

Data Analysis

Table 1: Percentage Analysis

Category	Classification	Frequency	Percent
Gender	Male	108	71.1
	Female	44	28.9
Age	19-29	2	1.3
	30-39 Years	47	30.9

	40-49 Years	50	32.9
	50-59 Years	16	10.5
	Above 60 Years	37	24.3
Occupational Status	Student	1	.7
	Government job	42	27.6
	Private Job	57	37.5
	Own business	12	7.9
	Labor	34	22.4
	Retired	6	3.9
Qualification	SSLC	14	9.2
	Diploma	76	50.0
	UG	43	28.3
	PG	19	12.5
Marital status	Single	14	9.2
	Married	59	38.8
	Divorced	40	26.3
	Widow	39	25.7
Monthly salary	Less than 10,000	11	7.2
	10,001 - 25,000	49	32.2
	25,001 - 50,000	33	21.7
	50,001 – 1,00,000	59	38.8
Area of residency	Rural	108	71.1
	Urban	44	28.9
State the source of Information about Consumer Disputes Support Forum	Self-Awareness	20	13.2
	Legal advisors	33	21.7
	Friends / neighbours	42	27.6
	Print & electronic media (Radio, T.V.)	26	17.1
	Voluntary consumer organizations	31	20.4

Table 2: Descriptive Statistics Of Consumer Dispute Support

Descriptive Statistics					
Consumer Dispute Support	N	Minimum	Maximum	Mean	Std. Deviation
Economical support system	152	1	5	4.23	.917

Provide Speedy trial mechanism	152	1	5	4.15	.904
Technically efficient for handling Complaints	152	1	5	4.30	.837
Decisions are regular and consistent	152	1	5	4.19	.926
Easily accessible	152	1	5	4.26	.924
Fully transparent	152	1	5	4.18	.907
Impartial judgment	152	3	5	4.38	.698
Strong execution of final order	152	1	5	4.39	.789
Systematic mechanism	152	1	5	4.34	.898
Valid N (listwise)	152			38.42	7.8

The above table indicates the Consumer Dispute Support Mean and standard deviation. The variables are an Economical support system, Provide Speedy trial mechanism, technically efficient for handling Complaints, Decisions are regular and consistent, Easily accessible, Fully transparent, Impartial judgment, Strong execution of final order, and Systematic mechanism. The overall mean value is 38.42.

Table 3: Skewness And Kurtosis Of Nature Of Support Sought

S- Statistic

Mini- Minimum

Max- Maximum

Descriptive Statistics									
	N	Mini	Max	Mean	Std. Deviation	Skewness		Kurtosis	
	S	S	S	S	S	S	Std. Error	S	Std. Error
Compensation	152	1	6	3.87	1.403	-.375	.197	-.722	.391
Replacement	152	1	6	3.47	1.361	-.191	.197	-1.412	.391
Re-installment	152	1	6	3.75	1.754	-.051	.197	-1.256	.391
Refund of excess payment	152	1	6	3.33	1.500	.019	.197	-1.227	.391
Replacement with compensation	152	1	6	3.28	1.895	.293	.197	-1.394	.391
Refund with interest and compensation	152	1	6	3.30	2.135	.169	.197	-1.642	.391
Valid N (listwise)	152								

Skewness And Kurtosis of Nature of Support Sought, the variables are Skewness statics Compensation -.375, Replacement -.191, Re-installment -.051, Refund of excess payment, Replacement with compensation .019, Refund with interest and compensation .293. Kurtosis value are Compensation -.722, Replacement-1.412, Re-installment -1.256, Refund of excess payment -1.227, Replacement with compensation -1.394 Refund with interest and compensation -1.642.

Table 4: Difference Between The Consumer Dispute Support and Gender

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Economical support system	Between Groups	12.536	4	3.134	4.027	.004
	Within Groups	114.405	147	.778		
	Total	126.941	151			
Provide Speedy trial mechanism	Between Groups	4.972	4	1.243	1.541	.193
	Within Groups	118.547	147	.806		
	Total	123.520	151			
Technically efficient for handling Complaints	Between Groups	9.123	4	2.281	3.472	.010
	Within Groups	96.554	147	.657		
	Total	105.678	151			
Decisions are regular and consistent	Between Groups	7.796	4	1.949	2.355	.056
	Within Groups	121.671	147	.828		
	Total	129.467	151			
Easily accessible	Between Groups	10.742	4	2.686	3.338	.012
	Within Groups	118.251	147	.804		
	Total	128.993	151			
Fully transparent	Between Groups	5.122	4	1.280	1.581	.182
	Within Groups	119.082	147	.810		
	Total	124.204	151			
Impartial judgment	Between Groups	7.433	4	1.858	4.127	.003
	Within Groups	66.192	147	.450		
	Total	73.625	151			
Strong execution of final order	Between Groups	11.003	4	2.751	4.866	.001
	Within Groups	83.095	147	.565		
	Total	94.099	151			
Systematic mechanism	Between Groups	11.954	4	2.989	3.996	.004
	Within Groups	109.934	147	.748		
	Total	121.888	151			

There is no significant difference between the Consumer Dispute Support and Gender. Economical support system .004, Provide Speedy trial mechanism .193, Technically efficient for handling Complaints .010, Decisions are regular and consistent .056, Easily accessible .012, Fully transparent .182, Impartial judgment .003, Strong execution of final order .001, Systematic mechanism .004. Provide Speedy trial mechanism, fully transparent

these two variables are significant value is greater than .005. So that other variables are less than the p value 0.05. Therefore, null hypothesis is rejected.

Conclusion

From the colourful studies, it's noticed that the maximum complaints are due to insufficiency in services and to overcome this main cause there's a great necessity to regulate the sectors similar as banking, finance, insurance, electricity, telecom, real estate, etc. It's farther suggested that to streamline the perpetration of the Act in letter and spirit the grievance support medium should be applied rigorously in each and every association. furnishing further finances which can be created through commercial social responsibility finances, so that consumers may escape from the clutches of this wrong of exploitation and the frugality of the country may grow effectively.

Conflict Of Interest

There is no conflict of interest.

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