

## **CONSUMER AWARENESS ON FILING A COMPLAINT UNDER CONSUMER DISPUTE REDRESSAL FORUM IN COIMBATORE CITY**

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### **ABSTRACT:**

Consumers play a vital role in the development of a nation. "Consumer is King", "Consumer is the Sovereign" all of each catch phrases may speak high about Consumers. But the fact remains that Consumers in India are deprived, rudely addressed, uninformed, neglected as well as sometimes feeble and helpless. Therefore in order to safeguard the consumers from the exploitation of unscrupulous traders and service provider, the government of India has established Consumer Protection Act (CPA) 1986. The Consumer Protection Act is a Magna Carta in the history of consumer protection movement.

**Keywords:** Importance of raising complaint, Benefits, Changes

## **INTRODUCTION:**

The main function of Consumer Forums is to deal with the cases concerning consumer disputes and grievances. In spite of best Consumer Laws and serious measures taken by the government the consumer exploitation is increasing day by day. It is primarily due lack of awareness among consumers about their rights and protection measures. Even though consumer protection laws have been enacted in India nearly three decades ago, the consumers are still ignorant of the same as well as mechanism to redress their grievances. Consumer awareness implies being conscious of and having knowledge about the various consumer rights, responsibilities and grievances redressal and remedies available. Therefore it is important to educate the consumers and make them aware about their rights and remedies that are available to them.

## **STATEMENT OF THE PROBLEM**

Consumers are not much aware of consumer rights and they do not know consumer dispute redress mechanism. Even if they know they have to travel from their hometown to districts which results in consumption of time, money and energy. This makes the rural consumer less aware of consumer rights and redressal machineries. Therefore villages are areas where more attention is needed as they are the worst effected by dishonest seller and subject to mal practices. In these areas it is required to pay earnest attention so that people may aware of consumer protection laws and available remedies under the act.

## **OBJECTIVES OF THE STUDY**

- To study the respondents' awareness regarding various consumer rights enacted under the consumer protection act.
- To measure the level of awareness on Redressal and safety measures taken to enhance the consumer protection.
- To analyze the level of satisfaction towards the services provided by consumer forum

## **RESEARCH METHODOLOGY**

### **DATA COLLECTION:**

The study makes use of primary data. The questionnaires were filled out by the respondents for the purpose of collecting primary data, questions were filled by the respondents.

## SIZE OF THE SAMPLE

The sample size for this study is 120 respondents.

## SAMPLE TECHNIQUE

Convenient random sampling technique has been used to select 120 respondents for the purpose of the study

## AREA OF THE STUDY

The data has been collected from the consumers in areas of Chinnavedampatti, Andakkapalayam, Kalapatti, Serayampalayam, Vellanaipatti in Coimbatore district

## TOOLS USED

The data collected for the study was analysed manually with suitable statistical tools.

The following statistical tools have been used for analyses of this study

1. Percentage Analysis
2. Ranking analysis

## REVIEW OF LITERATURE:

**B.Krishnakumar and Sakthivanthan (2012) “A study on Consumer Protection Awareness among Rural Consumers in Cuddalore District”**, The purpose of the study is to know the consumer protection awareness level among the rural consumers. The research design used in this study falls under the category of descriptive study. A sample of 160 respondents was selected by using multi stage random sampling technique in Cuddalore district. It was found that there is lack of awareness among consumers of many facts that are of much relevance for their own welfare. It is suggested that they should be educated and trained towards their own welfare.

**Dr.Arabinda Debnath & Mrs. Manashi Mazumdar (2015) “An evaluate study on Consumer Rights in the Context of Business”**, The purpose of the study is to know about the various measures of consumer protection. The study is based on the primary and secondary data. A sample of 95 respondents was selected

by using personal interview and questionnaires. It was found that businessmen provide consumer protection only for their local and knowing customers but they have a tendency of exploiting some flying customers for earning profit. Therefore it is suggested that customer literacy should be imparted by booklet in simple and regional language to create awareness among the consumer about their rights.

**Yashpal Singh (2016) “An analysis of performance of District Consumer Forum in Western Uttar Pradesh”**, The objective of the study is to examine the performance of consumer forum and to study the association between number of registered cases and number of cases pending. Data has been collected from concerned selected consumer forums under right to information act. The research methodology used in this study falls under the category of exploratory research design. For analyzing the performances of selected consumer forums, simple statistical method has been used. It was found that there is a significant difference amongst the performance of consumer forums working in different districts in Uttar Pradesh and also the speed of disposal is lesser than the speed of registered cases. Therefore it is suggested that additional consumer forums should be established to share the burden of existing consumer forum and only then cases pending can be decreased.

**D.Divyaprabha and V.B.Mathipurani (2019) “A Study on Consumer Awareness towards Filing a Complaint in Consumer District Forum”**, The purpose of the study is to analyze about the level of service provided by the employees of consumer forum and to know the level of awareness towards various factors related to district forums. The research design used in this study was descriptive research design. A sample of 150 respondents was selected by using simple random sampling technique. It was found that the forum is not rectifying the problems given by the customers and it shows that there is a huge difference between the customer expectations and the service provided. So it is suggested that proper regulation should be given for making the customers aware and satisfied towards their grievances.

**Ajita Gupta and Seema Kashyap (2016) “Awareness Regarding Procedure of Filing and Pursuing Complaints in District Consumer Redressal Forum”**, The purpose of the study is to explore the nature of complaints filed with district consumer forum of Agra city and to assess the procedural awareness of filing & pursuing complaints in consumer forum. The study was based on primary and secondary data. A sample of 104 complainants was selected by using convenient sampling method. It was found that all the respondents have face the situation of consumer exploitation in one way or other and all respondents have approached to district

forum for justice. To resolve this situation it is hereby suggested that special advertisement should be created to educate the consumer regarding procedure of filing complaints.

**R.Natarajan (2018) “A study on Consumer Awareness on Consumer Rights in Dindigul district”**, The purpose of the study is to determine the evolution of consumer rights and the level of awareness on consumer rights among the respondents. A sample of 600 respondents was selected by using multi-stage random sampling technique in Dindigul district. F-test and simple percentage analysis have been applied to analyze the awareness level of respondents towards consumer rights. It was found that only 14% of respondent of consumer have high level of consumer awareness on consumer rights. Therefore it is suggested that the government must take concrete steps in increasing consumer awareness, encourage consumer education, training and research.

## ANALYSIS AND INTERPRETATION

**TABLE 1**  
**TABLE SHOWING THE AGE GROUP OF RESPONDENTS**

AGE GROUP	NO.OF RESPONDENT	PERCENTAGE
10-20	16	13
20-30	70	58
31-40	26	22
Above 40	8	7
<b>TOTAL</b>	<b>120</b>	<b>100</b>

(Source: From the source of primary data)

## INTERPRETATION:

The table shows that 13% of the respondents are below 20, 58% are between 20 to 30 years and 22% are between 30 to 40 and 7% respondents are above 40.

## INFERENCE:

It is concluded that majority (58%) of respondents are aged between 20 to 30 years.

**TABLE 2**  
**TABLE SHOWING THE ANNUAL INCOME OF THE RESPONDENTS**

<b>ANNUAL INCOME IN LAKH</b>	<b>NO.OF RESPONDENTS</b>	<b>PERCENTAGE</b>
BELOW 1 LAKH	16	13
1TO 2 LAKH	28	23
2 TO3 LAKHS	50	42
ABOVE 3 LAKHS	26	22
<b>TOTAL</b>	<b>120</b>	<b>100</b>

(Source: From the source of primary data)

#### **INTERPRETATION:**

This table shows that 13% have annual income below 1 lakh, 23% have annual income between 1 to 2 lakhs, 42% have annual income between 2 to 3 lakh and 22% respondent have annual income above 3 lakh.

#### **INFERENCE:**

It is concluded that majority (42%) of the respondent have annual income between 2 to 3 lakhs.

**TABLE 3**

**TABLE SHOWING THE RESPONDENT AWARENESS ON REDRESSAL MECHANISMS:**

<b>AWARENESS</b>	<b>FULLY AWARE</b>	<b>PARTIALLY AWARE</b>	<b>NOT AWARE</b>	<b>TOTAL</b>	<b>RANK</b>
CONSUMER AWARENESS COUNCIL	44 (3) 132	63 (2) 126	13 (1) 13	271	<b>I</b>
CONSUMER DISPUTE FORUM	30 (3) 90	77 (2) 154	13 (1) 13	257	<b>IV</b>
VOLUNTARY CONSUMER ORGANISATION	38 (3) 114	70 (2) 140	12 (1) 12	266	<b>II</b>
LEGAL EXPERTS	41 (3) 123	62 (2) 124	16 (1) 16	263	<b>III</b>
CONSUMER PROTECTION DEPT OFFICIALS	35 (3) 105	66 (2) 132	19 (1) 19	256	<b>V</b>

(Source: From the source of primary data)

#### **INTERPRETATION:**

This table shows that majority (44%) of the respondents are aware about the consumer awareness council and majority (19%) of the respondents are not at all aware about consumer protection department officials.

#### **INFERENCE:**

It is concluded that majority of the respondents aware about consumer awareness council

**TABLE 4**  
**TABLE SHOWING THE AWARENESS OF THE RIGHT TO CONSUMER EDUCATIONAL**

CONSUMER EDUCATION	FULLY AWARE	PARTIALLY AWARE	NOT AWARE	TOTAL	RANK
DISPUTE REDRESSAL	44 (3) 132	60 (2) 120	16 (1) 16	268	<b>IV</b>
CONSUMER	43 (3) 129	67 (2) 134	10 (1) 10	273	<b>II</b>
CONSUMER RIGHTS	47 (3) 141	56 (2) 116	17 (1) 17	274	<b>I</b>
DEFICIENCY IN SERVICE	32 (3) 96	78 (2) 156	10 (1) 10	262	<b>V</b>
UNFAIR TRADE PRACTICE	43 (3) 129	62 (2) 124	15 (1) 15	269	<b>III</b>

(Source: From the source of primary data)

#### INTERPRETATION:

This table shows that majority of the respondents are fully aware about the consumer rights.

#### INFERENCE:

It is concluded that majority of the respondents are fully aware about the consumer rights.

## FINDINGS

- Majority (58%) of respondents are aged between 20 to 30 years. The most (66%) of the respondents are male.
- The majority(73%) of the respondents are graduated and students.
- The most (62%) of the respondents are unmarried. The majority of respondents family is nuclear and contains 3 to 6 members.
- Majority(57%) of the respondent family does not have any child in their family.
- The respondent have annual income between 2 to 3 lakh.
- Majority (65%) of the respondents source is electronic media.
- The respondent know about AGMARK and majority of the respondent does not know about the ISI trademark.
- It is concluded that respondents are fully aware through enquiring the seller. The respondents are fully aware about the MRP of the product.
- It is concluded that majority of the respondents are aware about the quality of choosing a right product.
- The respondents aware about consumer awareness council.
- Majority of the respondents are fully aware about removal of defeated products.
- Majority of the respondent faced problem on poor quality while buying the product and the respondent said it as good to use district forum to complaint.
- Majority (41%) of the respondent are satisfied in dedicated service.
- The respondent accepted that government is taking appropriate action against the errand sellers.

## 5.2 SUGGESTIONS:

- Consumer awareness programs should be conducted and the voluntary consumer organizations should be motivated to work actively.
- Government of India may instruct through necessary legislation, all the television channels in India, to reserve a primetime slot to run advertisements or messages or programs on consumer welfare and protection.
- Like the national awards for the best consumer organizations, the state government may give awards to all those who have contributed or worked for the cause of consumer protection or welfare on this day.
- Government should make and implement rules of punishment harsh, so that manufacturer and shopkeeper think twice before adopting fraudulent practices.
- Consumer should organize together to develop the strength and influence to promote and protect their own interest.

## 5.3 CONCLUSION:

The study attempts to enable the process of filling a complaints in the consumer district forum and also create an awareness among the consumers regarding filling a complaints in the district forum. The objective of this project is to assess the people of different class in the society about different aspects of consumer awareness like price and quality of product used by them about fair price shop, standardization of product, about the consumer forum, about their rights and duties etc.

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